



Brand and Style Guide

Updated August 2021

Maintained by Marketing & Public Relations | Approved by the President's Cabinet
www.sagu.edu/marketing



Dear friends,

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

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

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

Sincerely,

A handwritten signature in black ink that reads "Kermit S. Bridges". The signature is written in a cursive, flowing style.

Kermit S. Bridges
President

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WHY SAGU AIC HAS BRAND STANDARDS

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

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

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

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

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

SAGU AIC's common law trademarks include AIC,

AMERICAN INDIAN COLLEGE, SAGU AIC, AND SAGU AMERICAN INDIAN COLLEGE.

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

- Protection
- Promotion

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

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

The most recent version of this guide is available online at www.sagu.edu/marketing.

1.0

**Planning, project flow
and printing**

PLANNING YOUR MATERIALS

Planning a printed piece

Print materials should:

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

Ask key questions:

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

Consider your department's needs:

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

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

To print or not to print?

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

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

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

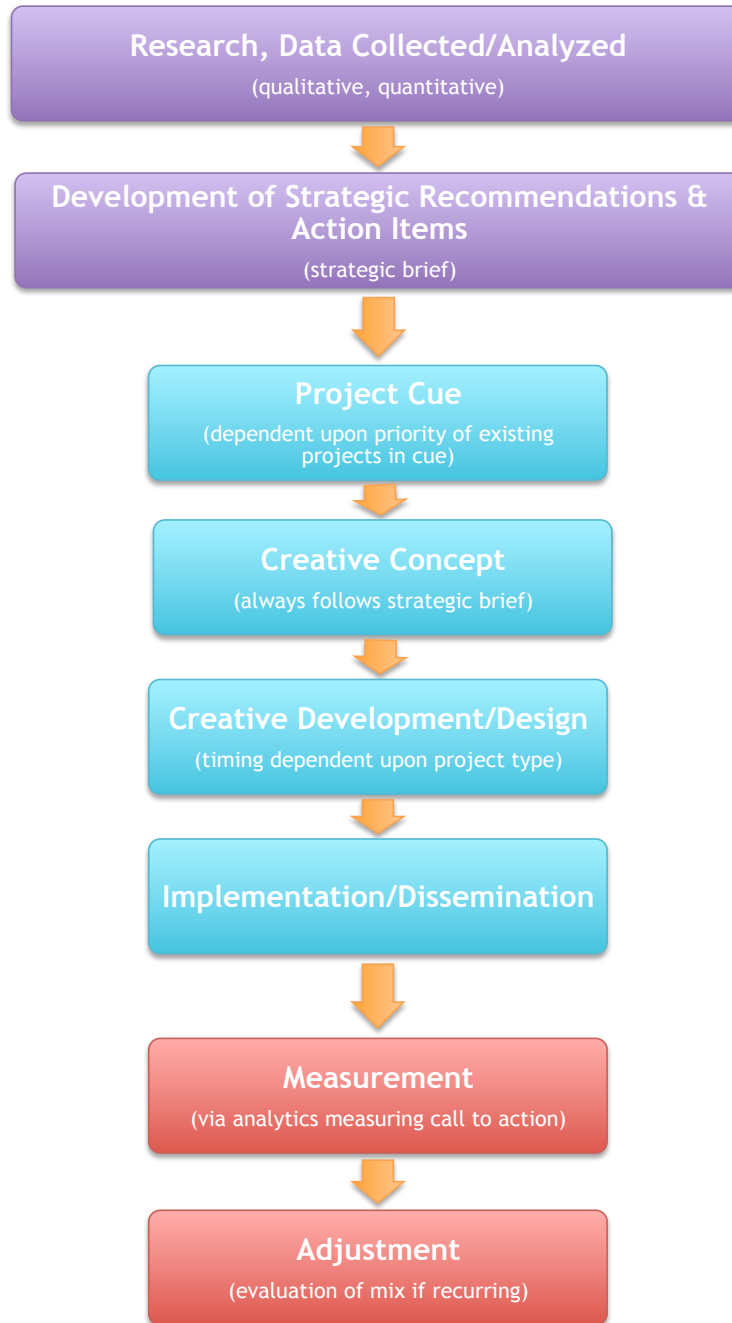
Marketing and Public Relations also produces resources for use by the entire campus, such as pocket folders, brochures, videos, presentation templates, web pages, publications, and other materials that can reduce the time and costs associated with promotion.

Compliance monitoring

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

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

PROJECT FLOW



PRINTING

All print jobs fall into one of three categories:

- Photocopying/duplicating
- Collateral (stationery, business cards, etc.)
- Printing

Photocopying

Photocopying is handled by the Copy Center.

Collateral

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

Printing

Any type of promotional printing other than photocopying/duplicating — regardless of job size, quantity or monetary value — requires Marketing and Public Relations approval. An electronic or hard copy of the print job should be submitted to ensure correct use of university marks and graphic standards. Expect approval or a request for changes to be returned within three working days.

Following approval of graphic standards, the department may pursue a print estimate on their own, or Marketing and Public Relations can assist in acquiring a competitive bid.

Stationery

Only approved departments, campuses and organizations can use university stationery.

Envelopes

Marketing and Public Relations pays for standardized envelopes. Envelopes may be tailored to the specific department. Departments requesting tailoring are expected to pay for the cost variance.

Because desk printers (RGB) typically cannot reproduce Warrior Red and Mane Gold (CMYK) accurately, they should not be used to print full-color letterhead. Digital letterhead is only permitted when an electronic copy of a document is being sent electronically.

Business cards

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

1.1

Samples of print collateral

Business card



Sample letterhead



#10 envelope

Envelopes of other sizes follow the same design.



ADMISSIONS

10020 N. 15th Avenue
Phoenix, Arizona 85021

1.2

Planning resources

Strategic Brief

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

Strategic Brief

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

Client: _____

Primary Contact: _____

Project / Event Title: _____

Prepared by: _____

Who is the target audience?

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

What is the primary objective?

(All marketing is most effective when revolving around a single primary objective.)

Are there any supplemental objectives?

(These may be used for support documentation. But, they should not overshadow the primary.)

What is the single most important thing to say?

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

What is the call to action?

What assets does marketing need before we can begin work on the project?

(photos, copy, mailing lists)

When should we expect to receive these assets? _____

Who is responsible for providing the assets? _____

If this is a campaign, what tactics will be involved?

(Campaigns generally have multiple tactics such as email blasts, postcards, posters or PURLs.)

Project timeline:

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

Technical Details:

(Budget. Mailing dimensions. Etc.)

Storytelling Brief

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

Storytelling Brief

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

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

What point does the story convey?

(Does it communicate a value of the University? Does it emphasize a key feature?)

Who is the protagonist of the story?

(Whom will the audience follow or identify with through the narrative? Remember, organizations cannot be protagonists.)

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

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

What is the protagonist’s goal?

What is the first barrier standing in the protagonist’s way?

(Can be internal or external.)

Describe any subsequent barriers and how they are overcome.

What is the moment of truth in the story?

What is the resolution to the story?

(Does the protagonist achieve his/her goal?)

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

How does the story relate to your organization’s work?

To what audience would you want to tell this story?

2.0

**Logos, colors,
fonts and visuals**



SAGU AIC logo

This is the preferred logo.

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



SAGU AIC seal

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



Athletics logo

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

GENERAL USE STANDARDS



- The appropriate logo should be clearly and prominently identified. The logo should be no smaller than 1/2-inch high.
- Allow for 1/2-inch of space around all sides.
- In busy or complex designs, they should be surrounded by appropriate white space.
- Logos may vary in size, but cannot otherwise be altered, tampered with, modified or overprinted.
- Take care not to stretch or condense the logo.
- Logos should not be combined.
- No independent or conflicting logos should be used.
- In a full-color publication, use approved colors. In one- or two-color publications, only approved two-color or single-color versions of the logos/symbols may be used.
- White can be used for reverses on dark backgrounds.
- The university seal should only be used on official or ceremonial documents, and only in approved single- or full-color versions.
- Do not emboss or add an outer glow or shadow.
- Appropriate printing procedures must be followed. See the Printing Procedures section of this manual for details.

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

Files size and dpi

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

LOGOS ON VARYING BACKGROUNDS

Logos should be used differently depending upon whether they are paired with light or dark colored background. **Never add a stroke to the outside of the warrior.**

**APPROVED USE ON
LIGHT BACKGROUNDS**



**APPROVED USE ON
DARK BACKGROUNDS**



sagu



AMERICAN INDIAN
COLLEGE

sagu



AMERICAN INDIAN
COLLEGE

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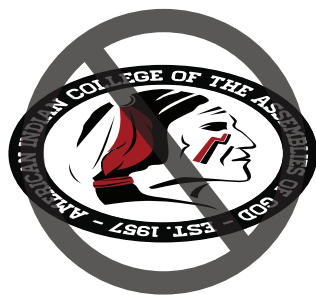


AMERICAN INDIAN
COLLEGE

sagu



AMERICAN INDIAN
COLLEGE



CAMPUS DEPARTMENTS

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



ADMISSIONS

COLORS

SAGU AIC maintains distinct colors and logos from the SAGU campus in Waxahachie, TX.

WARRIOR RED

CMYK 23% 100% 88% 15%

PMS 187

HEX #aa1f2e

RGB 136, 41, 38

MANE GOLD

CMYK 0% 40% 100% 0%

PMS 1235

HEX #faa61a

RGB 250, 166, 26

Optional accents

BLACK

CMYK 75% 68% 67% 90%

HEX #000000

RGB 255, 255, 255

WHITE

CMYK 0% 0% 0% 0%

HEX #ffffff

RGB 0, 0, 0

DEEP WARRIOR RED

CMYK 30% 96% 92% 35%

PMS 7623

RGB #8f2a2b

RGB 123, 46, 27

HAYSTACK

CMYK 1% 16% 64% 0%

PMS 134

HEX #vfd475

RGB 243, 209, 116

DARK WARM GRAY

CMYK 42% 39% 44% 4%

PMS Warm Gray 7

HEX #928a82

RGB 146, 138, 130

WARM GRAY

CMYK 15% 13% 17% 0%

PMS Warm Gray 1

HEX #d4d0ca

RGB 212, 208, 202

FONTS

Standard typefaces and fonts

SAGU AIC uses a consistent set of fonts for promotional materials. All departments are encouraged to do the same. The fonts are available as OpenType format (OTF) upon request and through Adobe Typekit.

The Warrior logo font is Kino MT.

SAGU AIC permits selective use of decorative fonts. Decorative fonts should never supercede the official brand.

Font selection

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

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

As a general rule, remember that sans-serif fonts read easiest for on-screen viewing.

KINO MT

Franklin Gothic URW Condensed Book

Franklin Gothic URW Condensed Demi

Proxima Nova Regular

Proxima Nova Bold

Proxima Nova Extrabold

Adobe Garamond Pro Regular

Adobe Garamond Pro Bold

Adelle Regular

Adelle Bold

Alfa Slab One

3.0

Merchandise, promotional items and embroidery

PROMO ITEMS

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

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

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

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

Additionally, standards must follow these guidelines:

- Whenever a SAGU AIC logo or mark is used, it must be prominent and separate from other designs or marks, including sponsor logos.
- The SAGU AIC name in text form on merchandise may be used with permission when appropriate.
- Only those student organizations recognized by SAGU AIC are allowed to use the university's name.
- The SAGU AIC seal is reserved for official or presidential purposes unless expressly approved.
- Artwork must be of appropriate taste, quality, and design that complements the merchandise.
- Student organization, like all campus departments, must adhere to the Brand and Style Guide.
- Use of art or other intellectual property owned by a third party must be approved by that entity in writing and submitted to SAGU AIC Marketing and Public Relations along with the desired artwork.
- If you wish to use artwork copyrighted work created by someone outside of SAGU AIC, a written release is required.

EMBROIDERY

Configuration and color

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

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

Accompanying type

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

4.0

Editorial style, grammar and punctuation

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

Marketing and Public Relations reserves the right to edit or rewrite releases to ensure they meet editorial/style guidelines and provide credible, current and meaningful information before syndication.

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

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

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

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

Use such abbreviations as *B.A.*, *M.A.*, *LL.D.* and *Ph.D.* only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name – never after just a last name.

When used after a name, an academic abbreviation is set off by commas: *John Snow, Ph.D., spoke*.

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

See **doctor**.

academic departments – Use lowercase except for words that are proper nouns or adjectives: *the department of history*, *the history department*, *the department of English*, *the English department*, or when *department* is part of the official and formal name: *University of Connecticut Department of Economics*.

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

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

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

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

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

abbreviate

- The following titles when they precede a name: *Dr.*, *Rev.*, *Gov.*, *Lt. Gov.*, *Sen.* and certain military titles.
- In tabular listings of names, use *Ph.D.*, *M.D.*, or other such titles after names.
- Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in mailing address: *Lewisburg, PA 17837*
For others, use the abbreviations found in the AP Stylebook: *Calif.*; *N.J.*; *Mo*; *Lewisburg, Pa.*

Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated in datelines or text.

■ **Months**

Abbreviate months of the year when used with a specific date: *Jan. 1*

Abbreviate only: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

do not abbreviate

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

African-American — This follows AP style.

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

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

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

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

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

Lowercase *biblical* in all uses.

Do not abbreviate individual books of the Bible.

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

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

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

buildings/halls — Should always include the full name of the facility, including the last name of the individual or family the facility is named for, upon first use. May be abbreviated after initial use. When referring to a venue within the main facility, include the building name followed by the facility description.

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

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

course work — Always two words.

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

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

Dean's List — Capitalize.

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

Some examples:

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

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

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

But: *Northern Ireland, South Korea.*

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

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

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

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

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

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

high school — Spell lowercase with no hyphen.

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

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

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

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

names — In general, use only last names on second reference, unless an individual requests otherwise. When it is necessary to

distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name.

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

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

best man for the job — *best candidate*
businessmen — *business professionals, business leaders*
chairman — *chair, chairperson, department chair*
mankind — *humankind*
man-made — *synthetic, manufactured*
manpower — *personnel*

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

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

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

For ordinals:

Spell out first through ninth when they indicate sequence in time or location: *first base, the First Amendment, he was first in line.* Starting with 10th use figures.

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

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

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

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

apostrophe

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

colon

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

comma

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

the day is not mentioned: *July 1986*

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

dash

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

hyphen

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

period

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

quotation mark

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

quotation go outside.

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

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

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

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

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

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

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

SAGU AIC – Use *SAGU American Indian College (SAGU AIC)* as the first mention of the university's name in a publication. SAGU AIC can be used exclusively thereafter.

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

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

that, which – Use *that* and *which* when referring to inanimate objects and to animals without a name. Use *that* for essential clauses, important to the meaning of the sentence, and without commas: *I remember the day that we met.* Use *which* for

nonessential clauses, where the pronoun is less necessary, and use commas: *The team, which finished last a year ago, is in first place.*

timelines – No need to insert first two digits of second number unless the timeline spans a century mark: *1937-45, 1998-2004.*

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

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

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

United States – Always spell out on first reference.

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

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

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

Active vs. passive voice

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

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

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

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

Is passive voice always wrong?

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

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

Is passive voice hard to understand?

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

5.0

Public relations and press releases

PUBLIC RELATIONS

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

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

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

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

PRIVACY

Student Privacy

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

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

Examples of acceptable Public Relations applications include dissemination of Dean's Lists and President's Lists, graduates, scholarship winners, and athletic and academic award recipients.

Marketing reserves the right to remove content from publications that violate FERPA guidelines.

Employee Privacy

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

Online Privacy

Marketing and Public Relations maintains a privacy policy and terms and conditions for www.sagu.edu. The full terms are available at www.sagu.edu/privacy.

PRESS RELEASES

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

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

Contact —

Name, Title

SAGU American Indian College (SAGU AIC)

Email address

Phone number

Website

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

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

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

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

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

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

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

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

SAGU American Indian College is located in Phoenix, Arizona and is the nation's only Christian college serving primarily Native American students. The university was established in 1957 to prepare Native Americans for church ministry. SAGU AIC now offers degrees in ministry, business and education. Alumni include pastors, educators, business professionals, tribal leaders and others who are bringing positive change to their communities.

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

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

6.0

Photo and video

Casting

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

Candid/event

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

Cast

The following guidelines should be used when casting:

- Choose individuals who visually convey the overall brand message of SAGU AIC.
- Subjects should sign a release form prior to the shoot (available at www.sagu.edu/marketing).
- Subjects should be cleared with Residential Life to determine eligibility.
- Subjects should avoid apparel that is of a political or provocative nature.
- Subjects should avoid apparel with non-SAGU-AIC logos or brand marks.
- Subjects should abide by SAGU AIC dress and code of conduct.
- Subjects should have no conspicuous body piercings or tattoos.

Shooting

- If shooting in a dorm room, more than one staff member must be present.
- Be conscientious of decor to avoid non-SAGU-AIC brand marks or decor that would not reflect the values of the university.
- If shooting a classroom environment, clear the scheduled shoot with the professor beforehand.

Photography of minors

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

Distribution

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

Video production

Promotional video projects follow the same style guidelines as other brand communications. Commercials, video presentations, and broadcasts should be cleared with Marketing and Public Relations to ensure compliance with brand guidelines.

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

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

7.0

Legal

The SAGU AIC brand

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

Communications law

- **Section V of the Federal Trade Commission Act, 1994 (FTC Act)** — Empowers the FTC to prevent unfair or deceptive advertising practices.
- **Child Online Privacy and Protection Act (COPPA)** — Protects children's privacy by giving parents the tools to control what information is collected from their children (under 13) online.
- **Telemarketing and Consumer Fraud and Abuse Prevention Act** — Protects consumers from telemarketing deception and abuse.
- **CAN-SPAM Act** — Establishes rules for commercial email, establishes requirements for commercial messages, gives recipients the right to stop email, and spells out tough penalties for violators.
- **The Lanham Act** — Found in Title 15 of the U.S. Code and contains the federal statutes governing trademark law in the United States. This act is not the exclusive law governing U.S. trademark law. Common law and state statutes also control some aspects of trademark protection. Includes a remedy for infringement.
- **Digital Millennium Copyright Act of 1998 (DMCA)** — Heightens the penalties for copyright infringement on the Internet. Amended Title 17 of the United States Code to extend the reach of copyright, while limiting the liability of the providers of online services for copyright infringement by their users.
- **Copyright Act of 1976** — Spells out the basic rights of copyright holders, codified the doctrine of fair use, and for most new copyrights adopted a unitary term based on the date of the author's death rather than the prior scheme of fixed initial and renewal terms.

- **Federal Education Rights and Privacy Act — (FERPA)** Regulates how student information may be used and distributed.
- **Section 508 of the Rehabilitation Act** — Established standards to insure accessibility of content for individuals with disabilities. These federal standards can be viewed at www.section508.gov.

Copyright vs. trademark law

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

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

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

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

- **purpose and character of the use**, including whether such use is of commercial nature or is for non-profit educational purposes
- **the nature of the copyrighted work** (transformative)

- the amount and substantiality of **the portion used** in relation to the copyrighted work as a whole
- **the effect of the use upon the potential market** for or value of the copyrighted work

Copyright violation

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

Trademark infringement

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

Trademark dilution

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

Compliance monitoring

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

Social media regulations

Endorsements

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

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

Copyright infringement

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

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

Confidentiality

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

Political speech or perceived endorsement

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

Collaboration

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

Privacy

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

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

8.0

**Electronic
communication**

Social media guidelines

The use of social media introduces administrative and legal issues. The first step for any department or program seeking social accounts should be to approach Marketing and Public Relations with a plan related to leveraging existing profiles for maximum visibility.

If reason exists for independent accounts, those accounts must receive approval from Marketing and Public Relations.

All accounts will abide by applicable laws and university policies.

Social media policy

Approval for social media accounts

Account approval protects SAGU AIC in relation to public relations or legal issues and provides a means to handle accounts if department or organizational leadership changes.

The steps for approval include:

- Identify desired social media platforms.
- Request approval from marketing including the purpose, audience and scope of use. (available on www.sagu.edu/marketing)
- If approved, Marketing and Public Relations determines the name of the page and creates the appropriate cover and profile images for the account.
- Information Technology creates an email group to administer social channels (e.g. socmed-history@sagu.edu)
- The department creates the social accounts. The established email address must be used to setup accounts. Publicrelations@sagu.edu will be included in that email group.
- If Facebook, webmaster@sagu.edu must be added as an admin.

SAGU AIC web content

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

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

All pages will abide by applicable laws and university policies.

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

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

Research

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

Accessibility

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

Web colors

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

Appearance

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

Emails and newsletters

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

At a minimum, each email must include:

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

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

Personal email style and signature

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

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

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

All SAGU email signatures should be consistent

First and Last Name, Highest Degree Earned (optional)

Title/Position

Department

Hours:

days, times (optional)

e: staff@sagu.edu

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

m: mobile phone number (optional)

f: fax number (optional)

a: address



P.S. promotional text (optional)

14 pt Arial Bold

12 pt Arial

Example

Joseph Hartman, M.S.

Assistant Dean

School of Distance Education

e: jhartman@sagu.edu

p: 972.825.4774

f: 972.923.8124

a: 1200 Sycamore St., Waxahachie, TX 75165



P.S. AIC is now accepting applications for the fall semester. Apply today!

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<http://www.uspto.gov/ip/index.jsp>.

Marketing and traditional advertising

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

Phone: 972-825-4842

Email: marketing@sagu.edu

Web and digital advertising

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

Phone: 972-825-4744

Email: webmaster@sagu.edu

Public relations

Direct requests or inquiries related to Public Relations to the Public Relations Manager.

Phone: 972-825-4838

Email: publicrelations@sagu.edu

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