

Purposes of this Guide

1. encourage use of accepted manuals and guides for editorial standards
2. help maintain consistency in visual identity through graphic standards
3. improve readability of in-house publications
4. facilitate an efficient, cost-effective publication process

The recommendations in this guide are intended only for non-academic publications (print and electronic) and for regular correspondence. Academic and other professional organizations may require adherence to other standards.

Variation from standards. In any document, you are likely to find variation from the standards recommended in this document. Follow the guidelines as closely as possible and check with the Office of Communications if you have questions.

Editorial Standards

The Office of Communications uses and recommends three reference tools for editorial style:

1. *Chicago Manual of Style* (for nearly everything except numbers)
We strongly recommend that all offices that routinely prepare correspondence and create text content for publications, including the Web, have a recent edition of this book.
2. *AP Guide to Style and Libel* (for numbers)
Contact the Office of Communications for more information.
3. Dictionary (various American English)
We strongly recommend that all offices that routinely prepare correspondence and create text content for publications, including the Web, have a recent edition of a collegiate-level dictionary, or take advantage of free online dictionaries.

Graphic Standards

Fonts

Body text – Garamond (including correspondence)

Headings – **Gills Sans bold; Garamond** (use depends on number of heading levels in the document)

Usually it's best to avoid using ALL CAPS. Lower case type, with appropriate capitalization, is easier to read.

Alignment

Align left (with some exceptions).

Formatting

For long documents such as manuals and handbooks, use two columns to improve readability.

Logo/Wordmark

C O L U M B I A The seminary doesn't have a logo.
T H E O L O G I C A L Instead we use a wordmark that
S E M I N A R Y combines Garamond and Gills Sans
type. The wordmark should appear on all seminary publications, including forms.

The wordmark may be printed in a variety of colors, as approved by the Office of Communications. You may also set the type for the name of the seminary in a one-line configuration:

C O L U M B I A T H E O L O G I C A L S E M I N A R Y

Seal



The seminary's seal is used only on diplomas and on invitations and programs for formal occasions such as convocation, baccalaureate, and commencement. It may be printed in blue or black (see information about colors on the next page).

Note: The wordmark and seal are not used together in publications. Please contact the Office of Communications for image files.

Colors

Three colors in the Pantone Matching System (PMS) are used extensively in seminary publications:

Dark blue (281) and Gold (118) are usually considered the official seminary colors. Red (1805) is also used in publications.

These PMS colors vary according to the type of paper and printer used.

If you are using Microsoft Word and wish to approximate the colors for documents you are creating yourself, please use the following colors:

- **Red**
Use this only for headings and short blocks of text.

Hue: 0	Red: 204
Sat: 255	Green: 0
Lum: 102	Blue: 0

- **Dark Blue**
For text, a good substitute for black.

Hue: 149	Red: 0
Sat: 255	Green: 51
Lum: 51	Blue: 102

- **Gold**
Use with care. Gold is difficult to read unless it is on a dark background.

Hue: 34	Red: 255
Sat: 255	Green: 204
Lum: 128	Blue: 0

Submitting Publication Content to the Office of Communications

New Publications

- Content for new publications should be submitted electronically. Text should be submitted as Word documents. Images should be submitted as jpeg or tiff files, at least 200 dpi resolution.
- For text, use minimal formatting, just enough that headings and subheadings can be clearly identified.
- Do not use tabs. Set up tabular information using the table tools in MS Word.
- Use single spaces after periods and colons.
- Name files so that it's clear what content they contain, and include a date in the file name.
Ex:ample: academic_catalog_0608_2005Dec10.
Change the date if you need to submit an update.
- Submit content only when the information is complete and correct. Pay close attention to the spelling of names, dates, times, locations, fees, etc.

Updating Existing Publications

Print Publications. Mark the changes on a printed copy of the current publication (print or electronic) and deliver to the Office of Communications. If there are long blocks of new information to be added, send those by e-mail as MS Word attachments.

Website content. If there are extensive changes to content describing your area/programs, etc., print the pages that need to be updated. Mark the changes and submit them to the Office of Communications. If you have a small correction, minor changes, or find a broken link, please e-mail the Office of Communications.

PDFs for the Web site

If you have a document to be published as a PDF file, set up your original Word document with heading styles. When your document is converted to a PDF, heading levels automatically generate bookmarks.

Offices that routinely prepare manuals, handbooks, and forms should have Adobe Acrobat, not the free download Acrobat Reader. Contact the Office of Communications for more information.

Assistance in Preparing Publications

Staff members in Communications will be happy to help you edit and format documents. For a very limited range of publications, the staff can also provide in-house design services. In addition, they can help you learn to use Microsoft Word, Adobe Acrobat, and a variety of other desktop publishing applications. The staff in Communications works in collaboration with Media Services to ensure that signs, posters, and other forms of communication follow recommendations presented in this guide.

Review and Approval of Publications

Please ask the staff in the Office of Communications to review all publications, including forms, before printing or distribution.

Documents that require printing off-site should be submitted to the Office of Communications. The communications staff, in consultation with you, will make arrangements for graphic design, photography, printing, and mailing services.

Office of Communications

Genie Hambrick, hambrickg@ctsnet.edu

Campbell Hall – 3 (in the basement)

Production Time

The time required to produce your publication may vary depending on its complexity, holidays, staff workload, etc. The basic steps involved include the following:

- Preliminary: setting objectives, developing key messages, specifying deliverables
- Content development
- Design
- Review and approval
- Printing, or technical development for electronic publications

When you need a new publication or want to update an existing one, please consider the time required to complete the project. The chart below shows approximate times from start to delivery for several types of publications.

Print Publications	business days required		
	new	update	reprint
brochure	25	15	10
booklet	25	15	10
manual	30	20	10
newsletter	30	NA	NA
poster	20	15	10
bulletin/program	15	NA	NA
ad (print)	15	5	NA

Add 20 business days if you intend to distribute a publication through direct mail. This allows for addressing, sorting, and up to three weeks for delivery through the U.S. Postal Service.

Subtract 10 business days if your publication is to be published only in electronic format.

Web content	business days required
Correction	1
Replace PDF	2
Web page (new)	10
Section reorganization	20