



IDENTITY STANDARDS



HINDS COMMUNITY COLLEGE

Office of Marketing and Communications

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Introduction

OUR BRAND

For more than a century, Hinds Community College has proven to be an educational entity of great significance throughout central Mississippi, but our brand represents more than a proud history. Our brand represents...

- **A diverse team of knowledgeable faculty guiding students through hundreds of focused degree and technical programs.**
- **Six convenient campuses and centers located strategically across the counties we serve.**
- **A dedicated administration and staff, serving students with convenient class schedules, living arrangements, financial aid options and more.**
- **A dynamic and accomplished student body, including countless graduates, spread all over the world.**
- **All of the above, including our proud history, and much, much more.**

It's hard to put the entirety of any brand into words. That's why our logo is so important to us.

Our logo is the signature of our brand, the shorthand for who we are, what we do and how we do it. Everything from ads and brochures to newsletters, websites and other marketing and public relations materials makes an impression on our public. Needless to say, promoting and marketing our brand comes with the responsibility of presenting a consistent and coordinated brand image.

ABOUT OUR IDENTITY STANDARDS

This guide is specifically designed to coordinate the communications practices of Hinds CC with regard to the school's visual or graphic identity. Please follow the guidelines on the following pages to help us present our brand most powerfully and consistently.

QUESTIONS AND APPROVALS

Please contact us with your questions or suggestions with regard to this guide. Likewise, be aware that all communications materials, advertising or promotional items representing Hinds CC must be approved through the college's Marketing and Communications Office.

Call **601-857-3657** or email Andrea Sanders at andrea.sanders@hindsc.edu

To learn more or to download a digital copy of this guide, visit my.hindsc.edu under my resources and click on the Marketing and Communications icon.

TIP! *You can obtain all of the logos featured in this guide by contacting the Marketing and Communication Office.*

Mission, Vision, and Values

FOR MORE THAN A CENTURY, HINDS CC HAS PROVEN ITSELF TO BE AN EDUCATIONAL ENTITY OF GREAT SIGNIFICANCE THROUGHOUT CENTRAL MISSISSIPPI.

MISSION

Hinds CC is committed to moving people and communities forward by helping develop their purpose, passion, and profession.

VISION

Hinds CC will be a catalyst to create a competitive economy and a compelling culture for Mississippi.

VALUES

Hinds CC aspires to the following IDEALS:

INTEGRITY

DIVERSITY

EXCELLENCE

ACCOUNTABILITY

LEADERSHIP

STEWARDSHIP

Quick Points

1. The college name should appear on all materials internal or external, whether printed or digital. The name must appear on the front of all printed publications.
2. An official college logo must appear on every publication and advertisement paid for with college funds.
3. The general college logo (A) may not be altered in any way, must be high resolution and should not look blurry or distorted when printed or displayed.
4. The college president's seal (B) may not be used as a general logo. The seal is reserved for use on official college documents and materials issued by the Office of the President.
5. The Hinds CC icon logo (C) is an alternate logo for use in conjunction with the official college name printed prominently on the publication.
6. The official Hinds CC colors (D) are maroon, white and gold.
7. The official non-discrimination policy must appear on all college publications, printed materials and advertisements. See the footer of hindscs.edu for an official statement.
8. Photos used in printed materials must be high resolution, at least 300 dpi, and not distorted or stretched.
9. No copyrighted material should be used without permission, including photos, graphics, logos and images from the web. A good rule to follow is, if you did not create or purchase it, then don't use it.
10. All communication materials (printed or digital) and advertisements should be approved by the Marketing and Communications Office before they are printed, displayed or distributed.

(A) GENERAL COLLEGE LOGO



(B) COLLEGE PRESIDENT'S SEAL



(C) HCC ICON



(D) COLLEGE COLORS



MAIN | **Maroon**
 PMS 202 | HTML: #7b1f2f
 CMYK: C00, M100, Y61, K43



SECONDARY | **Gold**
 PMS 123 | HTML: #ffc82e
 CMYK: C00, M19, Y89, K00



MAIN | **White**
 White | HTML: #ffffff
 CMYK: C00, M00, Y00, K00

Which Logo Do I Use?

OFFICIAL LOGOS

The general college logo is appropriate in most situations and can be used by any college-sanctioned group. There is a horizontal-stacked, vertical-stacked and icon version of this logo that can be interchangeably used depending on the available space. Locations and departments are also identified by the official logo with the appropriate location/department name below, per the examples provided here.

HORIZONTAL LOGO



VERTICAL LOGO



LOGO ICON



LOCATION AND DEPARTMENT LOGO SAMPLES



PRESIDENTIAL SEAL

The presidential seal may not be used as a general logo. The seal is reserved for executive level and materials issued by the Office of the President. The official seal is one-color, maroon or black. The seal may also be used for embossing, blind embossing and foil stamping as deemed appropriate for the situation and approved.

COLLEGE WORDMARK

Although use of the general college logo is preferred, in certain situations, it may be necessary to use the college wordmark instead of the logo when space is limited. The wordmark should be accompanied by the Official Logo whenever possible.

APPROVED WORDMARKS:

HINDS COMMUNITY COLLEGE
 Hinds Community College

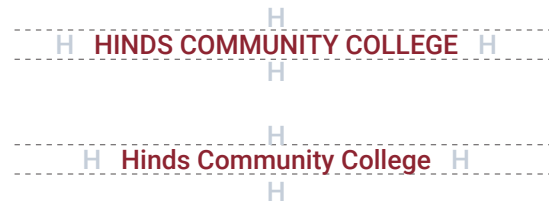
HINDS CC
 Hinds CC

TIP! All logos have one-color versions (white, maroon or black) that may be used when appropriate. The two-color versions are preferred in most circumstances. Approval of any external logo use is required by contacting the Creative Services Coordinator.

Logo Usage Guidelines

PROTECTED SPACE

As it applies to print, the official logo, icon logo and wordmark should always be surrounded by a “safe space” roughly equal to the height of the “H” (as shown) as represented in the official logo being used.



EXAMPLE



MINIMUM REPRODUCTION SIZE

The official horizontal logo and logomark may be reproduced no smaller than a minimum height of .375". The Official Vertical Logo may be reproduced no smaller than a minimum height of .75." The official wordmark may appear no smaller than 10 pt. in either Roboto Medium or Helvetica Bold.

Permission to use the official logo, logomark or watermark at any size smaller than described here may be granted by the Marketing and Communications Office.



OTHER FORMS OF THE LOGO

The college logo is available in reversed and one color formats. The reversed logo is used on dark backgrounds, while the one color format is mainly used when printing in black ink only, or for one-color promotional items.



LOGO APPEARANCE

The appearance of the college logo must never be altered.

- Do not recreate or redraw the logo
- Do not change the scale of any elements
- Do not change the colors of the icon or text
- Always have a white background behind the icon

The logo should never be digitally scanned or taken from a web page and placed on a print piece. Digital files of the logo are available by contacting the Marketing and Communications Office.

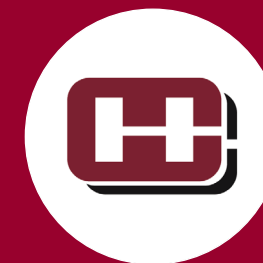
PRINTED MATERIALS

All printed materials—fliers, announcements, advertisements, posters, banners, etc.—must ensure appropriate brand standards. The official Hinds CC logos must be used in all advertising, and appear prominently in the layout. If collaboration is appropriate and multiple logos are used, the Hinds CC logo must be the most prominent. Appropriate logos can be identified for use by contacting the Marketing and Communications Office.

SOCIAL MEDIA PROFILE PICTURES — FLAGSHIP ACCOUNTS

Accounts covering the entire college, run by Marketing and Communications.

The flagship account profile pictures are not to be used by individual campuses, departments, clubs, groups, or other official Hinds CC entities.

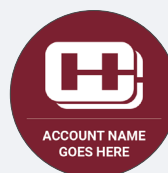
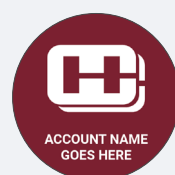


SOCIAL MEDIA PROFILE PICTURES – PRIMARY ACCOUNTS

Campus / Department / Other official Hinds CC entity

Many people follow more than one Hinds CC social media account. To help followers differentiate between the accounts as they scroll, editors may use one of the customized social media icons below for their profile picture. Names of accounts may need to be abbreviated to ensure minimum size requirements. Account editors can request one of the customized icons by contacting Social@hindsc.edu. If you currently have an approved official identifier, that identifier can be used as your account's profile picture.

SOLID BACKGROUND



TWO COLOR



SOLID BACKGROUND



OBSOLETE LOGOS

Obsolete college logos should not be used, including:

- Hinds Jr. College Seal
- Utica Jr. College Seal
- Utica Campus 100 Years of Service
- Hinds Centennial
- Logos with taglines used for past recruiting campaigns such as See Ya' at Hinds, Start Something at Hinds and Think Hinds

There may be other obsolete logos in existence but not mentioned here. Do not use any logos not previously identified within these guidelines as official logos.

Typography

The Hinds CC typefaces are Roboto (Helvetica, if Roboto is not available) and Times. These should be the typefaces used in all Hinds CC materials and documents (both print and web).

Roboto is the primary typeface family. It is used primarily in header, subhead, caption, accents, lists and more informal body copy applications. Roboto is the font used in the official Hinds CC logo, wordmark and logo amendments.

Times is the serif font used primarily in body copy and as an alternative for Roboto when a formal typeface is needed.

Remember to set any body copy with comfortable spacing between the lines (leading) and paragraphs.

Roboto

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Times

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Other Official Logos

FOUNDATION

The Hinds Community College Foundation has an independent Official Logo.



STUDENT GROUPS

Student groups/clubs, approved by the Dean of Students, may use the college logo or an approved logo. Organizations using the official college logo must adhere to all the Hinds CC standard guidelines. Use of student group logos should be limited to specific programs and materials for events, etc.



ATHLETIC LOGOS

Team logos are reserved for use by the Hinds Community College Athletics Department and athletic teams only and must be used in conjunction with the official college logo or wordmark. Permission to use these logos must be granted by the Athletics Department and the Marketing and Communications Office.



Athletic department logos do not include the team logo, but are consistent with all other Hinds CC department logos.

LOGO EXTENSIONS/MODIFICATIONS

Some support services/departments have their own unique identity or brand, which may or may not include the official logo. All of these existing brands have been approved by the Hinds CC President.



Requests for brand extensions or logo modifications must be submitted to the Marketing and Communications Office for approval.

SPECIAL EVENT LOGOS

Event logos are created for some recurring events and special functions. These event logos are intended for limited use related to the special event they were created for. The logos, or elements of the logos, are not intended for continued use after the event has taken place. Special event logos may be requested and subject to approval.

DIGITAL SIGNATURE LOGOS

Email signatures may be set up for use on Hindscc.edu communications. An official Hinds CC logo may be used with name, title, location and contact information in official Hinds CC communications. Digital signatures generated through the college email system should not contain added elements (quotes, clip art, icons, backgrounds, etc.).

Font: Times
Size: 12 pt

EXAMPLE

Andrea Sanders, MSM
Executive Director of Marketing and Communications
Raymond Student Union Building, Room 215
Office: 601-857-3657
Cell: 601-331-0039 (optional)



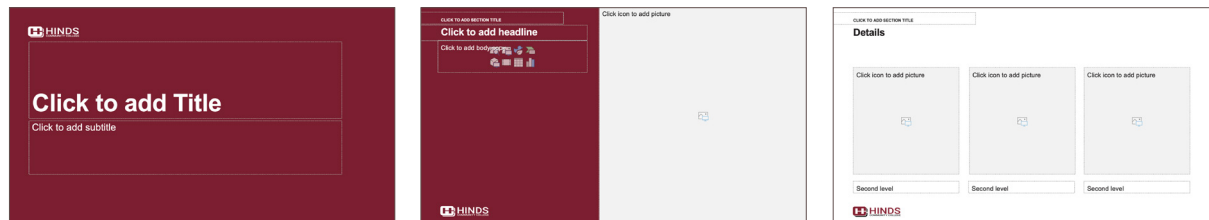
TIP! An appropriately sized email signature logo may be requested from the Marketing and Communications Office or downloaded from My Hinds at hinds.edu/cr

OTHER LOCATION AND DEPARTMENT LOGO SAMPLES



POWERPOINT TEMPLATE

Download the full template at: portal.hindscc.edu/employees/community_relations



MASS EMAILS

Mass emails can only be sent by the Marketing and Communications Office and IT through HindsInsider@hindscc.edu. Student emails can only be sent by the Dean of Students office. One person per campus should be designated to send emails with information for that particular campus. All mass emails, collegewide or individual campus, should only contain information about official college events or announcements.

TIP! An appropriately sized email signature logo may be requested from the Marketing and Communications Office or downloaded from My Hinds at hinds.edu/cr

Writing Style

This guide is to be used by all Hinds CC departments throughout the college for reference when compiling any form of media communication or brochures, flyers, web information or other written information. However, it is policy that any and all media submissions come through Marketing and Communications, where it will be edited and distributed.

Please refer to the Associated Press Style Book (<http://www.apstylebook.com/online/>) for general writing style, including the use of numbers, titles and references, except for the following unique Hinds CC style. Commonly made errors are also included below.

For Athletics, please see the Athletics Style Guide.

COLLEGE ENTITIES

NAME OF COLLEGE

Hinds Community College, first reference; Hinds CC or Hinds, preferable on subsequent references; not HCC or College, capitalized by itself.

CAMPUS NAMES

Reference each individual Hinds CC campus as follows (using en dash where appropriate):

- Raymond Campus
- Rankin Campus
- Utica Campus
- Nursing Allied Health Center
- Jackson Campus
- Vicksburg–Warren Campus

When referencing employee titles, include their campus of employment.

DEPARTMENTS

Capitalize all college divisions and departments when directly referenced. **Example:** The event will be hosted by Marketing and Communications and Financial Aid.

HINDS COMMUNITY COLLEGE BOARD OF TRUSTEES

Spell out in first reference. Subsequent references, Hinds Board of Trustees, Board of Trustees or trustee in reference to a specific member.

HINDS COMMUNITY COLLEGE FOUNDATION

Spelled out completely in first reference. Subsequent references can be just Foundation, capitalized.

TITLES

CAPITALIZATION

Titles are capitalized both before and after names. (This is a departure from AP Style.) **Example:** “The event was successful,” said Director of Communications Allen Harris. OR “The event was successful,” said Allen Harris, Director of Communications.

Long titles can be shortened for publications and the web, if necessary. **Example:** Andrea Sanders, Executive Director of Marketing and Communications Relations can be shortened to Andrea Sanders, Executive Director of Marketing.

ACADEMIC VS. MEDICAL DOCTOR

Reference both with the title of Dr. before the first name. **Example:** The event was spearheaded by Dr. Allen Harris. (This is a departure from AP Style.)

Do not use both Dr. before the name and Ph.D after the name. **Example:** John E. Doe, Ph.D. not Dr. John E. Doe, Ph.D.

Preference in publication writing is Dr. before the name.

COMPLIMENTARY TITLES & DEGREES

ABBREVIATIONS

B.A. or B.S. (with periods)

Ph.D. or Ed.D. (with periods), J.D. and R.N. (with periods)

Degrees with more than two letters do not require periods (e.g., MBA, MSN, BSN, MFA, MS-FIN, MS-MKT, BSBA, MABA, etc.)

DOCTORAL DEGREE, DOCTORATE

Doctoral is the adjective, doctorate the noun. Doctoral degree and doctorate are not interchangeable. Do not use doctorate degree.

Associate degree, not Associate’s.

WRITING STYLE/TIPS

DATE REFERENCES

Time, day and date; **Example:** 2 p.m., Monday, April 7. When using a date reference, use the day spelled out and abbreviate the month. **Example:** The first game is to be played on Monday, Jan. 15 NOT Monday, January 15th.

EN DASHES

Use en dashes whenever denoting a range.

- April–Sept.
- 1945–1979
- 123–4,456

EN/EM DASH KEYBOARD SHORTCUTS

PC

- **En dash:** To create an en dash, use the shortcut key combination Ctrl + - Num Lock must be enabled, and you need to use the minus key on the numeric keypad.
- **Em dash:** To create an EM dash, use the shortcut key combination Ctrl + Alt + - Num Lock must be enabled, and you need to use the minus key on the numeric keypad.

MAC

- **En dash:** Alt/Option -
- **Em dash:** Shift + Option -

OXFORD COMMAS

Use the Oxford comma only when needed for clarity.

PHONE NUMBERS

Use hyphens, not periods, and no parentheses: 601-555-5555. (This is a change.)

TIME/TIME PERIOD/TIME RANGES

When using a time reference, make sure to use just the number and then a.m. or p.m. **Example:** 7 p.m. not 7:00 p.m.

- Use noon when referring to midday
- Use midnight when referring to 12 a.m.
- Use en dashes to show a date range, Jan. 7-Feb. 7
- Use an en dash for a time range. 2 p.m.-3:30 p.m.

QUOTATIONS

Direct quotations should attribute the speaker after the quote, in past tense. **Example:** “The event was successful,” said Allen Harris, Director of Communications on the Raymond Campus.

RELEASES

RELEASE TITLES

In writing news releases sent to the media, always identify our school somewhere in the title. Example: “Hinds Community College alum wins award.” But Hinds CC should not be included in web headlines.

RELEASE CONTACT INFORMATION

Always include contact information (phone number and email address) for the person most involved with the event being publicized, or the person most able to answer questions about the topic at hand.

PHOTO/VIDEO ATTRIBUTION

Attribute photos if they were taken by an outside source and attribution is requested. Attribution may be given on photos sent to the media and in print or web for special projects, such as photo essays.

ELECTRONIC/WEB

EMAIL ADDRESS FORMATS

- John.Doe@hindsc.edu
- JDoe@hindsc.edu

TERMINOLOGY

- email (or Email at the beginning of a sentence)
- enews
- Facebook page
- homepage
- internet
- log in, log out (verb)
- login (noun)
- sign in, sign up, sign out (verb)
- online
- the Web
- webpage
- website
- World Wide Web
- eSports
- eLearning

URLS

- Do not use a period when a URL ends a paragraph. For example:
 - To learn more about our programs of study, visit hindsc.edu
- Use the shortest URL possible.
- For root-level sites, do not use “https://”
 - hindsc.edu, not https://www.hindsc.edu
- For subdomain sites, do not use “https://”
 - foundation.hindsc.edu, not https://foundation.hindsc.edu
- Capitalization matters after the domain
 - hindsc.edu/eagles/fun is not the same address as hindsc.edu/eagles/Fun.
 - Always use lowercase URLs

COMMONLY MISUSED WORDS

ADVISER VS. ADVISOR

Advisor should be used when specifically referencing academic advising functions, such as academic advisor or study abroad advisor. Other non-academic activities should use adviser, such as student organization faculty adviser, community adviser or investment adviser.

THEATER VS. THEATRE

Theater: The building or area of a building where performances are held. **Theatre:** The art or function of theatre.

Note: Brooks Theatre is the name of the theater on the Raymond Campus.

NOTICE OF NON-DISCRIMINATION STATEMENT

The non-discrimination statement should be included on any printed material such as flyers or brochures that are for public distribution, example: all materials that can be used for recruiting purposes, such as brochures and athletic media guides. The font size for the non-discrimination statement should never be smaller than 6 pt. The approved statement is as follows:

In compliance with Title VI of the Civil Rights Act of 1964, Title IX, Education Amendments of 1972 of the Higher Education Act, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 and other applicable Federal and State Acts, Hinds Community College offers equal education and employment opportunities and does not discriminate on the basis of race, color, national origin, religion, sex, age, disability or veteran status in its educational programs and activities. We recognize our responsibility to provide an open and welcoming environment that fosters a culture of diversity, equity, and inclusion for employees and students to collaboratively learn, work and serve our communities. The following have been designated to handle inquiries regarding these policies:

EEOC Compliance: Director of Diversity, Equity and Inclusion, Box 1100 Raymond MS 39154; Phone: 601-857-3458 or Email: EEOC@hindscc.edu.

Title IX: Associate Vice President Student Services, Title IX Coordinator, Box 1100 Raymond MS 39154; Phone: 601-857-3353 or Email: TitleIX@hindscc.edu.

In some cases, such as the college catalog, the Disability Support Services should be added:

DISABILITY SUPPORT SERVICES STATEMENT

Hinds Community College provides reasonable and appropriate accommodations for students with disabilities. Disability Services staff members verify eligibility for accommodations and work with eligible students who have self-identified and provided current documentation. Students with disabilities should schedule an appointment with the designated Disability Services staff member on their respective campus to establish a plan for reasonable, appropriate classroom accommodations.

Jackson Campus	601-987-8158
Nursing Allied Health Center	601-376-4803
Rankin Campus	601-936-5544
Raymond Campus and Fully Online	601-857-3646
Utica Campus Academic	601-885-7022
Utica Campus Career-Technical	601-885-7128
College Coordinator	601-857-3359
Vicksburg-Warren Campus	601-629-6807
email SMO	Disabilitysupportservices@hindscc.edu
Video Phone	601-526-4918

Copy Tone

Successful

Proud

Purposeful

Life-Changing

Bold

Impactful

Supportive

Exploratory

Committed

Athletics Writing Style

FACILITIES (FIRST REFERENCE LISTED FIRST)

Baseball	Joe G. Moss Field, Moss Field, Joe G. Moss
Basketball	J.D. Boyd Gym, Boyd Gym; Earl Joe Nelson Court
Football	Joe Renfroe Stadium/Gene Murphy Field, Renfroe Stadium/Murphy Field
Golf	Eagle Ridge Golf Course, Eagle Ridge
Soccer	Tom Shepherd Field, Shepherd Field
Softball	Rene' T. Warren Field, Warren Field
Tennis	Cleon McKnight Tennis Center

The Hinds track is not named at this point.

eSPORTS

eSports is officially part of the Student Services Department. Hinds CC style capitalizes the "S."

SOCIAL MEDIA REFERENCES

- **#WeWork** **We Work** (football slogan)
- **#WeWill** **We Will** (another football slogan)
- **We always list the sport first on a Twitter and Facebook headline to identify the sport. Example: Football: Eagles win thriller in overtime. We also use General when there are multiple sports listed. An example of this would be a release on Sports Hall of Fame inductees, academic award winners, etc.**
- **We have 13 separate Twitter handles affiliated w/Hinds athletics, of which we are in control of eight. @HindsAthletics, @HindsCC_FB, @HindsCC_MBB, @HindsWBB, @HindsCC_MSOC, @HindsCC_WSOC, @HindsCC_SB, @HindsCC_AT, and @HindsCC_BB.**

HOMETOWN LISTING IN NEWS RELEASES

List the name of the student-athlete, followed by his/her hometown in parentheses. Their academic year and class will follow on first reference. **Example:** "Brian Emory (Madison), a freshman quarterback..."

ROSTER LISTING ON THE HINDS ATHLETICS WEBPAGE

#	Name	Ht.	Wt.	Pos.	B/T	Class	Hometown/High school
#10	Dan Rives	5'11	170	INF	R/R	Soph.	Cleveland/Cleveland

FIRST REFERENCES

Spell out the organization and then put in parentheses, then use the abbreviation from there on out. Examples: Mississippi Association of Community Colleges Conference (MACCC) National Junior College Athletic Association (NJCAA), Co-Lin Community College (later Co-Lin), Clinton High School, etc.

NUMBER REFERENCES

One-nine (1-9) should be spelled out, then any number from 10 and above will be used as the number. **Example:** The appearance in the playoffs is the fourth time in 11 years that the Eagles have made the playoffs.

COACH REFERENCES

When listing the title of a coach, do not capitalize their title. **Example:** The Eagles are led by eighth-year head coach John Davis, etc.

DEGREE REFERENCES

When listing a degree in a news release or bio, do not capitalize the degree. **Example:** Williams received his bachelor of science degree in education from Mississippi State University.

COACH BIOS

Make sure to list the following information:

- **Name**
- **Title**
- **Current number of seasons win the program**
- **Former job position (if any)**
- **College education**
- **High school education**
- **Family (spouse and children's name(s))**
- **Current and former residence**

PLAYER BIOS

Make sure to list the following information in this order for media guides:

JOHN SMITH

Sophomore #10

INF R/R 5'10 170

College (if they are a sophomore): Put vital stats and if they earned any awards

High school: make sure to put the high school they played at and who their head coach was. Also list awards, both athletically and academically

Personal: Graduate of --HS in 20--... (always put a space and three dots to separate) Resides in---...
Son/Daughter of ---...--- major

PHONE NUMBER REFERENCES

Always separate area code and first three digits and last four digits w/ hyphens instead of dots. **Example:** 601-857-3495

POSITION REFERENCES

Use the following shorthand when listing positions: If the student-athlete plays solely one position, use the full reference on the roster. If he/she plays multiple positions, use the abbreviation. **Examples:**

- **Robert Jones INF (one position)**
- **Robert Jones RHP (one position)**
- **Robert Jones IF/P (multiple positions)**

Also, just use generic listings on the roster, such as INF, OF, DL, etc. In junior college athletics, positions are swapped constantly, so don't just specify 1B, DE, LF, etc. It saves questions from fans.

HEIGHT REFERENCES

Use an apostrophe between the feet and inches and leave out the double apostrophes after the inches. **Example:** 5'11 instead of 5'11". The exception to this rule is when a roster is developed to exist on the athletics website, in which a dash works better. **Example:** 5-11.

SCHEDULE LISTING ON THE HINDS ATHLETICS WEBPAGE

Date	Opponent	Location	Time/Result
------	----------	----------	-------------

TIME/TIME PERIOD/FINISHING REFERENCES

When using a time reference, make sure to use just the number and then a.m. or p.m. Ex. 7 p.m. instead of 7:00 p.m.

HYPHEN REFERENCES

There should not be a hyphen in preseason or offseason. The same can be said for pregame or postgame. Also, goalkeeper, offside and sideline should be single words.

There should be a hyphen used in runner-up.

In track and field, use a hyphen in identifying sprint events, such as 100-meter dash and 800-meter run. In field events, use 26' ½ instead of 26 feet, one-half inch.

DATE REFERENCES

When using a date reference, use just the number of the day and abbreviate the day and month. **Example:** "The first game is to be played on Mon, Jan. 15," instead of, "Monday, January 15th."

RELEASE TITLES

In sending news releases, always identify our school somewhere in the title. This is not necessary for our website. **Example:** Hinds CC baseball releases 2013 schedule.

Also, make sure to put a comma to separate the final score. This goes for wording inside the release as well. **Example:** "Eagles win wild one, 34-28." The winning score should always be referenced first.

LEAGUE REFERENCES

When listing a specific division of athletics, use the division and then a Roman numeral. **Example:** Division I, Division II, etc., instead of D1 or D2. Also, there should not be a hyphen in "nonconference."

When referring to NJCAA Regions, use the region and then the number. **Example:** Region 23, etc.

HAND REFERENCES

When identifying the throwing arm in any sport, use the hand and then a dash. **Example:** "The right-hander was solid in his effort." The terms 'lefty' or 'righty' may be used as well.

QUOTE REFERENCES

When using a quote in a release, put the quote first, followed by the person's name giving the quote. **Example:** "We played extremely hard in the second half," said Hinds head coach Gene Murphy. Also, put the comma first, then put the ending quotation mark, not the other way around.

