INTRODUCTION+
STYLE GUIDE

The style and usage guide was created to serve as a resource to members of the New York State Association of College Admission Counseling (NYSACAC) community. It outlines the guidelines followed by the Media and Marketing Committee in preparing text for internal and external audiences, including copy for printed publications, the Web, and eCommunications. In general, the Association follows the AP Style Guide, and many of the most common entries in that guide are included in the Association guide. Other entries are specific to NYSACAC.

If you have any suggestions for additional entries to the NYSACAC Style Guide, please contact:

Media and Marketing Committee
marketing@nysacac.org

Vice President for Communications
vp.communications@nysacac.org
VISION+
MISSION STATEMENT

NYSACAC Vision Statement

NYSACAC is at the forefront of creating leadership and professional development opportunities in college admission counseling. Our association provides members with resources and tools to assist in working with students and families.

NYSACAC Mission Statement

The NYSACAC mission outlines our commitment to the students and professionals of New York. NYSACAC is committed to:

• Service the students and families in the transition to post-secondary education.

• Develop, strengthen and support the professionalism of those who provide the information and counseling.

• Promote access and equity in post-secondary education.

• Provide leadership through participation in the development of NACAC policies and practices.

• Promote high professional standards that foster ethical and social responsibilities.
LOGO

The NYSACAC logo is the root of the association's identity. Using the logo in a consistent manner is essential for visual coherence and maintaining the strength of the NYSACAC brand. Given its official character, the logo may not be appropriate for all applications. Careful consideration should be given to the logo’s suitability for each intended use.

This is the official NYSACAC logo. All other versions of the primary logo should be discontinued. Marketing@nysacac.org can supply artwork when requested.

Only approved NYSACAC publications/websites are permitted to use the logo. Please contact marketing@nysacac.org to request permission and to obtain the correct file version. If a NYSACAC committee plans to utilize the primary logo in a flyer or advertisement, it must be approved by Marketing Committee/VP of Communications before distribution.

- The logo is property of NYSACAC
- The logo is used for only official NYSACAC communications
- The logo may not be modified

PRIMARY

The complete logotype with brand mark should be used in most instances to ensure easy recognition of the brand.
LOGO

While it is preferable that the primary configuration be used in most instances, it is sometimes necessary to use the mark without the name or in the alternate arrangement to fit narrow spaces.

SECONDARY

The brand mark may be used when the name is spelled out elsewhere (such as a heading). It should replace the primary logo when used as a size too small to read the type easily. (see more about logo scaling on the next page)

PRIMARY+SECONDARY KNOCKOUT LOGO

In instances where you have a darker background and need a lighter logo. When , the alternate variation of the logo may be used.
PROGRAM/CONFERENCE-example logos

- Summer Institute
  - 30 years
  - 1966-2016
  - NYSACAC

- Winter Institute
  - Snowflake
  - NYSACAC

- NYSACAC
  - 50 years
  - 1967-2017

- Wagner
  - Lighting the Path
  - NYSACAC
LOGO+ SCALING

The logo for NYSACAC has various configurations to ensure legibility in various contexts and sizes. It may be reduced as long as its components remain recognizable.

**PRIMARY**
The logo may be reduced as small as 1.25 inch wide beyond which the type would become difficult to read.

**SECONDARY**
The secondary logo may be reduced as small as 0.5 inch wide.
COLOR

Our primary color is blue. All Pantone, CMYK, RGB, and HEX colors are listed below. Unofficial accent colors for secondary logos include: gold, orange, sky blue.

PANTONE®

Pantone® is a brand of solid printing inks.

CMYK

"4-color process" colors are built from combinations of the 4 basic printing inks: cyan, magenta, yellow, black

RGB

Screen-based colors indicated as values of red, green, blue light in a range of 0–255

HEX

Screen-based colors indicated in hexadecimal notation

BLUE

7692

C 100
M 45
Y —
K 45

R —
G 74
B 124

#005587
TYPEFACES

PRINT+WEB
Roboto in a variety of weights
Arial will be used as a back-up font when roboto is unavailable

Roboto thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

Roboto light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

Roboto regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

Roboto medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

Roboto bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

Roboto black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

EMAIL
Arial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&

Arial bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+?!&
Dear Colleague,

Last week, Senators Lindsey Graham (R-SC) and Richard Durbin (D-IL) introduced the DREAM Act of 2017, which would continue the DACA program and protect those with DACA status from deportation. (Here’s an article with some background.) NACAC created an action alert so you can urge your Members of Congress to support this important legislation.

NACAC also created an action alert urging Members of Congress to oppose cuts to the Department of Education’s budget.

Please participate in both and make your voice heard today!

Best,

The Government Relations Committee
OFFICIAL HEADER AND FOOTER

This is the official header and footer for outgoing organization e-mails. Dimensions are Header (650 x 120) and Footer (650 x 57).

All e-mail communication requests intended for the membership audience should be submitted via the communications request form at nysacac.org at least two weeks prior to the desired delivery date. E-mail content should be included in this request. Content will be proofread by the Media and Marketing Committee before it is sent to desired audience.
CONFERENCE HEADER AND FOOTER
This is the official conference header and footer for outgoing organization e-mails. Dimensions are Header (650 x 300) and Footer (650 x 75). These will vary per year per host institution but we recommend sizing above. Samples included below.
NOTES
ABBREVIATIONS

• Abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Lt. Gov., Mr., Ms., Mrs., Rep., the Rev., Sen. Spell out all except Dr., Mr., Ms. and Mrs. when they are used before a name in direct quotations.

• Abbreviate suffix “junior” or “senior” after an individual’s name. No comma is necessary.

• Abbreviate “company,” “corporation,” “incorporated” and “limited” when used after the name of a corporate entity. No comma is needed.

• Abbreviate “avenue,” “boulevard” and “street” in numbered addresses. All similar words, including “alley,” “drive,” “road,” “terrace,” etc., should be spelled out.

• Use the following state abbreviations in conjunction with a name of a city, town, village or military base: Ala. (AL), Ariz. (AZ), Ark. (AR), Calif. (CA), Colo., Conn. (CT), Del. (DE), Fla. (FL), Ga. (GA), Ill. (IL), Ind. (IN), Kan. (KS), Ky. (KY), La. (LA), Md. (MD), Mass. (MA), Mich. (MI), Minn. (MN), Miss. (MS), Mo. (MO), Mont. (MT), Neb. (NE), Nev. (NV), N.H. (NH), N.J. (NJ), N.M. (NM), N.Y. (NY), N.C. (NC), N.D. (ND), Okla. (OK), Ore. (OR), Pa. (PA), R.I. (RI), S.C. (SC), S.D. (SD), Tenn. (TN), Vt. (VT), Va. (VA), Wash. (WA) W.Va. (WV), Wis. (WI) and Wyo. (WY). (Note: Spell out the names of the 50 U.S. states when they stand alone in textual material; the names of the eight states that are never abbreviated are: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Do not use the two-letter postal abbreviations except in tables.)
· **Ampersand (&)** - Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble, etc. The ampersand should not otherwise be used in place of and.

· **Time** - a.m., p.m. Lowercase, with periods. Avoid the redundant 10 a.m. this morning.