





Branding & Writing Style Guide

MiraCosta College

INTRODUCTION

MiraCosta College Branding & Writing Style Guide



THIS GUIDE empowers you to do your part in growing and protecting the MiraCosta College brand and its ten pillars upon which our college is based.

ACCESSIBLE
COMMUNITY
COASTAL
DIVERSE
EXCELLENCE
FRESH
FRIENDLY
GROWTH
HIGH-QUALITY
INNOVATIVE

This guide will unite our communication efforts and provide a single face and message for our MiraCosta College community through print and web.

The MiraCosta College Mission

The MiraCosta Community College District mission is to provide superior educational opportunities and student-support services to a diverse population of learners with a focus on their success. MiraCosta offers undergraduate degrees, university-transfer courses, career-and-technical education, certificate programs, basic-skills education, and lifelong-learning opportunities that strengthen the economic, cultural, social, and educational well-being of the communities it serves.

CONTACT INFORMATION

MiraCosta College Oceanside Campus

1 Barnard Drive
Oceanside, CA 92056
Phone: 760.757.2121

MiraCosta College San Elijo Campus & North San Diego Small Business Development Center

3333 Manchester Avenue
Cardiff, CA 92007
Phone: 760.944.4449

MiraCosta College Community Learning Center

1831 Mission Avenue
Oceanside, CA 92058
Phone: 760.795.8710

Technology Career Institute

2075 Las Palmas Drive
Carlsbad, CA 92011
Phone: 760.795.6820

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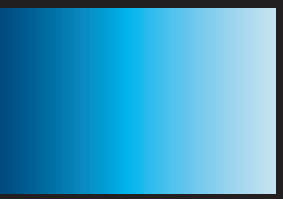
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LOGO

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PROPER USAGE OF THE LOGO

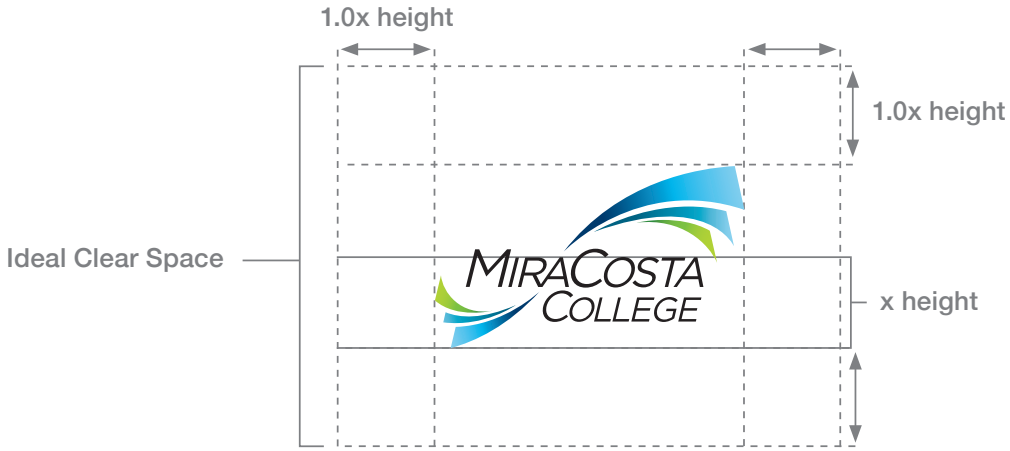


Primary Logo

The MiraCosta College logo is always displayed clearly and prominently. The color logo is always displayed on a white or light background. The logo must always be visually centered within its ideal clear space.

Ideal Clear Space Requirements

To maintain the logo's visual integrity, the area around the entire logo should be clear of elements such as type, photography and other symbols. Always adhere to the indicated ideal clear space.



Minimum Size Requirements

The minimum size of the logo for print use is 0.5 inches tall and for web/email/mobile is 50 pixels tall.



LOGO COLOR APPLICATIONS

Primary Logo

Color logo on white background.

Secondary Logo

The secondary logo is a two-color solution for budget printing purposes only. If possible, always use primary logo.

One-Color Logos

One-color black logo on a white or light background.

One-color white logo on a black or dark background.



One-color white logo on a full-color image, that has simple, non-distracting space for a logo.

INCORRECT LOGO USAGE

The MiraCosta College logo may not be modified, altered or enhanced in any manner. The color of the waves in the logo may not be changed. Examples of incorrect usage of the signature are shown below.



No stretching



No tinting



No adding a bevel



No incorrect one-color applications



No misuse of color



No changing the background color gradient



No removing the gradient and replacing with solid color



No grayscale



No adding an outline



No text over background



No adding drop shadows



Do not remove waves



No changing the color of the waves.



No outline on dark color



Never put logo on a busy background

OFFICIAL SEAL

The MiraCosta College logo is the primary symbol in the college's graphic identity and should be used on all brochures, business cards, stationery, websites and in most MiraCosta College publications. However, the official college seal is a historical symbol that is reserved for ceremonial use, diplomas, official transcripts and formal documents of the MiraCosta College Board of Trustees. The logo and seal may not be used together.



Black

R:0 G:0 B:0
HEX: #000000



Teal

C:94 M:17 Y:20 K:2 / PMS 313
R:0 G:150 B:185
HEX: #0096B9
or
Metallic Blue PMS 8184
(reserved for president's office use only)

Gold

Gold Foil/Metallic Gold PMS 871
(reserved for official and ceremonial documents)



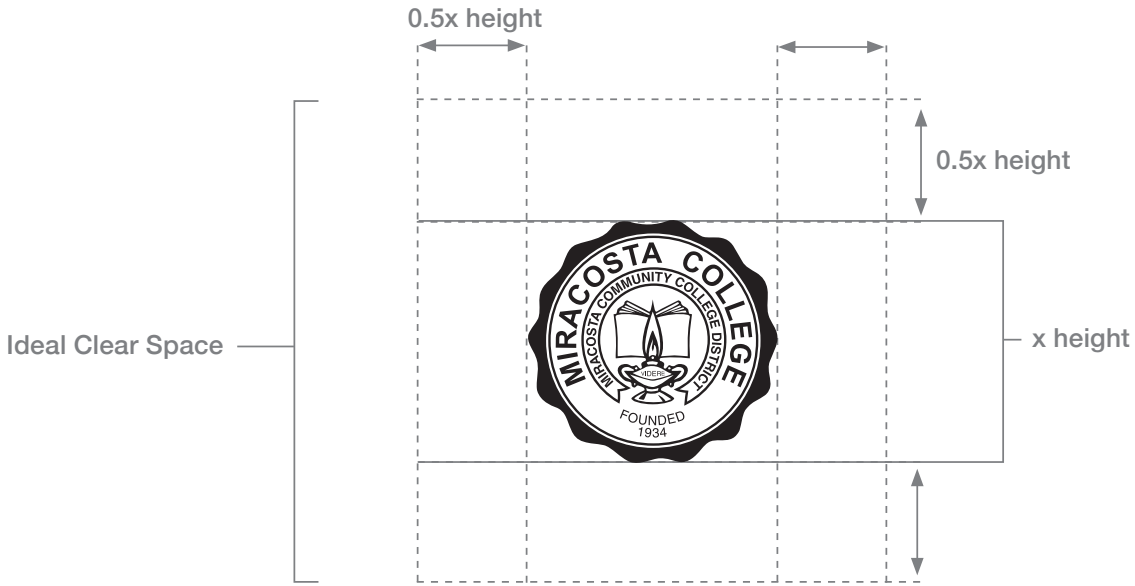
White on Black

R:255 G:255 B:255
HEX: #FFFFFF

Watermark

Ideal Clear Space Requirements

To maintain the seal's visual integrity, the area around the entire seal should be clear of elements such as type, photography and other symbols. Always adhere to the indicated ideal clear space.



Minimum Size Requirements

The minimum size of the seal for print use is 1 inch tall and for web/email/mobile is 100 pixels tall.



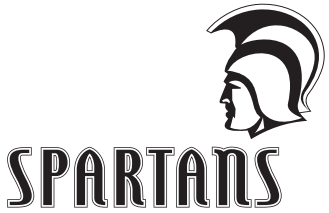
SPARTANS LOGOTYPE & WARRIOR LOGOMARK

The SPARTANS logotype and warrior logomark together comprise the college's athletics logo and may be used for all aspects of athletics marketing, both on campus as well as off-campus for external promotion.

Primary Athletics Logo*



Color logo on white background. The warrior is dark blue.



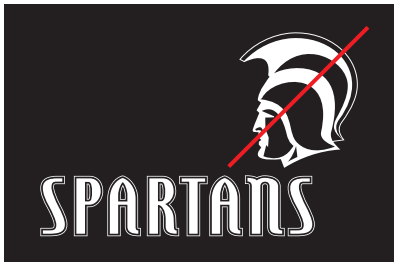
One-color black logo on a white or light background.

Reverse Logo



One-color white logo on a black or dark background. The shadows on the warrior's front face are dark and defined with a white outline.

Incorrect Reverse Logo



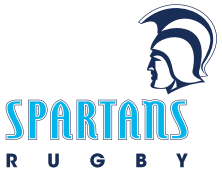
When reversed, the shadows on the warrior's front face must be dark, not light.

Sports-Specific Logos

Team sports are identified with text set below the athletics logo:







*Other athletics logo configurations are available. Contact the Public Information Office.

The SPARTAN(S) logotype and warrior logomark may also be incorporated into program logos (derivative logos) that are used for inward-facing marketing, that is, marketing that is only seen while at one of the college's four sites. A derivative SPARTAN(S) program logo may not be used for external marketing such as on printed collateral or mail pieces that are distributed off-campus and may not be used on business cards.

Derivative SPARTAN(S) program logos must use the SPARTAN(S) logotype. The use of the warrior logomark is optional. Below are examples of derivative SPARTAN(S) program logos:









The SPARTAN(S) logotype and warrior logomark may not be used for general branding beyond athletics and approved program logos.

The only approved depiction of the Spartan warrior is shown on this page. No other versions—whether drawn, derived from clip art, or AI-generated—are allowed.

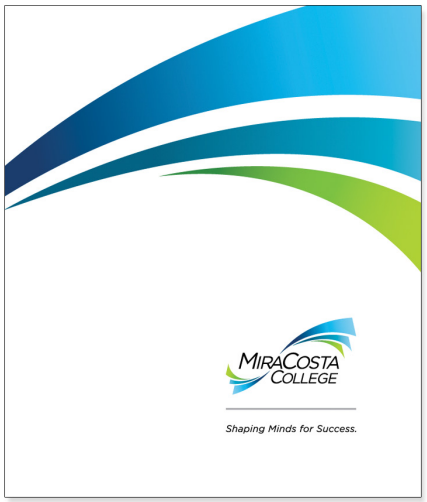

Achieve
YOUR GOALS

BRANDING APPLICATIONS

MiraCosta College Branding Guide

LOGO & LAYOUT APPLICATIONS

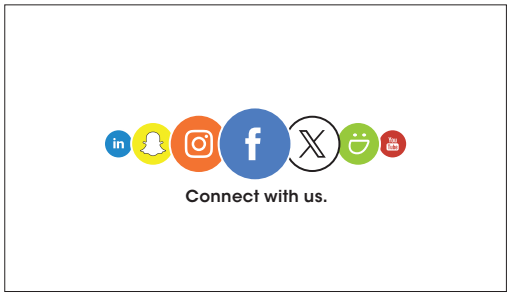
Folder example



Front



Back



Logo & Wave Used Together

1. Graphic Wave cropped to fit.
2. MiraCosta College four-color logo in left or right bottom corner.

Business Cards

Front: MiraCosta College four-color logo on white, centered with copy below, left justified.

Back: Social media.



White T-Shirt

MiraCosta College four-color logo on white shirt, centered.



Black T-Shirt

MiraCosta College white logo on black shirt, centered.



Vertical Banner

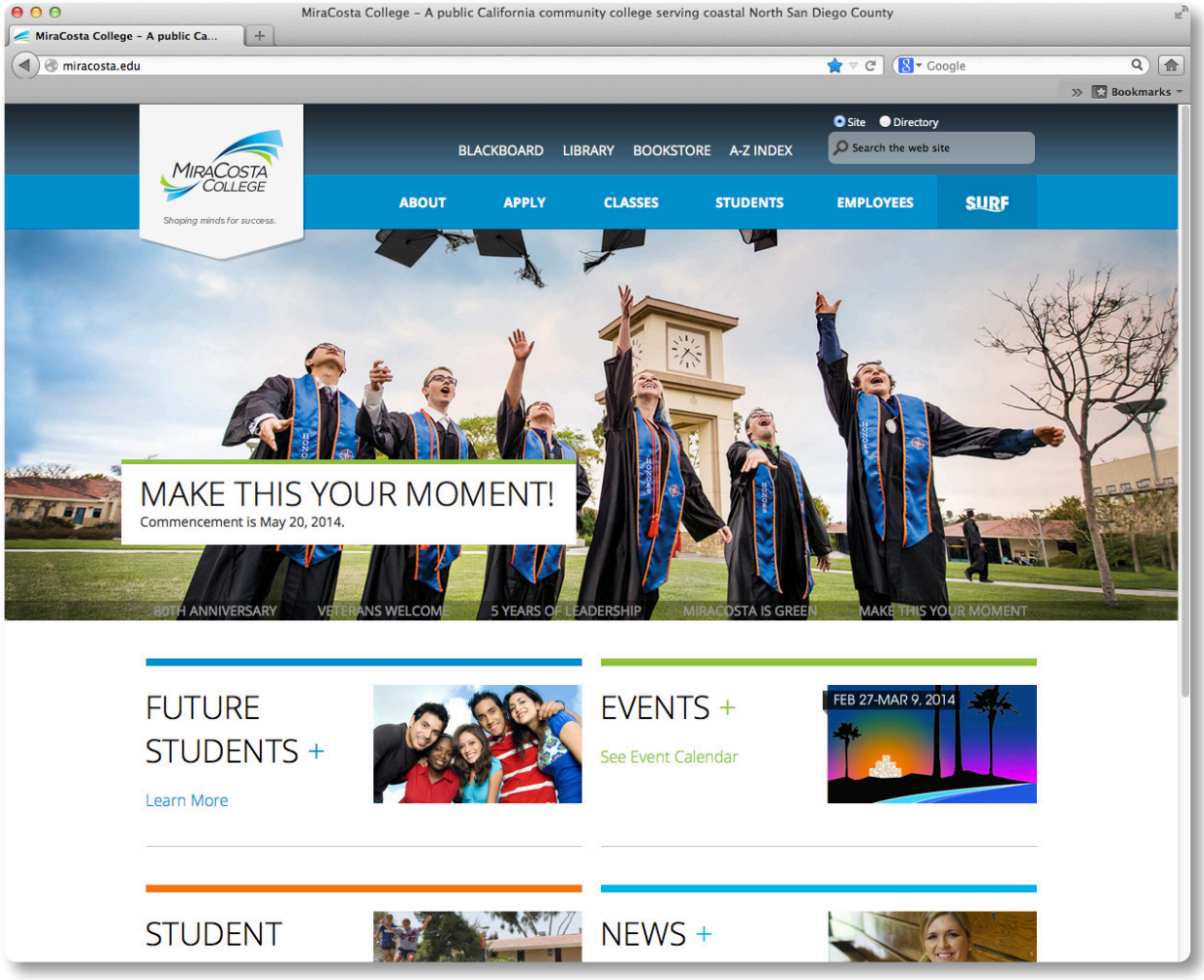
1. MiraCosta College four-color logo centered on white banner.
2. Graphic wave on top and bottom.



More Information

Pole banners are reserved for select college-wide events and promotions only. Requests for useage of pole banners to promote an event must be made in writing to the PIO office.

LOGO + LAYOUT APPLICATIONS



Main image carousel

Bucket section

Web Home Page

1. Always use color images in web pages.
2. Carousel images must be built and approved by the MiraCosta College Public Information Office. Content must focus on broad institutional objectives rather than smaller events, classes or initiatives.

TAGLINE INTEGRATION EXAMPLES

The official tagline of MiraCosta College is "Shaping Minds for Success." This statement identifies the core mission of MiraCosta College and should only be used in combination with the visual mark.

MiraCosta College

Shaping Minds for Success.

Tagline must be in same typeface and weight as logotype: Gotham HTF Book Italic

Tagline height should be 30% of vertical height of MiraCosta College logotype.

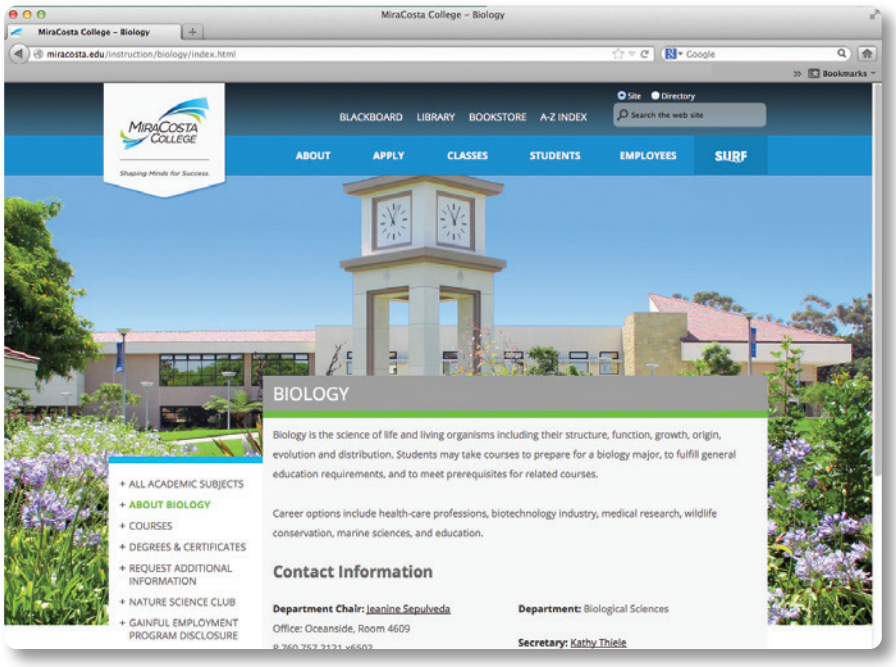
Tagline must be centered vertically with MiraCosta College logotype.



Shaping Minds for Success.

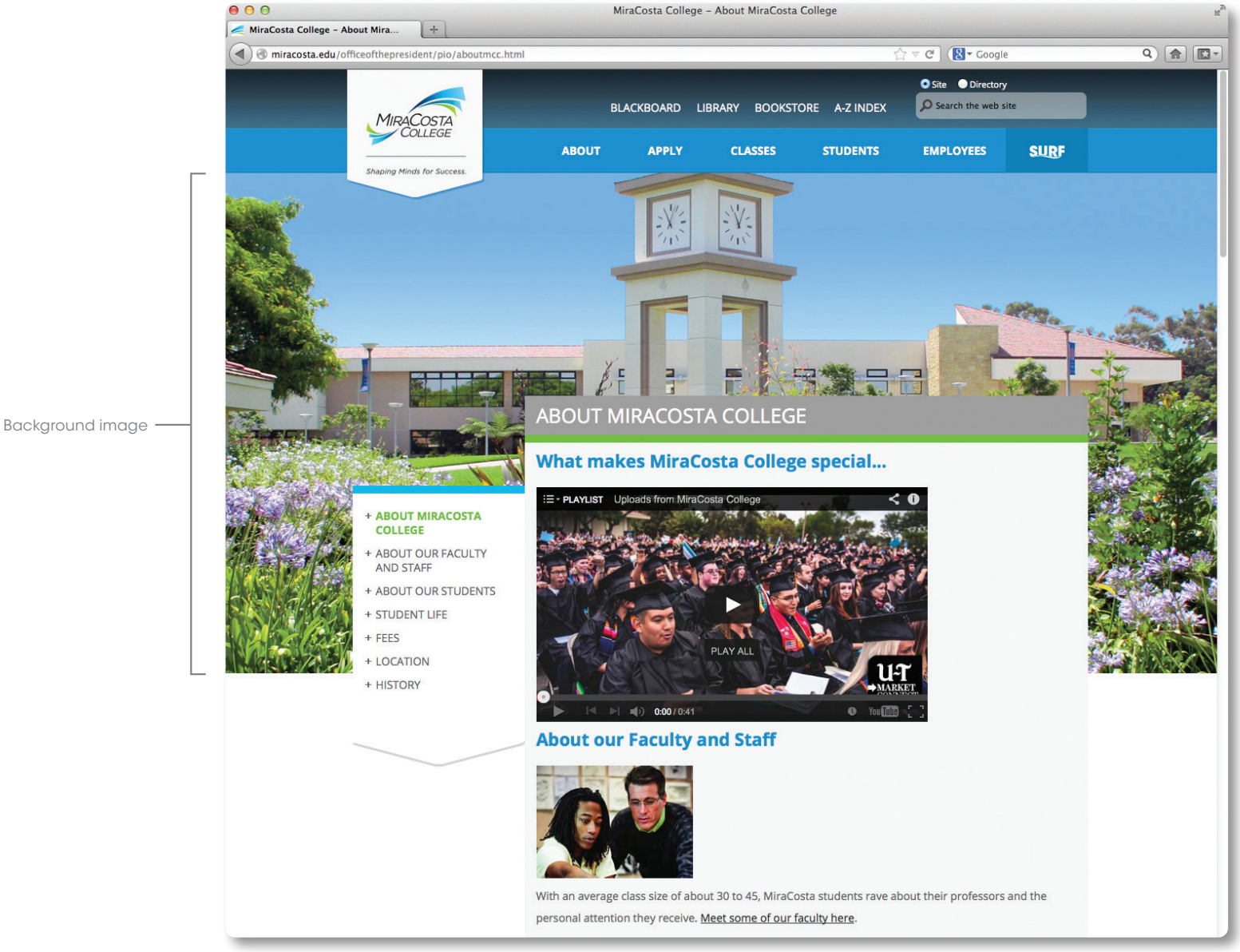
Length of tagline must be same as width of MiraCosta College logo.





Background Image

PIO approved images are available to use as backgrounds for secondary web pages. These images must show one of our campuses and must fit inside the designated live area.



ELECTRONIC SIGNATURE

Basic Application Option

Compatible with most email applications.
Web-safe fonts only.
Examples: Outlook, Mac Mail, Gmail

Sam Spartan
At-Large Ambassador

MiraCosta College
Oceanside Campus
1 Barnard Drive
Oceanside, CA 92056
P 760.795.5555
M 760.795.5556
sspartan@miracosta.edu
miracosta.edu

Selective Application Option

Compatible with selective email applications.
Web-safe fonts plus embedded image.
Examples: Outlook, Mac Mail, Gmail

Sam Spartan
At-Large Ambassador



Oceanside Campus
1 Barnard Drive
Oceanside, CA 92056

P 760.795.5555
M 760.795.5556
sspartan@miracosta.edu
miracosta.edu

Sam Spartan
At-Large Ambassador



Oceanside Campus
1 Barnard Drive
Oceanside, CA 92056

P 760.795.5555
M 760.795.5556
sspartan@miracosta.edu
miracosta.edu

Additional Rules

Never add imagery or additional copy to the electronic signature.
Never change the color of the electronic signature. All copy is to be black for accessibility.
The copy must always be Arial REGULAR.
Always place the electronic signature in the lower left-hand corner.

For the Basic Application Option:
The following items must always be Arial BOLD: individual's name, MiraCosta College and campus name.

For the Selective Application Option:
The following items must always be Arial BOLD: individual's name and campus name.
Never change the size of the logo in the electronic signature. The logo must be flush left with the type.
The logo can be found in the share drive: Logos > MiraCosta Logos > Email Signature
Installation instructions can be found on the PIO Portal Page.



CO-BRANDING

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CO-BRANDING/TEXT-BASED

To maintain consistency and professionalism, the MiraCosta College PIO will create only text-based co-branded logos for college departments and services.

Individual campus departments may not create their own logos. Instead, departments need to use the name of their department as a text-based co-brand with the college logo. This maintains the integrity of the college logo and the professionalism of departments. Department logos that are created outside of this policy will not be posted on the website nor used in official college communication.





Length of separation line must be the length of the MiraCosta logo.

The co-brand text may not exceed 90% the size of the MiraCosta logo and must be centered on the separation line.











CO-BRANDING/LOGO-BASED

To maintain consistency and professionalism, logo-based co-branding must follow the guidelines below. These may include MiraCosta College student services programs that have existing approved graphical logos, special student events, and external partnerships.



MiraCosta College typography must be centered on the separation line.

The separation line must be 40% gray. Match these proportions and line weights.

The co-brand logo must be 90% the size of the MiraCosta College logo and centered on the separation line.



Length of separation line must be the length of the MiraCosta logo.

The co-brand logo may not exceed 90% the size of the MiraCosta logo and must be centered.

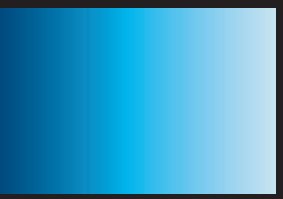
Examples











COLOR

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COLOR PALETTE

The MiraCosta College logo is made up of several colors and gradients. This style guide breaks down the color palette into primary, secondary, and tertiary colors and gradients. Gradients must always be printed in CMYK and never PANTONE spot colors. The percentages below depict the correct color usage by approximate percentage values across the MiraCosta College brand. When applying colors to a MiraCosta College marketing piece, refer to the percentages below for approximate color usage.

Primary Colors 25%

Blue
C:75 M:5 Y:0 K:0
PMS 2995
R:0 G:184 B:231
HEX: #00B8E7

WCAG Priority 2: #005A9E

Green
C:56 M:0 Y:100 K:0
PMS 368
R:114 G:191 B:68
HEX: #72BF44

WCAG Priority 2: #006700

Primary Color Gradients

Blue 25%



Dark Blue
C:100 M:56 Y:0 K:50
R:26 G:61 B:109
HEX: #1A3D6D

Blue
C:75 M:5 Y:0 K:0
R:0 G:184 B:231
HEX: #00B8E7

Light Blue
C:19 M:3 Y:3 K:0
R:165 G:214 B:236
HEX: #A5D6EC



Dark Green
C:80 M:20 Y:100 K:10
R:34 G:125 B:60
HEX: #227D3C

Green
C:56 M:0 Y:100 K:0
R:114 G:191 B:68
HEX: #72BF44

Light Green
C:36 M:0 Y:100 K:0
R:176 G:210 B:53
HEX: #B0D235

COLOR PALETTE (continued)

The percentages below depict the correct color usage by approximate percentage values across the MiraCosta College Brand. When applying colors to a MiraCosta College marketing piece, refer to the percentages below for approximate color usage.

Secondary Color 10%

Teal
C:94 M:17 Y:20 K:2
PMS 313
R:0 G:150 B:185
HEX: #0096B9

Secondary Color Gradient Green 10%



Dark Teal
C:100 M:29 Y:19 K:35
R:0 G:98 B:130
HEX: #006282

Teal
C:94 M:17 Y:20 K:2
R:0 G:150 B:185
HEX: #0096B9

Light Teal
C:40 M:0 Y:13 K:0
R:147 G:214 B:222
HEX: #93D6DE

Tertiary Color 5%

Yellow
C:0 M:20 Y:100 K:0
PMS 7404
R:255 G:216 B:0
HEX: #FFD800

Tertiary Color Gradient Yellow 5%



Orange
C:0 M:60 Y:100 K:0
R:244 G:117 B:33
HEX: #F47521

Yellow
C:0 M:20 Y:100 K:0
R:255 G:216 B:0
HEX: #FFD800

Light Yellow
C:0 M:0 Y:75 K:0
R:255 G:244 B:101
HEX: #FFF465

ONE-COLOR GRADIENT

The secondary logo is a two-color solution for budget printing purposes only.
If possible, always use the primary logo. The two-color logo is made up of black and PANTONE 2995.



Two-Color Logo



PMS 2995
100%

PMS 2995
40%



TYPOGRAPHY

MiraCosta College Branding Guide

PRIMARY BRAND FONTS

Typography is an integral part of our brand. To ensure that the brand grows and reaches its full potential, it is essential that all communications have a consistent look and appearance. Type standards have been developed to ensure visual consistency and proper brand standards. The primary brand fonts are ITC Avant Garde and Adobe Caslon.

Headline

ITC AVANT GARDE, BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC AVANT GARDE, DEMI
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Headline

Always use ITC Avant Garde BOOK CAPS, for headline treatments. ITC Avant Garde BOOK LOWER CASE, is always used for informal headlines as well as callouts and subheads.

Secondary Headline

Secondary headlines may also use ITC Avant Garde DEMI for extra impact. Never use ITC Avant Garde BOLD for headlines. Never use ITC Avant Garde DEMI for sub headlines.

Body

ITC Avant Garde, Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary body & legal copy

Always use ITC Avant Garde BOOK for body copy. Never allow primary body text size to go below 7 pt or above 12 pt. Kerning and leading should be kept at default settings. Minimum size for legal copy is 5 pt/6 leading with 5 tracking. Always use ITC Avant Garde DEMI for bold.

Secondary body & legal copy

Secondary body copy may also use Adobe Caslon. If you use Adobe Caslon for your body copy, you cannot use it with ITC Avant Garde body copy. Never allow secondary body text size to go below 8 pt or above 12 pt. Kerning and leading should be kept at default settings. Minimum size for legal copy is 6.25 pt/6.25 leading with 5 tracking.

PRIMARY EXAMPLE

Always use ITC Avant Garde BOOK or DEMI CAPS for headline treatments.
Always use ITC Avant Garde BOOK or Adobe Caslon REGULAR for body copy.
When bolding body copy, use only ITC Avant Garde DEMI or Adobe Caslon BOLD.
Never use CONDENSED or BOLD in headline treatments.
Use 80 tracking for Headline and 20 tracking for Sub Headline and Sub Headline 2.

Primary headline example.

Headline

APPLY AND ENROLL

Sub Headline 1

Transforming lives through education

Sub Headline 2

Three beautiful campuses

Body

MiraCosta College offers both the Associate in Arts (A.A.) degree and the Associate in Science (A.S.) degree. The associate degree is designed to prepare students either for transfer to a four-year college or university or for immediate employment.

Legal

The district shall provide access to its services, classes and programs without regard to age, ancestry, color, gender, gender identity, gender expression, genetic information, marital status, medical condition, national origin, physical or mental disability, pregnancy, race or ethnicity, religion, sexual orientation or veteran status, or because he or she is perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

Secondary headline example.

Headline

2024 SPRING SCHEDULE

Sub Headline

Enrollment Starts Soon

Body

Check your enrollment date in the schedule of classes. Beginning fall 2010, concurrently enrolled high school students may enroll two weeks prior to the start of the semester using the SURF online enrollment system.

Legal

The district shall provide access to its services, classes and programs without regard to age, ancestry, color, gender, gender identity, gender expression, genetic information, marital status, medical condition, national origin, physical or mental disability, pregnancy, race or ethnicity, religion, sexual orientation or veteran status, or because he or she is perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

ADDITIONAL RULES

When written in sentence case, MiraCosta College uses a capitalized 'M' and capitalized 'C'. MiraCosta is always one word, and when possible, always followed by College. If MiraCosta College is within a capitalized headline, use small capitalization set at 85%, or all caps, depending on the readability or desired effect.

MiraCosta College

Sentence Case

MIRACOSTA COLLEGE

Small Caps 85%

MIRACOSTA COLLEGE

All Caps

SECONDARY BRAND FONTS

The brand fonts ITC Avant Garde and Adobe Caslon are not available on all computer systems. In this case, the secondary brand fonts Arial and Palatino may be used.

Headline

Arial, REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678900

Primary Headline
Always use Arial REGULAR LOWER CASE for headline treatments and subheads.

Arial, BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Headline
Always use Arial BOLD LOWER CASE for secondary headline treatments.

Body

Arial, REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678900

Primary body & legal copy
Always use Arial REGULAR for body copy. Never allow primary body text size to go below 8 pt or above 11 pt. Kerning and leading should be kept at default settings. Minimum size for legal copy is 5.5 pt/6.25 leading with 5 tracking. Always use Arial BOLD for bold.

Palatino, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary body & legal copy
Secondary body copy may also use Palatino REGULAR. If you use Palatino REGULAR for your body copy, you cannot use it with Arial REGULAR body copy. Never allow secondary body text size to go below 8 pt or above 12 pt. Kerning and leading should be kept at default settings. Minimum size for legal copy is 6 pt/6.25 leading with 5 tracking.

SECONDARY EXAMPLE

Always use Arial REGULAR LOWER CASE or BOLD LOWER CASE for headline treatments.
Always use Arial REGULAR or Palatino REGULAR for body copy.
When bolding body copy, use only Arial BOLD or Palatino BOLD.
Minimum size for legal copyright is 5 pt/5 tracking.

Primary headline example.

Headline — 2024 Spring Schedule

Sub Headline — Enrollment Starts Soon

Body — Check your enrollment date in the schedule of classes. Beginning fall 2010, concurrently enrolled high school students may enroll two weeks prior to the start of the semester using the SURF online enrollment system.

Legal — The district shall provide access to its services, classes and programs without regard to age, ancestry, color, gender, gender identity, gender expression, genetic information, marital status, medical condition, national origin, physical or mental disability, pregnancy, race or ethnicity, religion, sexual orientation or veteran status, or because he or she is perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

Secondary headline example.

Headline — **Apply and Enroll**

Sub Headline — Transforming lives through education

Sub Headline 2 — Three beautiful campuses

Body — MiraCosta College offers both the Associate in Arts (A.A.) degree and the Associate in Science (A.S.) degree. The associate degree is designed to prepare students either for transfer to a four-year college or university or for immediate employment.

Legal — The district shall provide access to its services, classes and programs without regard to age, ancestry, color, gender, gender identity, gender expression, genetic information, marital status, medical condition, national origin, physical or mental disability, pregnancy, race or ethnicity, religion, sexual orientation or veteran status, or because he or she is perceived to have one or more of the foregoing characteristics, or based on association with a person or group with one or more of these actual or perceived characteristics.

ADDITIONAL RULES

When written in sentence case, MiraCosta College uses a capitalized 'M' and capitalized 'C'. MiraCosta is always one word, and when possible, always followed by College. If MiraCosta College is within a capitalized headline, use small capitalization set at 85%, or all caps, depending on the readability or desired effect.

MiraCosta College
Sentence Case

MIRACOSTA COLLEGE
Small Caps 85%

MIRACOSTA COLLEGE
All Caps

WEB DEFAULT SYSTEM FONT

Arial is the web branded font and the only option available when designing pages. If designing an institutional page that links to the MIraCosta College website, Arial must be used as well.

Headline

Arial, REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678900

Arial, BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body

Primary body & legal copy

Never allow primary body text size to go below 8 pt or above 11 pt. Kerning and leading should be kept at default settings.

TYPOGRAPHY SIZE & COLOR FOR WEB/DIGITAL/EMAIL

It is essential that all pages of the website have a consistent look and appearance. Typography size and color standards have been developed to ensure visual consistency and proper brand standards. The use of headers is encouraged, especially to break up pages with a lot of content. Displayed here is a MiraCosta College website two-column page. The website also has a one-column option. The look of the headers vary slightly between the two options, but serve the same functions.

Heading 1 (H1)

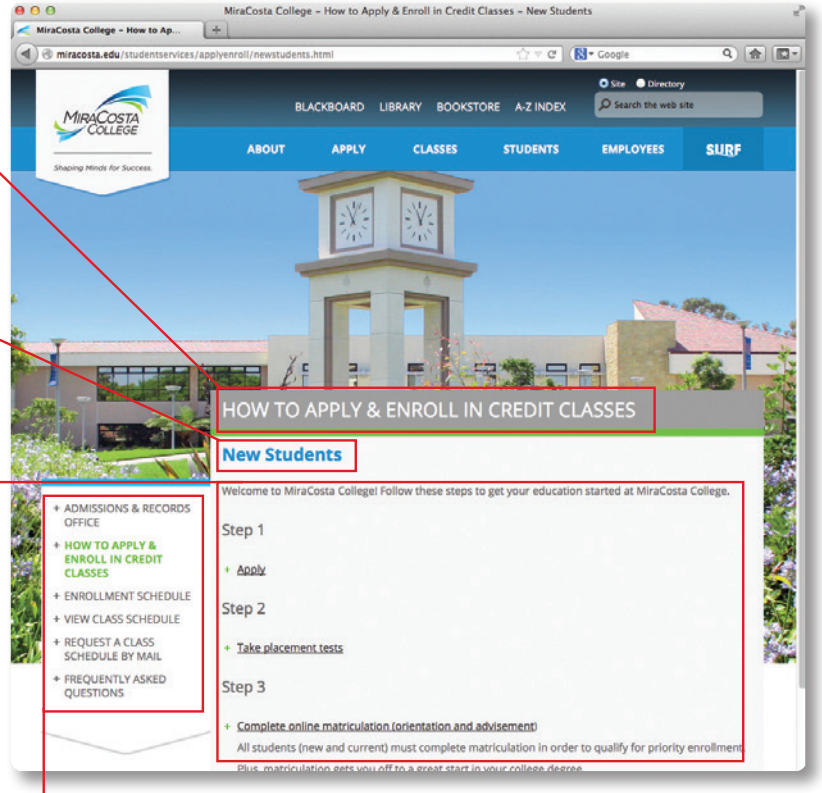
- Only used once per page
- White text on gray bar
- Title used in your heading bar should match the title high lighted in the left-hand navigation, as well as the title you have given to your website.

Heading 2 (H2)

- Used as a headline to a section
- No limit to number of times used
- Blue text

Heading 3 (H2) and Body copy

- Used under a Heading 2
- No limit to number of times used



SIDE NAVIGATION BANNER

Try to keep your left-hand navigation column to only seven (preferably five) items. Your first item should be the department your page is housed in (counseling, student services, admissions, etc.). Your second link should be the title of the page you are currently on and should match your H1. The next links should be relevant to the page you are on and organized logically. When organizing the left-hand navigation, use Google analytics to see which pages are visited most frequently. Contact the Public Information Office for assistance with analytics.

For example:

Admissions & Records Office
How to Apply & Enroll in Credit Clases
Enrollment Schedule
View Class Schedule
Request a Class Schedule by Mail
Frequently Asked Questions

GRAPHIC ELEMENTS

MiraCosta College Branding Guide

GRAPHIC ELEMENTS

Graphic elements may be used to complement a design. It should be a secondary accent to the primary information.



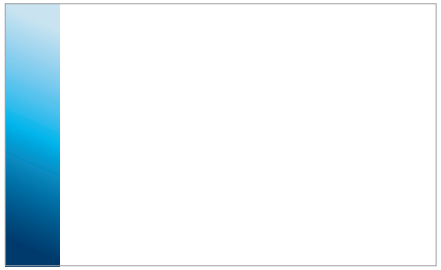
Cropped wave



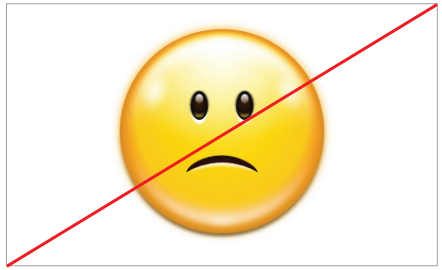
Show students or instructors in learning environment. Images need to be well lit and skintones should look healthy.



Social media icons must remain consistent and in order. No additional social media icons are allowed. Contact PIO for approved social media icons.



Gradient bars



No clip art



Secondary pages have the option of PIO-approved campus photos.

MOBILE DEVICES

MiraCosta College Branding Guide

MOBILE, LINKS & ADDITIONAL RULES

Shrink your browser by grabbing the bottom right-hand corner and dragging in to see how your pages collapse in tablet and smartphone views. If you see anything that isn't formatted correctly, contact the MiraCosta College web developer or Public Information Office for assistance.



- Remove tables from your page in favor of listing information in one column, so that it translates better on mobile devices.
- When creating links to web pages that do not belong to MiraCosta College, links to long forms or links to PDFs, have your links open in a new window.
- Finally, remember most people are scanning your page. Make it easy to read and scannable by using headers and bullet points. If you need assistance in editing or formatting your page, contact the web developer.



WRITING CONSISTENCY

MiraCosta College Writing Style Guide

THE IMPORTANCE OF THIS SECTION

This writing style section has been designed to help as you prepare publications, fliers, letters and other instructional or institutional documents. Most printed materials distributed on or off campus should find their way to the Public Information Office (PIO) before distribution, giving PIO the opportunity to edit copy and collaborate with a graphic artist and/or photographer; however, not everything needs to be routed through PIO. Sometimes you are on your own.

The following pages are a collection of rules, words and writing problems with which people often wrestle, as well as terms and labels specific to MiraCosta College. The section is intended to serve as a handy writing supplement rather than as a full-length guidebook.

Why is this section important? Because MiraCosta College's printed materials communicate a message to the public, and that message can be positive if publications look sharp and are clear and grammatically correct. Campuswide consistency in writing style conveys the subtle but direct message that we know what we are doing around here—and we take pride in it.

COMMON WORDS & PHRASES

Below are the correct form/spelling of commonly used words and phrases within MiraCosta College publications.

accreditation

award-winning

biennual (every other year)

biannual (twice a year)

bilingual

bylaws

campuswide

child care
example: We need child care.

child-care
example: This is a child-care facility.

collegewide

computer-aided drafting

course work

cross-cultural education

daylong

districtwide

extracurricular

flier

four-year degree

full-time student

fund-raiser

fund raising
example: We believe in fund raising.

hands-on activities

input

intradivisional committee

interdivisional committee

its
example: Its value is apparent.

it's
a contraction for "it is" or "it has"

lifelong learning

midsemester

nationwide

noncredit

no credit
example: I took the class for no credit instead of a grade.

nonresident

mail-in registration

midterm

ongoing

part-time student

part time
example: I work part time.

percent
spell it out; don't use %

postsecondary

preregistration

reentry

roommate

self study
example: The college participated in a self study.

self-study
example: The self-study survey was lengthy.

semiannual
twice a year

statewide

subcommittee

two-year degree

workload

worldwide

x
phone extension when used with a number [x6613]; otherwise spell it out.

yearlong

year-round activities

NOTE:
Many compound constructions are hyphenated only in the adjective form. Examples: Students live off campus because there is no on-campus housing. Our part-time students also often work part time.

COLLEGE REFERENCES

Below are specific references to MiraCosta College departments, groups, buildings, etc.

right/preferred	wrong/not preferred
Administration Building	Administration building
Adult High School Diploma Program	High School Diploma Program
Associate faculty	part-time faculty; adjunct professors
Associated Student Government	A.S. or A.S.B.
MiraCosta College Board of Trustees	Board of Governors, governing board
Budgeting & Planning Committee	Planning and Budgeting Council
Building 600	building 600
Business Department	Business Education Department
Community Learning Center	Community Learning center
Community Services Program	Community Services program
Human Resources	Human Resource
Instructional Services	Instruction Services
Interdivisional Coordinating Council	Inter-division or Inter-Division
John MacDonald Board Room	board room
MEChA	MECHA
MiraCosta College	MiraCosta (sans "College")
MiraCosta College Student Center	student center
Oceanside Campus	Oceanside campus or Oceanside West
Purchasing & Material Management	Material Management
Room 602	room 602
San Elijo Campus	San Elijo campus

TITLES OF DOCUMENTS & PUBLICATIONS

Titles of MiraCosta College documents and publications: Use headline style (i.e., capitalize main words) for proper names of documents and publications. Italicize only titles of major works. (A major work is a published plan or report whose title includes a date.) Names of non-specific/unpublished plans or reports are neither capitalized nor italicized.

Examples

Italicized Titles:
MiraCosta Community College District 2011 Comprehensive Master Plan
MiraCosta Community College District Strategic Plan 2014–2017
Educational Plan Addendum 2016–2020
Online Education Plan 2015–2018
Final Budget Fiscal Year 2015–16
Technology Plan 2015–2018
MiraCosta College Student Equity Plan 2015–2018
MiraCosta College 2014–2015 Annual Report

Non-Italicized Titles:
Program Review Handbook
Courses & Programs Committee Handbook
MiraCosta College Catalog
Report of the Institutional Self Study for Reaffirmation of Accreditation
MiraCosta Community College District Governance Manual

Not Capitalized:
strategic plan
online education plan

CAPITALIZATION

Always write out MiraCosta College on first reference; don't use "MiraCosta" or "MCC," but in subsequent references, it is acceptable to use "the college."
MiraCosta College is a top-ranked school. The college is the first choice for many local residents.

Always capitalize District when it refers to the MiraCosta Community College District.
The District quickly and effectively pivoted to remote learning and working as a result of the COVID-19 pandemic.

Don't capitalize generic nouns unless they are part of a proper name.
Do you know what committee she is on?
She is serving on the Courses and Programs Committee.

Capitalize references to specific departments but not general references.
Music Department members are involved in computer technology.
Each department is invited to make suggestions for improvement.

Capitalize the word "building" when it is used in a specific reference.
Student Services is located in Building 3300 at the Oceanside Campus.
You'll find Building 600 at the San Elijo Campus.

Capitalize subjects such as art, geography and accounting only if the subject is part of a specific department or a specific course.
She is a psychology major and plans to enroll in Psychology of Women this fall.
The Psychology Department will hold a meeting on Friday.

Capitalize a season only if the word is part of a title.
Pick up a copy of the MiraCosta College Fall 2014 Credit Class Schedule if you are interested in finding out what courses are offered during the fall 2014 semester.
Note: In titles and subtitles used in fliers, on documents and on other papers, capitalize the first and last words and all other words except articles (a, an, the), the coordinating conjunction (and, but, or, nor, for, so, yet) and prepositions four or fewer letters long (including on, at, by, in, of); capitalize the first word following a colon.

Looking Back: A Chronicle of the Sixties

Capitalize "office" when it is used as part of a formal name.
Chancellor's Office
Financial Aid Office
Public Information Office
Admissions & Records Office
Counseling Office

CAPITALIZATION (continued)

Job titles are capitalized only when they precede a name and only if the title is specific, rather than generic.
Science instructor Keith Cunningham (generic title) will give the lecture.
Facilities Director Tom Macias (specific title) will lead the tour.
Gabe Waite, graphic design coordinator, will create the design.

Capitalize the second part of a hyphenated word only when that word is part of a title or when both words are proper nouns.
Please refer to the MiraCosta College 2011–12 Five-Year Construction Plan.
Five-year plans are useful.
He belongs to an African-American organization.

Use lower case when using part of a title on second reference.
The MiraCosta College Foundation works on fund-raising events. The foundation has been successful in its efforts.

Other notes on capitalization:

- Internet is capitalized
- Testing Services is capitalized
- Words such as "college" and "university" are lower case unless they are part of a complete name, such as San Diego State University or MiraCosta College
- ID card
- Parking Lot-1A; parking lots 1A and 2C

ACRONYMS

Some acronyms—such as PTA and CIA—are so well known that they do not need to be spelled out on first reference. For other acronyms, spell out the full name on first reference followed by the acronym in parenthesis; the acronym may be used alone in subsequent references.

Example: The Community Learning Center (CLC) is located in Oceanside. The CLC is home to MiraCosta College's noncredit programs.

NOTE: Be careful about making alphabet soup in sentences with plenty of acronyms.

ACC	Association of Community Colleges
ACCJC	Accrediting Commission for Community & Junior Colleges
ADA	Americans with Disabilities Act
AED	automated external defibrillator
AP	Administrative Procedure
A&R	Admissions & Records
AS	Academic Senate
AS	Administrative Services
ASCCC	Academic Senate for California Community Colleges
ASG	Associated Student Government
AUO	Administrative Unit Outcomes
BEST	Biased Education Support Team
BP	Board Policy
BPC	Budget & Planning Committee
CARE	Campus Assessment, Response & Evaluation Advisory Committee
CCCCS	California Community College Classified Senate
CCFC	Community College Facilities Coalition
CCLC	Community College League of California
CCPG	California College Promise Grant
CDC	Child Development Center
CE	Career Education
CEMC	Classified Employee Manual Committee
CEO	chief executive officer
CIO	chief instructional officer
CLC	Community Learning Center
CPC	Courses & Programs Committee
CRC	Classification Review Committee
CSC	Classified Senate Council
CSLO	Course Student Learning Outcomes
CSSO	chief student services officer
CTE	career and technical education
DEqC	Diversity & Equity Committee
DSPS	Disabled Students Programs & Services
EAP	employee assistance plan
EEOAC	Equal Employment Opportunity Advisory Committee
EMT	Executive Management Team
EOPS	Extended Opportunity Programs & Services
EPAG	Emergency Preparedness Advisory Group
FA	Faculty Assembly
FACCC	Faculty Association of California Community Colleges
FAFSA	Free Application for Federal Student Aid
FAO	Financial Aid Office
FBC	Fringe Benefits Committee
FMP	Facilities Master Plan
FTE	full-time equivalent
FTEF	full-time equivalent faculty
FTES	full-time equivalent students
IDEA	inclusion, diversity, equity, and accessibility
IIP	Institute for International Perspectives
IPRC	Institutional Program Review Committee
ISLO	Institutional Student Learning Outcomes
ITS	Information Technology Services
JPA	joint powers authority

ACRONYMS (continued)

LACA	Languages & Cultures Alliance
LIFE	Learning Is For Everyone
MCCCDAAA	MiraCosta Community College District Academic Administrators Association
MCCCDCAA	MiraCosta Community College District Classified Administrators Association
MCCD	MiraCosta Community College District
MOE	MiraCosta Online Educators
NCHEA	North County Higher Education Alliance
OAC	Outcomes Assessment Committee
OC	Oceanside Campus
PAC	Professional Advancement Committee
PADE	President's Advisory Committee on Diversity & Equity
PARS	Public Agency Retirement Services
PDP	Professional Development Program
PERS	Public Employees' Retirement System
PFE	Partnership for Excellence
PGE	Professional Growth & Evaluation (Committee)
PIO	Public Information Office
PSLO	Program Student Learning Outcomes
RF	receipt form
RFP	request for proposal
RPIE	Research, Planning & Institutional Effectiveness
SAC	Salary Advancement Committee
SAN	San Elijo Campus
SAO	Service Area Outcomes
SARS	Scheduling & Reporting System
SAS	Student Accessibility Services
SBDC	North San Diego Small Business Development Center
SDICCCA	San Diego/Imperial Counties Community College Association
SLC	Sabbatical Leave Committee
SLO	Student Learning Outcome
SSC	Student Success Committee
SSCCC	Student Senate for California Community Colleges
SSSP	Student Success & Support Program
STRS	State Teachers' Retirement System
TAP	Technology & Pedagogy (Committee)
TCI	Technology Career Institute
TIC	Technology Instruction Center
TPC	Traffic & Parking Committee
TRC	Tenure Review Committee
TSA	tax-sheltered annuity
TWOP	time without pay
WD	Workforce Development

More on Acronyms:
Do not use periods in acronyms.
Use a.m. and p.m. or AM and PM.

ABBREVIATIONS

Abbreviate the words "avenue" "boulevard" and "street" in numbered addresses but not when used without numbers. The words "drive" and "road" are always spelled in full.
You'll find the San Elijo Campus on Manchester Avenue.
Write to the San Elijo Campus at 3333 Manchester Ave.

When a month is used in a specific date, abbreviate only Jan., Feb., Aug., Sept. Oct., Nov. and Dec. Spell out when using without a date or with a year alone. In tabular material, use these three-letter forms without a period: Jan, Feb, Mar, Apr, Jun, Jul, Aug, Sep, Oct, Nov, Dec.
A sale is slated for Feb. 3, 2014.
February 2014 was our biggest month ever.

PUNCTUATION

In a series, use semicolons instead of colons if any item in the series requires commas.
The play is scheduled for Friday, Dec. 4; Saturday, Dec. 5; and Sunday, Dec. 6.

Use commas between the date and the year but not between the season or the month of the year.
Classes for the spring 2014 semester are going well. Classes began Jan. 19, 2014.
We hope that by May 2014 we will have our files in order.

When a date appears in the middle of a sentence, follow it with a comma.
Classes that began on Jan. 13, 2014, have been full since registration began.

Use an apostrophe to indicate the omission of letters and numbers.
The ’90s brought many changes to education.
I can’t find my wallet.

Do not use apostrophes in plurals of acronyms or normal nouns.
The Grossmont and Cuyamaca PIOs use our materials.

Apostrophes are not needed when referring to plural letters.
He received straight As.

Apostrophes are not needed when referring to plural numbers.
There are too many 9s in this report.

Apostrophes are not needed when referring to plural words.
No ifs, ands or buts about it.

NOTE: If confusion can result from the lack of an apostrophe, use one.
He never does cross his t’s.

Hyphenate two or more words used as an adjective.
The newspaper’s back-to-school issue was full of ads.

Use a comma before and after a descriptive phrase in a sentence.
Lorie Nolte, secretary in the Public Information Office, has a long work history at MiraCosta College.

Or use a dash, not a hyphen, to separate a descriptive phrase.
Her house–a very tidy place indeed–is located on a beautiful two-acre lot.

NOTE: People, in general, like to use, too, many commas, which, can make writing very choppy. Avoid using exclamation points!
And never use more than one exclamation point!! It looks silly!!!

NUMBERS

Spell out any number that begins a sentence or rework the sentence so that this is not necessary. Do not begin a sentence with a numeral.
One hundred fifty people attended.
Approximately 150 people attended.

Use figures for age.
He is 50 years old.
She's a healthy 4-year-old child.

Use figures with percentages and do not use the % symbol except in tables.
Expenses are up 25 percent.

NOTE: Generally speaking, write out as words numbers less than 10 and use numerals for 10 and over.

Avoid superfluous letters and numbers.
The show starts at 5 p.m. (not 5:00 p.m.)
The catalog costs $5. (not $5.00)
The exhibit runs through Dec. 6. (not Dec. 6th)
The program runs from 7–9 p.m. (not 7 p.m.–9 p.m.)

GENDER

Avoid consistently using "he" or "his" to replace "he or she" or "his or hers." Consider rewriting the sentence to avoid the problem.
Each student should submit his or her application to Admissions and Records.
Students should submit their applications to Admissions and Records.
She is the chair of the department. (Note: not chairwoman, chairman or chairperson)

DEGREES

A.A.	Associate in Arts
A.S.	Associate in Science
B.S.	Bachelor of Science
M.A.	Master of Arts
M.S.	Master of Science
M.B.A.	Master of Business Administration
Ed.D.	Doctor of Education
Ph.D.	Doctor of Philosophy
GED	General Education Development (high school equivalency) test

NOTE: When the degree is specific, both the degree and the field are capitalized.

Master of Business Administration

Academic degrees are not capitalized in general references. The word "degree" is not capitalized.
associate degree
bachelor's degree
master's degree
doctorate

Do not use both Dr. and Ph.D. in the same title.
Dr. James Smith
OR
James Smith, Ph.D.

(not Dr. James Smith, Ph.D.)

OTHER PROBLEMS

A run-on sentence occurs when two or more sentences are connected by commas or no punctuation at all.

Incorrect: He loves to go hiking, he goes nearly every weekend.
Correct: He loves to go hiking. He goes nearly every weekend.
Or: He loves to go hiking; he goes nearly every weekend.
Or: He loves to go hiking, and he goes nearly every weekend.

Subject/verb agreement can be tricky, especially when a clause or phrase separates the subject from the verb.

Incorrect: The highway that runs through these isolated mountain towns are steep and narrow.
Correct: The highway that runs through these isolated mountain towns is steep and narrow.

Incorrect: The pleasures of traveling through the country includes getting away from it all and enjoying the scenery.
Correct: The pleasures of traveling through the country include getting away from it all and enjoying the scenery.

Make sure the pronoun agrees with what precedes it in the sentence.

Incorrect: A student should have their ID card handy.
Correct: Students should have their ID cards handy.

NOTE: To those who receive or read MiraCosta College news releases
Newspapers, websites, television and radio follow different rules. For example, many print publications do not italicize or underline major works; they put them in quotation marks. Also, newspapers abbreviate more freely to save space. Thus you may notice variations from the rules presented here and in other standard writing guidebooks.

GENERAL INFORMATION

MiraCosta College Writing Style Guide

General MiraCosta College information

You may be asked to provide basic information about the college to a student, instructor, community member or business contact. Feel free to use all or part of the following information, but please note that enrollment figures change from year-to-year. The following facts are current for spring 2016. Updated information can be found on the MiraCosta College website at miracosta.edu/about.

- MiraCosta College 2016 Boilerplate

  The MiraCosta Community College District serves the north-coastal area of San Diego County, offering credit classes in more than 70 disciplines plus noncredit and fee-based courses on multiple campuses. More than 15,000 credit students and 12,000 noncredit and fee-based students work toward associate degrees, transfer to four-year universities and workforce readiness certificates. The college serves a wide spectrum of educational needs in the region ranging from programs for adult education, basic skills, and ESL, to a California Community College pilot program offering the nation's first baccalaureate degree in biomanufacturing. MiraCosta College is accredited by the Accrediting Commission for Community and Junior Colleges (ACCJC) and the Western Association of Schools and Colleges (WASC).

- MiraCosta College offers career certificate programs and freshman and sophomore classes for transfer or an associate degree. MiraCosta College also offers a tremendous variety of general interest classes, workshops and excursions for the adult learner through its Community Services Program. Free, noncredit classes are available through the college's Community Education Program.

- The MiraCosta Community College District includes coastal communities from Carmel Valley to Camp Pendleton and is served by three campuses, as well as other off-campus locations: Oceanside Campus, San Elijo Campus, Community Learning Center, Technology Career Institute & North San Diego Small Business Development Center

- The Oceanside Campus opened in 1964 and is spread over 121 hilltop acres at 1 Barnard Drive. It has an enrollment of approximately 11,000 students.

- The San Elijo Campus and North San Diego Small Business Development Center opened in 1988 and is spread over 42 acres facing the San Elijo Lagoon at 3333 Manchester Ave. in Cardiff. It has an enrollment of approximately 3,000 students.

- The Community Learning Center is a 7.6-acre campus at 1831 Mission Ave. that houses the Adult High School Diploma Program, ESL and citizenship classes, adult learning courses and more. The Community Learning Center moved from the Mission Square Adult Learning Center on North Horne Street in Oceanside, which opened in 1991.

- The Technology Career Institute facility opened in 2015 and is located at 2075 Las Palmas Drive in central Carlsbad. Classes offered at the TCI are fee-based, noncredit career-training and enrichment courses.

- MiraCosta College also offers a wide variety of courses that are taught entirely online.

- MiraCosta College is governed by a seven-member board of trustees elected by trustee area and representing the communities served by the district: Oceanside, Camp Pendleton, Carlsbad, Encinitas, Olivenhain, Cardiff, Rancho Santa Fe, Solana Beach, Del Mar and Carmel Valley.

For questions regarding the MiraCosta College identity or brand, please contact:

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