

BRISTOL STYLE GUIDELINES

Bristol Community College's Marketing & Communications department generally follows The Associated Press (AP) Stylebook, with adjustments based on common practices in higher education, established norms and our brand guidelines.

The Bristol Style Guidelines ensure consistency across the college in materials such as Bristol Weekly articles, internal emails and promotional publications. These guidelines are not suitable for academic journals, scholarly literature, grant proposals or creative promotional materials, which often have specific requirements and style guides.

Additionally, at Bristol Community College, Diversity, Equity, and Inclusion (DEI) are central to our core values. We recognize the power of language in reflecting the diversity of those we serve. Our commitment to DEI goes beyond a single effort; we are dedicated to continuous learning and progress.

We have implemented a DEI checklist



In general, always put the day of the week with the date. Example: Monday, Oct. 14, 2019.

Do not abbreviate days of the week.

Use e.g., for example and i.e., in other words. Example: The college is closed for specific holidays: (e.g.,

◁ Mass. — Massachusetts.husetts



Uppercase "C" in campus and center when it follows one of Bristol's locations. Example: New Bedford Campus.

Always capitalize as a proper noun unless you are using a generic term: Example: Bristol Community College; the college (*not the College – This is a former practice in higher education and legal documents that we no longer use*).

Capitalize proper noun elements or numbered courses. Example: American history, English, Algebra 1, world history.

Capitalize Black in a racial, ethnic or cultural sense, conveying an essential and shared sense of history, identity and community among people who identify as Black, including those in the African diaspora and within Africa. The lowercase black is a color, not a person.

Capitalize Indigenous in reference to original inhabitants of a place.

Lowercase the names of seasons unless they are used in a proper name. Example: Summer Olympics

Lowercase the semesters unless followed by the year. Example: Fall 2019 vs. fall semester.

"Governor [Last Name]" or "Governor". Example: "Governor Johnson" or "Governor, it's an honor to have you here".

For State Senators: "Senator [Last Name]" or "Senator". Example: "Senator Roberts" or "Senator, your support has been invaluable".

For State Representatives: "Representative [Last Name]" or "Representative". Example: "Representative Lee" or "Representative, thank you for your dedication".

For U.S. Senators: "Senator [Last Name]" or "Senator". Example: "Senator Davis" or "Senator, your insights are greatly appreciated".

For U.S. Representatives: "Congressman/Congresswoman [Last Name]" or "Congressman/Congresswoman". Example: "Congresswoman Brown" or "Congressman, thank you for your leadership".

Both "Representative" and "Congressman/Congresswoman" are correct and widely used, so you can choose based on your preference or the specific context of your communication. "Dear Representative Smith," "Representative Jones, thank you for your support."

Address as "Mr. President" or "Madam President" for the President of the United States. Example: "Mr. President, it's an honor to welcome you."

Address as "Mr. Vice President" or "Madam Vice President" for the Vice President of the United States. Example: "Madam Vice President, your presence here today is inspiring."

For other dignitaries or officials, use their appropriate title and last name. Example: "Ambassador [Last Name]" or "Secretary [Last Name]".

"Your Excellency" (if from a foreign country).

"Ambassador [Last Name]."

"Secretary [Last Name]." Introduce with full title and include state or U.S. Massachusetts Secretary of Education, Patrick Tutwiler and United States Secretary of Education, Miguel Angel Cardona.

"Judge [Last Name]."

"General [Last Name]."

"Professor [Last Name]."

"Reverend [Last Name]."

After leaving office, U.S. Senators and Representatives are often referred to as "The Honorable [Full Name]" in formal contexts and introductions. For example, "The Honorable John Smith."

In some cases, other government officials such as Cabinet members, ambassadors, and certain appointed positions may also be addressed as "The Honorable [Full Name]," particularly in formal written communication or when introducing them at events.

Former elected officials should be recognized at an event at the end of the list. "Former Mayor [Last Name]."

It's important to maintain respect and courtesy when addressing former officials, recognizing their past service and contributions. If you are unsure of their former title or how they prefer to be addressed, it's acceptable to ask them directly or to use a more general respectful form of address such as "Mr." or "Ms." followed by their last name.

Use hyphens to link all the words in a compound adjective.

Example: The five-volume report called for cleaning up the area over a 10-year period.

Do not use a hyphen if the compound except for the adverb *very* and all adverbs that end in *-ly*

Example: a very big project, barely legal procedures.

Prefixes: Preferences on whether to use a hyphen following a prefix are based on usage and Webster's New World College Dictionary. Do not hyphenate when using a prefix with a word starting with a consonant. Always check the dictionary.

Three rules are constant:

1. Use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel.

Exceptions: *cooperate*, *coordinate*, and double-e combinations such as *pre-establish*, *preeminent*, *preeclampsia*, *preempt*.

2. Use a hyphen if the word that follows is capitalized.

3. Use a hyphen to join doubled prefixes: *sub-subparagraph*.

Re words: Use the hyphen with the prefix *re* only when *re* means *again* AND omitting the hyphen would cause confusion with another word.

In general, spell out numbers one through nine and use figures for numbers 10 and higher.

Exceptions include (w)9(it)-2(h t)-4(he s)4(am)5(e)-2(vo)-20(w)10(el.)] TJET@.01q58.(.)] TJET@.00000912 0 612 792 reW*

- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. Examples: *a 6-year-old girl; an 8-year-old law; the 7-year-old house. A 5-year-old boy, but the boy is 5 years old. The boy, 5, has a sister, 10. The race is for 3-year-olds. The woman is in her 30s. 30-something, but Thirty-something* to start a sentence.

- Spell out numbers used at the beginning of a sentence. Example: "Ten thousand people marched on the capital." Exception: Never spell out years – "1999 was a terrible year for technology companies."

- 8 cents.

- March 4. Notice that dates take cardinal numbers, not ordinal numbers (don't use 4th).

- Use decimals (up to two places) for amounts in the millions and billions that do not require a precise figure. Example: \$3.74 billion.

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- < VR (Virtual Reality).
- < web page (two words).
- < web page URLs: do not use "www." before URLs in writing.
- < website (one word).

- < Facebook.
- < YouTube.
- < Instagram.
- < X (formerly known as Twitter).
- < LinkedIn.
- < Pinterest.
- < Snapchat.
- < TikTok.
- < Reddit.
- < WhatsApp.
- < Tumblr.
- < Discord.

Use figures for all except zero. Use a word, not a minus sign, to indicate temperatures below zero.

- < Example: The day's low was minus 10.
- < Example: The day's low was 10 below zero.
- < Also: 5-degree temperatures, temperatures fell 5 degrees, temperatures in the 30s (no apostrophe).

Temperatures get higher or lower, but they don't get warmer or cooler. Example: Temperatures are expected to rise in the area Friday.



Capitalize the full name of the time in force within a particular zone: Eastern Standard Time, Eastern Daylight Time, Central Standard Time, etc.

Lowercase all but the region in short forms: the Eastern time zone, Eastern time, Mountain time, etc.

Spell out time zone in references not accompanied by a clock reading: Chicago is in the Central time zone.