



UNIVERSITY of HAWAII®

KAPI'OLANI
COMMUNITY COLLEGE

ENGAGE. LEARN. ACHIEVE.

Brand Guide

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The Kapi'olani Community College Brand

Every message used to describe Kapi'olani Community College, every photograph chosen and every time our logo is used an image of Kapi'olani CC is created. Verbal and visual elements introduce the College to those who do not know us and create a first impression. Verbal and visual elements reinforce the image for those who do know us.

Our brand image is drawn from and enriched by a person's actual experience of Kapi'olani CC. Everyone who speaks publicly about Kapi'olani CC, publishes print or electronic information about us or represents us to the media plays an important part in creating and maintaining our image. Everyone who touches student lives contributes to Kapi'olani CC's brand.

This Brand Guide provides us with verbal and visual language to express our image in ways that reflect the Kapi'olani CC experience and strengthen our brand promise. The Brand allows us to accurately capture and convey our essence and differentiates us from other institutions. The Brand Guide creates continuity by providing a common language and technical specifications for graphics and visuals.

Guidelines for Submitting Approved Text

- Submit final text approved by your unit head to the Office of College and Community Relations (OCCR) for newsletters, brochures, posters and other printed materials on flash drive or via email to eliminate re-keystroking, which may lead to typographical errors.
- Also provide a hard copy and email the text as an attachment (Word file).
- Text changes requested after copy has been submitted will delay timely completion of your or the College's project.
- Please use the following guidelines for smooth and accurate transmission of copy into the publication design.

1. PROOFREAD your files and get manuscript (text) approval from the dean, director or other pertinent reviewer (sign-off sheet will be required) BEFORE bringing the file to the Office of College and Community Relations (OCCR). Manuscripts may be submitted to OCCR before the design stage. For extensive corrections, the manuscript will be returned to you for editing before design begins; corrections must be done in whatever software program was used to create the original manuscript. Extensive changes will not be allowed during final layout and design.

2. Use Microsoft Word whenever possible. This is the word processing program used by OCCR and is the most compatible with the publishing and graphics programs used by designers. If Word is not available, save your text as a simple text or RTF file.

3. Make sure your files conform to the following standards

- do not use the space bar to align columns, indent lines, etc.
- eliminate unnecessary carriage returns (do not double space or insert blank lines)
- do not boldface or italicize the copy. Indicate bold and italics on the hard copy.
- do not tab for paragraph indents or set tabs for columns (doing so is unnecessary and slows down the layout process)

- do not justify the right margin
- single space after punctuation marks (do not double space after periods)
- use capitals and lowercase letters throughout the text including headings. If you want a section in all capitals, indicate that on the hard copy.
- do not put in lines or other graphic elements. In most cases, lines will need to be redone once the file is loaded into the graphics program.
- when using Hawaiian diacritical marks, the ‘okina (glottal stop) will translate into the graphics programs but the kahako (macron) will not. Use the single open quote (‘) as the ‘okina. Indicate a kahako by inserting an = after the appropriate vowel (Ma=noa).
- (See also Hawaiian language.)

4. Mark your hard copy to indicate where you want emphasis, page breaks, graphics or other elements.

5. Digital photos need to be 300 dpi or higher in resolution at the intended size to be used in the publication. All photos should be sharp, clear and well lit. Any photo needing adjustments will cost more and delay production.

6. Make sure that email and website links are unlinked in the copy provided.

Brand Concept and Its Importance to Kapi'olani CC

What is a brand? A brand is our promise. It is what we deliver, how we deliver, and what we are known for - it is the overall Kapi'olani CC experience for its constituencies - something they can depend on. If we express our brand when we communicate about Kapi'olani CC it will help others see us as a College that knows itself and its strengths.

Kapi'olani CC's Brand Attributes

- Strong student support programs and resources
- Large variety of classes and programs
- Good reputation and quality of Kapi'olani CC programs
- Transfer agreements with four-year institutions
- Liberal Arts program concentrations
- Low tuition
- Continuing Education
- Flexibility
- Beautiful campus

Tagline

Engage. Learn. Achieve.

Message Points

- Kūlia i ka Nu'u (strive for the highest)
- Engage. Learn. Achieve.
- We're here for you.
- Targeted messages for STEM, Native Hawaiian, transfer, under-served.
- Prepares skilled workers for Hawai'i's workforce.

About Kapi'olani Community College

Kapi'olani Community College is the largest two-year campus in the ten-campus University of Hawai'i system. With more than 8,000 students enrolled per semester in credit programs, Kapi'olani's nationally recognized general education program prepares students for effective baccalaureate transfer, civic engagement, and 21st century careers in programs such as culinary arts and hospitality, nursing and health sciences, business, information technology, new media arts, biotechnology, and teacher education. The College bears the name of Hawai'i's Queen

Julia Kapi'olani, and her motto, *Kālia i ka Nu'u* or “to strive for the highest”. The motto inspires the college’s collective work in support of academic success for Native Hawaiian and other diverse local and international students.

Kapi'olani Community College Mission

- is a gathering place where Hawai'i's cultural diversity is celebrated, championed and reflected in the curriculum, pedagogy, support services and activities, students, faculty, staff, and administration.
- is a nurturing workplace of choice for strong and caring faculty, staff, and administrators committed to effective communication and shared vision, values, mission, and responsibilities.
- strives to provide the highest quality education and training for Hawai'i's people.
- provides open access, and promotes students' progress, learning and success with low tuition and high quality instructional programs, student development and support services, and selective areas of excellence and emphasis.
- prepares students to meet rigorous associate and baccalaureate requirements and personal enrichment goals by offering high quality liberal arts and other articulated transfer programs.
- delivers high quality 21st century career programs that prepare students for rigorous employment standards and to meet critical workforce immediate and long-term needs and contribute to a diversifying state economy.
- prepares students for lives of ethical and social responsibility by offering opportunities for increased service-learning and community engagement.
- leads locally, regionally, nationally and internationally in the development of integrated international education, enriched through global collaborations.
- uses human, physical, technological and financial resources

effectively and efficiently to achieve ambitious educational goals and generate a solid return on the public's investment for a sustainable future.

- builds partnerships within the University and with other educational, governmental, business, and non-profit organizations to support improved lifelong learning.
- uses ongoing cycles of planning, best practice research, budgeting, implementation, assessment, and evaluation to drive continuous program and institutional improvement.

Using the Kapi'olani CC Brand

The first contact that people have with the College is often through images and materials that they see. This Brand Guide will help us make sure that all of our materials—from tee shirts, and signage to publications to the web—convey our brand. Research shows that the key to recognition is consistent, frequent presentation over time. Using our word mark and consistent images will help us become better known and recognized for who we are and what we do best. Every time we use the Kapi'olani CC brand graphic we help the College build our brand and raise our profile.

Digital files of the brand graphic are available in various formats for your use in simple public projects such as fliers and posters. There will also be a variety of templates for forms, memos, Power Point presentations, etc. These can be obtained from the Office of College and Community Relations. College Relations can assist you in determining the appropriate graphic for your project (one color in black, one color in blue, two-color, etc.)

Visual Guidelines

The Logo



UNIVERSITY of HAWAII®
KAPI'OLANI
COMMUNITY COLLEGE
ENGAGE. LEARN. ACHIEVE.



Kūlia i ka Nu'u
STRIVE FOR THE HIGHEST

The Word mark

UNIVERSITY of HAWAII®
KAPI'OLANI
COMMUNITY COLLEGE

Please contact the Office of College and Community Relations if you have questions about usage.

The Symbol



The seal may be used alone or in conjunction with the signature (see next section). If used alone, the seal can be

- used in black or Kapi'olani's pantone reflex blue campus color. (If another color is used for design reasons, avoid colors associated with other campuses.)
- screened as a background element.
- reversed.

But never, ever

- stretch or distort the dimensions.
- alter elements within the seal.
- use smaller than 5/8 inch on publications or 1/4 inch on merchandise, enlarge to a size that compromises graphic integrity. (Contact the Office of College and Community Relations for assistance.)

What is the signature?

The signature is a graphic element comprised of two elements—a nameplate (typographic rendition) of the university/campus name and an underscore accompanied by the UH seal. The signature may also be used without the seal on communications where the seal cannot be clearly reproduced, space is limited or there is another compelling reason to omit the seal.

Please contact the Office of College and Community Relations if you have questions about usage.

Typography

Although not required, Optima and Zapf Humanist fonts are recommended because they blend well with the logo.

Optima – Roman

abcdefghijklmnopqrstuvwxy 0123456789

Optima-Bold

abcdefghijklmnopqrstuvwxy 0123456789

Zapf Humanist

abcdefghijklmnopqrstuvwxy 0123456789

Zapf Humanist - Bold

abcdefghijklmnopqrstuvwxy 0123456789

Complementary fonts to consider include Gill Sans, Palatino, Myriad, Lucinda Grande.

Color

The official colors of Kapi'olani Community College is PMS Reflex Blue, white and gold can be used as accent colors.



Official campus spot color and recommended HTML equivalent follow:

RGB 002395

CMK 100, 77, 0, 42

Photography

Photographs should reflect the essence of Kapi'olani CC's brand:

- **K** ūlia i ka Nu`u
- **E** ngage
- **L** earn
- **A** chieve

Photo releases should be obtained from individuals who are easily identifiable in a photograph. Forms are available at OCCR or on the Kapi'olani CC website, OCCR Toolbox. Photos fall under filming guidelines.

Events and Presentations

- Pick a theme that highlights our programs and support environment
- Select programs and support services
- Use message points for speeches
- Use the brand graphic design for a backdrop or main element
- Access the Office of College and Community Relations Toolbox for images, templates, guidelines to prepare your Power Point presentations, programs, and other materials.

UH Film Licensing

Filming on university property is permitted only if it does not interfere with normal university business or previously scheduled events. The University of Hawai'i's practice is to allow film crews on campus, provided that the filming does not negatively impact normal campus operations or interfere with students' learning. Kapi'olani Community College currently adheres to the UH policies regarding filming on campus. Following are the steps for the requests to filming on campus.

Timeline: a) Initial inquiries should be received approximately 15 days prior to the date of filming; b) Agreement to terms between VCAS and Film Crew must be completed 12 days prior to the filming; c) Approval of Film License, Facilities Use, and payments must be received 10 days prior to filming; d) Notification to campus and/or neighborhood will be sent out 10 days prior to and 3 days prior to filming.

Responsibilities: The OCCR's responsibilities are to serve as the primary contact for the film or production crew and provide information to the campus community and the public. The VCAS' responsibilities are to: a) work with the film crew in identifying issues that will impact campus operations and to ensure that the requester satisfies or mitigates all campus operational issues and concerns, and b) provide the film crew facility rates or quotes for

the filming. It is everyone's responsibility and concern to ensure that a safe and successful film shoot, with little to no impact to primary campus activities, shall take place.

Process:

- Initial inquiry begins with the Office of College and Community Relations (OCCR), the campus-designated representative for filming activities.
- The OCCR will inform the film or production crew of Kapi'olani CC's filming timeline and brief the crew on the application process and procedures.
- The OCCR will interview film requestors to determine the nature of the request and to determine if the end product is for a commercial or non-commercial use.
- The OCCR will then notify the Vice Chancellor for Administrative Services (VCAS), or designee, of the request.
- OCCR shall arrange for a walk-through or site visit in conjunction with the Office of the VCAS and should accompany the VCAS, or designee, during the visit. More than one scout may be needed for larger production projects.
- On occasion, additional campus experts (architects, electricians, engineers, facilities and grounds personnel) are included in the walk-through to assist in determining any special provisions.
- The VCAS, or designee, will consult with directly impacted programs or individuals and weigh the overall impact to the campus and, as necessary, discuss the filming with the Chancellor and/or other Administrators.
- The VCAS, or designee, will work with the film or production crew's main point of contact, generally the location manager and the College's staff as necessary.
- The ultimate decision to allow filming as well as filming rates will be determined based on location, campus impact, direct and indirect costs to the campus, risk and liability, and above all campus safety and security.
- Based on the information provided to the VCAS, the Chancellor

then makes the final decision to approve or disapprove the filming.

- The OCCR then informs the campus community and constituents of the shoot. It is the responsibility of the OCCR to field questions and concerns about the shoot.
- It is imperative that all campus constituencies are notified of the filming at least 10 days and 3 days prior to the filming.
- After the decision to allow filming, a rate is determined, and the campus has been informed, the following must be completed by the film or production crew:
 - University of Hawai'i "Film Application" is submitted by the requestor to OCCR;
 - \$150 non-refundable processing fee, made payable to the University of Hawai'i, is also submitted by the requestor to OCCR;
 - "Certificate of Liability Insurance" (minimum of \$1,000,000 coverage), naming the University of Hawai'i as insured, is submitted to the UH Director of Risk Management by the requestor and attached to the Kapi'olani CC Facilities Use Agreement (see below);
 - The Kapi'olani CC Facilities Use Agreement must be submitted to the Office of the VCAS;
 - Payment, as determined by the VCAS and agreed to by the film crew, must be made to the campus.
- A written summary of the college's conditions and expectations, based on the walk-through or site visit, is submitted to the Office of General Counsel (OGC), along with a "Legal Services Request" form.
- OGC will review the submitted documents, and if satisfactory, will prepare a Film License, which will be forwarded to the VP for External Affairs for signature.
- After all forms are submitted and approved and payments are received, the filming may proceed.

Film crews should be aware that additional charges may be

incurred based upon what actually happens during or after the filming occurs. For example, film locations may need to be professionally cleaned or unforeseen circumstances may be met. These costs will be accounted for and billed after the filming is completed and a revised bill/invoice will be sent to the company.

General Rules and Policies:

- The campus shall incur NO costs for filming.
- Kapi'olani CC is a smoke-free campus. Therefore, film and production crews using the Kapi'olani CC campus shall refrain from smoking on campus.
- All facility use policies shall remain in effect unless otherwise suspended by the Chancellor of VCAS.
- All policies of the UH and all city ordinances and state and federal laws shall be strictly followed. Any violation of the aforementioned will be cause for immediate dismissal from the campus.

Glossary

A

abbreviations and acronyms: Spell out names of all offices, agencies, etc. on first reference; acronyms may be used in subsequent references. If the first use of the acronym does not occur until several paragraphs later, give the acronym in parentheses (rather than between dashes or commas) immediately after the first use of the full name [e.g., Kapi'olani Community College (Kapi'olani CC) is hosting the event]. If the first use of an acronym occurs in the same paragraph where the name is given in full, the parenthetical may be omitted.

Depending on the audience, a generic word may be a better choice for subsequent references—it doesn't send the reader back in search of the words behind the acronym, and it avoids confusion when two agencies share the same acronym.

first reference

Culinary Institute of the Pacific

Office for Institutional Effectiveness

subsequent references

CIP

OFIE

Avoid long, awkward or ambiguous acronyms, particularly those that exceed four letters without making a pronounceable “word.” Consider what other organizations may share the same initials.

In general, spell out United States when used as a noun, and reserve the acronym for adjectival use (e.g., the U.S. Department of Education). The same guideline applies to UH and University of Hawai'i. Exceptions may be made to conserve space or to avoid excessive repetition of either form. Note that UH, used as a noun, does not take the article “the” (e.g., She is a graduate of UH. UH fielded a fine football team).

The move is away from periods in acronyms. There is room for choice, but be consistent. Omit periods unless the acronym

appears with periods in Webster's Dictionary Fourth College Ed.

academic degrees: Lowercase the academic degree in text. An exception may be made in formal lists. (See also associate in..., bachelor of..., master of... and doctor of... entries.)

- Jane Brown has a doctor of philosophy. The department offers a bachelor's degree.

Academic degrees following the name (MD, PhD) are best reserved for very formal contexts, such as invitations, citations, etc. Do not combine with an honorific (Dr. John Doe physician or John Doe physician, MD).

The move is away from periods in academic degrees (PhD). There is room for choice, but be consistent.

A.D., B.C.: UH preferred style is to place both these abbreviations after the year (1066 A.D. not A.D. 1066), but do not change the latter style if the author(s) used it consistently.

advisor (preferred spelling)

affirmative action guidelines

agribusiness but **agri-environmental**

a.m.

American: Do not hyphenate in ethnic identifications (e.g., African American, Asian American, Native American, North American).

anticancer, antitumor (refer to dictionary for other anti prefixes)

Asia Pacific: No hyphen or slash (e.g., the Asia Pacific region).

associate degree (singular), associate degrees (plural):

- associate in applied science, AAS
- associate in arts, AA

- associate in science, AS
- associate in technical studies, ATS

B

bachelor's degree or **bachelor's** (singular), **bachelor's degrees** (plural):

- bachelor of architecture, BArch
- bachelor of arts, BA
- bachelor of business administration, BBA
- bachelor of education, BEd
- bachelor of fine arts, BFA
- bachelor of music, BMus
- bachelor of science, BS
- bachelor of social work, BSW

The move is away from periods in acronyms (BA). There is room for choice, but be consistent.

B.C., A.D.: Place both these abbreviations after the year (1066 A.D. not A.D. 1066), but do not change the latter style if the author(s) uses it consistently

benchmark

Bible: Capitalize in references to The Holy Bible, but lowercase in generic uses (e.g., a bible for auto mechanics).

Big Island of Hawai'i, Big Island or **island of Hawai'i:** All are acceptable; consider your audience in making your selection.

bivariate also **multivariate, univariate, covariate**

Board of Regents: Refers to the university's governing body; individual members are regents. BOR or board (lowercase) for second reference. Capitalize regent only as part of the board's formal name or when used before a name (e.g., Regent John Doe, John Doe is a regent). (See also titles.)

Boats: See ships

C

campus names: The University of Hawai'i has 10 campuses - a research campus (Mānoa); two baccalaureate campuses (Hilo and West O'ahu); and seven community colleges (including Maui College). Designations are based on the Carnegie Foundation classifications.

Use the full campus name on first reference. University of Hawai'i – West O'ahu contains an en dash (see dash) or, if using a typewriter, a hyphen. In subsequent references for UH Hilo, UH Mānoa, UH West Oahu and UH Maui College, the acronym form (UH) may be used. Do not use an en dash, hyphen or the word “at” in the acronym form. In general use the acronyms only as adjectives; HCC and KCC should never be used in external communications.

Use the specific designation alone only when the reference is clearly to the campus in question (e.g., Honolulu, Kaua'i, Mānoa). (See also University of Hawai'i.)

first reference

University of Hawai'i at Hilo

University of Hawai'i at Mānoa

University of Hawai'i –West Oahu

Hawai'i Community College

Honolulu Community College

Kapi'olani Community College

Kaua'i Community College

Leeward Community College

University of Hawai'i Maui College

subsequent references

UH Hilo, Hilo, the Hilo campus, UHH

UH Mānoa, Mānoa, the Mānoa campus, UHM

UH West Oahu, West Oahu, the Oahu campus, UHWO

Hawai'i CC, Hawai'i, the Hawai'i campus

Honolulu CC, Honolulu, the Honolulu campus

Kapi'olani CC, Kapi'olani, the Kapi'olani campus

Kaua'i CC, Kaua'i, the Kaua'i campus

Leeward CC, Leeward, the Leeward campus

UH Maui College, Maui College, Maui, the Maui campus, UHMC

CASE: Council for Advancement and Support of Education. Spell in full on first reference.

CD-ROM

center: Lowercase except as part of full formal name. (See department.)

centuries: Except at the beginning of a sentence, use figures in ordinals (20th century). Hyphenate when used as a compound adjective (19th-century novels). No apostrophe in such designations as 1900s.

certificate: Lowercase in reference to a credential or when used alone.

chair: Use the gender-neutral “chair” to refer to the head of a department, committee or the Board of Regents.

- The committee chair is a professor.

Capitalize as the title before the name (e.g., Chair Jane Doe) or as part of a formal name (e.g., Benjamin A. Kudo Chair of Law).

co-curricular

college: Lowercase except as part of full formal name.

Colleges of Arts and Sciences: consist of the College of Arts and Humanities; College of Languages, Linguistics, and Literature; College of Natural Sciences and College of Social Sciences.

comma: UH style is to use informal serial commas (red, white and blue) for publications. However, depending on your audience, formal serial commas (red, white, and blue) may be used. Be consistent—stick with your choice throughout the entire publication

committee: Lowercase except as part of a full formal name (see also department).

community college(s): Lowercase except as part of a full formal

title.

- Classes at community colleges cover a wide range of topics.
- There are seven UH community colleges.
- Kapi'olani Community College is located at Diamond Head.

compound words: May be closed up, hyphenated or have a space between them. No rule covers all cases; see dictionary for words not specifically listed here.

In initial-caps headlines or proper nouns, capitalize both segments of a hyphenated word if each segment is a whole word: Off-Campus Housing. Initial-cap-only if the compound word consists of stem plus prefix or suffix:

Multi-disciplinary Committees, Non-degree Graduate Students, Post-baccalaureate Unclassified Students.

Compounds formed from two whole words should be hyphenated if (1) they appear with a hyphen in Webster's or in this style guide or (2) if necessary for clarity: A small-business manager is not necessarily a small business manager.

Modern American usage is generally against hyphenating such combinations where no misunderstanding is likely—the living room window, the second story classroom, a telecommunications equipment salesperson.

Compounds should not be hyphenated if they (1) follow the noun or verb they modify or (2) consist of an adverb and an adjective—rapidly fading, highly visible (exceptions are in Webster's). (See also hyphens and specific compound words)

computer-aided (adj.); **computer-assisted** (adj.)

co-requisite: But prerequisite and (in suspensive-hyphenation constructions) pre-and co-requisite.

course work

credit hour(s) or **credit(s):** Use figures with either one, except

when a number is the first word in a sentence.

Avoid using hours alone to mean credit hours. Steer clear of awkward and excessive hyphenation by avoiding [number]-credit-hour(s) as an adjective preceding the modified noun. Write “a program consisting of 15 credit hours” rather than “a 15-credit-hour program.”

creole(s) but Hawai‘i Creole English.

cross-disciplinary

D

dash: The em dash (usually typed as two hyphens without space before, between or after) sets off parenthetical phrases or clauses somewhat more dramatically than a comma. Like commas and parentheses, em dashes usually travel in pairs—one before and one after the phrase they highlight—except when stronger punctuation, such as a period, makes one of the em dashes unnecessary.

The slightly shorter en dash is used as a substitute for the word “to” in number ranges (7–10 p.m.) and phrases containing a compound element (a New York–Honolulu flight).

The word “to” should be spelled out when the word “from” is used (e.g., A reception will be held from 6 to 7 p.m.). The en dash should not be used as a substitute for “and” in such phrases as between 15 and 20.

En dashes are also used in the formation of a compound word when one of its elements is already a compound (or two-part) word (e.g., a New York–based psychoanalyst, the wall-to-wall–carpeted classroom).

data: Treat as singular or plural, depending on department’s unique usage (generally, sciences say “these data are,” business says “this data is”) but be internally consistent.

database, data bank

dates: Cardinal numbers only (March 1, not March 1st). Write month before day (March 1, not 1 March). In print, use year only when necessary for clarity, however, use year in online reference. Separate day and year with comma (March 1, 1989); a second comma goes after the year if no stronger punctuation is placed there (From March 1, 1989).

Dean's list

decades: No apostrophe in decades (1980s). Use an apostrophe (not open single quotation mark) to replace first two digits if they are omitted ('80s).

dental hygiene (n. and adj.)

department: Lowercase except as part of full formal name. Capitalize (treat as proper nouns) the official titles of departments, schools, divisions, offices, centers and programs (Department of Anthropology). Lowercase unofficial titles (anthropology department). Lowercase names of disciplines standing alone (anthropology) unless the name of the discipline is a word that is always capitalized in English (e.g., names of languages and nationalities such as English and Hawaiian).

desktop publishing

division: Lowercase except as part of full formal name. (See also department.)

doctoral degree or **doctorate:** doctor of education, EdD, doctor of medicine, medical degree, MD, doctor of philosophy, PhD, doctor of public health, DrPH, doctor of theology, DTh, ThD, Architecture Doctorate (ArchD)

The move is away from periods in acronyms (PhD). There is room for choice, but be consistent.

dot-com

download

E

e-business, e-commerce

Earth: Capitalize planet name, no “the” before. But earth (lowercase) in the sense of soil, land or other solids that constitute the world—as opposed to air, water and fire; in the sense of the domain of mortals—as opposed to heaven; and in all uses except name of planet; lowercase word may have “the” before.

earth sciences (e.g., geology, geophysics).

east: Lowercase when used as a directional reference (e.g., The sun rises in the east and sets in the west).

Capitalize compass points in common appellations for regions (e.g., East Asia, East Coast, Eastern Europe).

East Asian languages and literatures: Capitalize Languages and Literatures only in “Department of...” construction.

East-West Center, East-West Road or East-West Rd.

em dash: (see dash)

email

emeritus: UH style is to use emeritus before professor (Emeritus Professor Jane Doe). The emeritus title, awarded by the UH Board of Regents, is not synonymous to a retiree. (See titles for capitalization rules.)

en dash: (see dash)

EEO/AA statement: The University of Hawai'i is an equal opportunity/affirmative action institution. This statement should be included in all publications. Some publications, e.g., catalogues, should have the longer EEO/AA statement. (See discussion at the end of this style guide.)

ethnomethodology, ethnomusicology

F

faculty (singular) reference to a group; **faculty member(s)** (plural), reference to individuals.

fall (the season, the semester).

federal: Lowercase except in proper names (e.g., federal Department of Education, but Federal Communications Commission).

foreign word: Do not italicize foreign or non-English words that appear in *Webster's*. In general, do not italicize Hawaiian words (there are exceptions). Be consistent with your choices.

fractions: Do not use job fractions (number-slash-number) at all. Generally, spell out fractions with a single-digit denominator (one-half, one-third); make case fractions where the denominator is two or more digits (1/20); for compound numbers, use decimals (3.5) or case fractions (3 1/2). (See user manual for instructions on correct way to make case fractions with your software.)

FY: Spell out fiscal year in documents for a general or external audience

G

GI Bill

GPA (singular); **GPA**s (plural).

grade point average

grades: No quotation marks around letter(s). No italics, no boldface. For plural of any letter grade, use an apostrophe and an s (three A's, two B's, two I's, some NC's).

-grant (adj.): Lowercase land-grant, sea-grant, space-grant (e.g., UH is a land-, sea- and space-grant institution).

But use initial capitalization and no hyphen in proper nouns such as National Sea Grant College Program, National Space Grant

H

Hawaiian: Refers to people of Hawaiian descent. People who live in Hawai'i are referred to as Hawai'i residents.

Hawaiian language: UH encourages the use of correct Hawaiian spelling, including glottals ('okina) and macrons (kahakō). If you choose to use Hawaiian orthography in a publication, follow these guidelines:

- **Consult appropriate reference books** to verify all Hawaiian spelling (including proper placement of glottals and macrons) and grammar. Recommended: *Hawaiian Dictionary*, Revised and Enlarged Edition, by Mary Kawena Pukui and Samuel H. Elbert (UH Press) and *Place Names of Hawai'i*, Revised and Expanded Edition, by Mary Kawena Pukui, Samuel H. Elbert and Esther T. Mookini (UH Press).
- **Consult Hawaiian language experts** in the libraries or on the faculty about words and phrases for which no authoritative spelling is given in your reference books. Any Hawaiian language faculty member can assist you with questions not covered in conventional reference books.
- **In matters of Hawaiian orthography, do not guess.** If you are uncertain, do the research to make sure your copy is correct.
- **Avoid culturally insensitive usage** of any language. For example, no Hawaiian word becomes plural with the addition of an "s"; wahines is an English back-formation from the Hawaiian singular noun wahine. The use of an apostrophe and an "s" is acceptable, however, in forming English possessives of Hawaiian singular nouns (Hawai'i's people).
- **Avoid inconsistency.** If you write "Kapiolani" in one place and "Kapi'olani" in another, your reader can only wonder if

both references are to the same person or thing.

- **Use correct diacritical marks.** A glottal is not an apostrophe, an accent grave or the tick mark next to the semicolon on your keyboard. In word processing documents to be printed as is, find instructions in your user manual—or call the Customer Support number for instructions—on how to make a “single open quotation mark” with your software. UH Information Technology Services can also assist; contact the Help Desk at 808 956-8883 or email help@hawaii.edu. Hawaiian fonts are available for proper display in word processing documents. However, they do not translate into the graphics programs used by publication designers.
- **If text is submitted for design services, use the correct glottal.** On hard copy submitted for publication, flag or highlight every macron to call the publication designer’s attention to each one. Creative Services recommends inserting an = after the appropriate vowel (Ma=noa). For directions on making the macron using your software, contact the Help Desk at 808 956-8883 or email help@hawaii.edu.
- **Consult your typesetter or printer** in advance for instructions on the best way to prepare disks and/or hard copy for documents that are to be typeset off campus.
- **Most World Wide Web pages can support glottals** but not macrons in text. To make the glottal, use the key that appears next to the I key or return key; viewers will see a straight hatch-like mark for the ‘okina. Do not use a single open quotation mark as it will appear differently to different viewers. The UH System website allows text views with full orthography substitute—‘okina only or no diacritical options depending on browser capability. When preparing text for the web, use the unicode symbol.

he or she is preferred to he/she

HI (See state names.)

his or her is preferred to his/her

Hawai'i Interactive Television System (HITS): Spell in full on first reference.

home page

honorary degree: The UH Board of Regents awards the Honorary Doctor of Humane Letters. The honorary degree is conferred on behalf of the system rather than any of its campus

honorifics: Use full names without honorifics on first reference (e.g., John A. Jones, Mary Smith). Note that a married woman's full name includes her first name, not her husband's (never Mrs. Richard Smith).

In subsequent references, use of last name only is preferred for both sexes; no Mr., Mrs., Ms., except as needed for clarity (in a story that deals with several members of a single family, for example).

If honorific is used in subsequent references it should be used consistently. If one person insists on the honorific, everyone in the story who is entitled to it should get it. Try to reserve Dr. for health practitioners.

Use military rank (if germane and necessary) only in first reference, with full name (e.g., Cmdr. Carol Stewart met with Adm. Randal Lee, U.S.N. Ret., to discuss the removal of nuclear weapons. Stewart told Lee...).

hyphen: Consult the dictionary first for correct hyphenation of compound words. (See also compound words, prefix and dash.)

In modern American usage, the trend is away from hyphens in compound words unless omitting them creates confusion (as in *co-op* versus *coop*). Check *Webster's* or *The Chicago Manual of Style* when in doubt. When the hyphen is used in a two-part reference, use the hyphen with both modifying elements (e.g., full-and part-

time students or 3-to 5-credit courses).

Two-word combinations are often hyphenated if, together, they form one adjective that modifies the noun it precedes (compare adjective: off-campus housing with adverb: a class held off campus). Do not hyphenate adverb plus adjective combinations (e.g., highly complex program).

I

Ilokano

Indo-Pacific

interisland

internet

italics: Use for book, magazine and newsletter titles (free-standing publications) and names of vessels (see ships).

Use quotation marks around chapter titles or other components of an italics-titled publication.

- The “Island Life” section of *The Honolulu Star Advertiser*

Use only capitals and lowercase for titles of a book series of editions (e.g., Modern Library edition).

Titles of motion pictures are italicized, but titles of television and radio programs are set in roman type and quoted unless they are continuing series, in which case they are italicized.

- National Public Radio’s *All Things Considered*
- the following episode of *Hill Street Blues*, “Death on the Hill”
- the movie *Apollo 13*.

Titles of dissertations and theses, manuscripts in collections, lectures and papers read at meetings are set in roman type and quoted.

If a non-English word is unfamiliar to the intended audience, then

set it in italics; otherwise use roman type. Do not italicize Hawaiian words unless necessary for context.

Refer to *The Chicago Manual of Style* for more information.

J

juris doctor: JD, law degree or professional degree.

K

Kahikoluamea

Ka'ie'ie: a degree pathway program with Kapi'olani Community College (Kapi'olani CC) and University of Hawai'i at Mānoa (UHM).

Kekaulike

Kalaualani

Kūlia i ka Nu'u

L

land use (n., adj.)

law review: But *University of Hawai'i Law Review*

law school, School of Law, William S. Richardson School of

Law

Legislature: Capitalize in specific references to Hawai'i's state lawmaking body, which has two chambers, the state House of Representatives and the state Senate. Lowercase generic references (a state legislature).

level (adj.): 300-and 400-level courses, but courses at the 300 level, courses at the graduate level.

LGBTI: Lesbian, gay, bisexual, transgender, intersex

lower campus

lower division (n., adj.)

M

mainland: When referring to the continental United States.

makai: Consider your audience; if it is mainly visitors and newcomers, consider using English word(s): on the seaside, toward the sea, in the direction of the sea.

Mānoa valley

makeup or **make-up** (n., adj.) **make up** (v.)

Maluna a'e o nālāhui a pau ke ola ke kanaka: Above all nations is humanity. Inscribed on the Founder's Gate at the Mānoa campus.

Mananawai: a degree partnership that is a dual-enrollment, dual admission program for students pursuing their first four-year undergraduate degree who are accepted at UHWO but choose to begin their degree at Kapi'olani CC.

master's degree or **master's** (singular), **master's degrees** (plural):

- master of accounting, MAcc
- master of architecture, MArch
- master of arts, MA
- master of business administration, MBA
- master of education, MEd
- master of fine arts, MFA
- master in law, LIM
- master of library and information studies, MLIS
- master of music, MMus
- master of public administration, MPA
- master of public health, MPH

- master of science, MS
- master of social work, MSW
- master of urban and regional planning, MURP
- master of social work, MSW
- master of urban and regional planning, MURP

The move is away from periods in acronyms (MA). There is room for choice, but be consistent.

mathematics not math

mauka: Consider your audience; if it is mainly visitors and newcomers, consider using English word(s): upland, inland, towards the mountains, shoreward (if at sea).

mid-latitude(s)

money: Use \$ and figures for all money amounts over 99 cents, except when the first word(s) of a sentence. Do not use decimal and zeroes for whole-dollar amounts. Spell out cents in amounts under \$1 (e.g., The hamburger costs 99 cents).

N

Native American

Native Hawaiian

near-shore (adj.)

neighbor island

non(-): Consult dictionary for spelling; hyphenate if not listed.

non-credit

non-degree (adj.)

nonmajor

north: Lowercase when used as a directional reference. Capitalize in common appellations for regions (e.g., North America).

note-taking

numbers: Generally, spell out single-digit numbers, and use figures for all others. Exceptions:

- Use figures in ages.
- Use figures in charts, graphs and other tabular material.
- Use figures to number items in a list.
- Use figures for day of the month and year in all dates (exception may be made for formal invitations).
- Use figures in all degrees.
- Use figures in all references to credits and credit hours (see credit hours).
- Use figures in all page numbers and cross-references.
- Spell out a number that begins a sentence.
- Use figures in a range or series where at least one of the numbers is more than two digits: 9, 10- and 11-foot boards, but six-to eight-week period.
- Use figures in designations of time with a.m. or p.m.: 1:15 p.m., but two o'clock.
- Use figures for all money amounts. Omit zeroes in whole-dollar amounts: 7 cents, \$1.25, \$4.

O

office: Lowercase except as part of full formal name. (See also department.)

online

P

Pacific Basin

Pacific Islands

Pacific Rim

Pacific region

PDF

period: The move is away from periods in acronyms (PhD). There is room for choice, but be consistent.

-person (suffix): Avoid using nonsexist language that is conspicuously awkward. Try to think of genderless alternatives (service technician) to clumsy back-formations like repairperson.

photo credits: Many professional photographers require credit in print when their work is published. (Consult your photography contract and/or photo sleeve for the language to be used.) If you plan to publish such photographs, provide the appropriate credit for typesetting with other text.

photographs: Good photographs enhance the look and improve the communication value of many publications.

Fuzzy, gray, out-of-focus photographs do not. Graphic Services can advise you on the reproducibility of photographs that you are hoping to use if you bring them by the office ahead of time.

For best results, choose the photographs you would like to use while you are writing your document; don't wait until after typesetting to see how much space is left.

Every photograph should have a caption. People in photographs should be correctly identified in the caption (be sure to verify spellings). Be sure to have the permission of the photographer or owner of the photographs before publishing online or in print. It may be an invasion of privacy to publish some photographs without the permission of recognizable people. For this reason, do not use

a photograph out of context. For Kapi'olani CC release form, contact the OCCR at 808 734-9603 or refer to the website under OCCR Toolbox.

p.m.

post-baccalaureate

post-graduation (adj.): Do not use as an adverb. But postdoctoral, postgraduate.

post-master's: Graduate-level beyond MA or MS, hyphenate to distinguish from U.S. Postal Service official.

postsecondary

postdoc: A casual noun reference to a post doctoral researcher, use only in informal contexts.

pre(-): Consult the dictionary for proper spelling of prefixes; if the word is not listed, then hyphenate.

program: Lowercase except as part of full formal name. (See also department.)

public health (n. and adj.)

punctuation: See separate entries for comma, dash, hyphen and period. For more information on punctuation please refer to *The Chicago Manual of Style*. Some dictionaries also have a section on punctuation.

Q

R

reentry

Regents' Medal, Regents Scholar

-related (adj.) language-related. Note that when the noun preceding this add-on is itself formed of two separate words, a hyphen must be added there and a hyphen or an en dash is used to join the compound noun to the adjective (e.g., public-health–

related).

R/V research vessel: Use unexplained abbreviation only in combination with vessel name (e.g., R/V *Kilo Moana*).

S

school: Lowercase except as part of full formal name. Keep initial caps in plural construction, such as Schools of Nursing and Social Work, for the schools that would otherwise have them.

Lowercase name of discipline standing alone (medicine, social work), and in informal references to the schools.

scientific names: The generic and specific names of plants and animals are set in italic type. The genus name is capitalized, the species name lowercased (even though it may be a proper adjective). However, the common name is not italicized and only proper nouns and adjectives are capitalized.

senate: If senate is used in reference to governmental legislative bodies, capitalize both with and without the name of the state or nation: United States Senate, the nation's Senate, the Hawai'i Senate, the state Senate.

senator: lowercase except as honorific (e.g., Sen. Jane Public, Sen. Public, Jane Public is a state senator from _____)

ships, aircraft and spacecraft: Italicize names, *Pisces V*, *Kilo Moana*, but not such abbreviations as SS R/V or HMS (*HMS Frolic*).

some: Avoid using with a specific figure (some 14 students graduated).

south: Lowercase when used as a directional reference.

Capitalize in common appellations for regions (e.g., Southeast Asia, South America, Southern Hemisphere).

Soviet Union: Use only in historical context.

special-needs (adj.)

spring (the season, the semester).

staff (singular) reference to a group; **staff member(s)** (plural), reference to individuals

state: Lowercase in all instances except as part of a proper name.

- The University of Hawai'i is located in the state of Hawai'i. (Hawai'i is the proper name of the state.)
- UH graduates teach in the state Department of Education. (State is not part of the proper name.)
- Most of UH's funding comes from the State of Hawai'i. (State of Hawai'i is the proper name of the governmental body.)

state names: The name of a state should always be given in full when standing alone. However, when it follows a city name the state name can be abbreviated. State names can also be abbreviated in lists and mailing addresses. (See *The Chicago Manual of Style* for correct abbreviations.)

statewide

State Foundation on Culture and the Arts

Student-athlete

sub(-): No hyphen in sub- formations (e.g., sub discipline, subspecialty) unless stem is a proper noun. Exception: sub--unit.

summer (the season, the semester).

system: UH System, the system, university system (See also University of Hawai'i System.)

system wide

T

theatre: Including UHM's Department of Theatre and Dance, a theatre major, Paliku Theatre.

three-dimensional or **3D** but not three-D or 3-D.

time: Use figures except for noon and midnight. It is preferable to use a.m./p.m. in formal use but all right to use o'clock with time of day in even, half and quarter hours (two o'clock, quarter of four, half past four).

titles: Capitalize professional titles only when used immediately before a name (e.g., Vice President Jane Doe; Jane Doe, vice president for research). The general rule applies to text; an exception may be made in formal lists.

Also, exception is made for a titled professorship. Vice presidents at the University of Hawai'i have no hyphens in their titles.

- UH President Jane Doe
- Jane Doe, the president of the University of Hawai'i
- Assistant Professor John Doe
- John Doe, assistant professor of oceanography
- Jane Doe, Wilder Professor of Botany
- artist Betty Roe

Formal titles should appear on first reference only, particularly in material for news media. Exception may be made in very formal contexts, such as honorary degree citations.

toward also **forward**, **backward**, **afterward**, **earthward**, **upward**: The American spelling (without "s") is generally preferred.

turf grass

two-dimensional or **2D** but not two-D or 2-D.

U

Ua mau ke ea o ka 'āina i ka pono: The life of the land is perpetuated in righteousness. The state motto.

Under-served but **underdeveloped**, **underrepresented**:

Consult dictionary for other terms.

United States: Spell out when used as a noun; reserve the acronym for adjectival use (e.g., the U.S. Department of Education).

univariate also **bivariate**, **covariate**, **multivariate**

University of Hawai'i, the university, UH

University of Hawai'i at Mānoa: The official name of the flagship campus (no hyphen, comma, semicolon, or em dash). Subsequent references may be the Mānoa campus, Mānoa, UH Mānoa, but not UH-M or UH (alone). UHM may be used but it is not preferred, except in adjectival formation (e.g., UHM program). (See University of Hawai'i System.)

University of Hawai'i at Hilo: Subsequent references may be UH Hilo, the Hilo campus. UHH may be used but it is not preferred, except in adjectival formation.

University of Hawai'i center: A site at which qualified students who are unable to travel to the UH campus offering their program of choice can enroll in courses or credential programs that are offered by one or more of the university's accredited institutions. Three University of Hawai'i centers have been designated by the Board of Regents: UH Center, Kaua'i; UH Center, Maui; and UH Center, West Hawai'i.

University of Hawai'i community colleges: Collective reference to the seven community college campuses (see campus names).

University of Hawai'i System: Comprised of 10 campuses. (See campus names and university center.) In subsequent references to institutions of higher learning (e.g., The university faces the same problems as any other tax-supported university).

No article with UH when it is used as a noun. (See also abbreviations and acronyms.)

University of Hawai'i –West Oahu: Subsequent references may be UH West Oahu, West Oahu, UHWO, the West Oahu campus. Use an en dash in print, hyphen in electronic publishing.

upper division (n., adj.)

URL: (See website)

U.S.: (See United States.)

USSR: Use only in historical context.

V

vice president, vice chancellor: No hyphen for UH titles.

W

wastewater

web address: UH style is to drop the http:// if the web address contains www. If the address needs to run onto another line, break the address before a slash or a dot and do not insert a hyphen. Where possible, do not punctuate at the end of the URL lest the user thinks it's part of the address.

- The University of Hawai'i's website is www.hawaii.edu
- Leeward Community College's website is <http://www.leeward.hawaii.edu/>

webpage, website, web manager

well: Follow dictionary for placement or omission of hyphens in words that begin with well. *The Chicago Manual of Style* says, in general, to hyphenate compounds before a noun unless expression carries a modifier (e.g., well-known professor but very well known writer).

west: Lowercase when used as a directional reference. Capitalize in common appellations for regions (West Coast).

Western (occidental)

WICHE or **Western Interstate Commission for Higher Education**

-wide (suffix): campus-wide, university-wide (hyphenate). But system wide, statewide, nationwide, worldwide (do not hyphenate words that appear closed-up in the dictionary).

World Wide Web

writing-intensive (adj.)

X

x-ray

Y

Z

EEO/AA Policy Statement

The University of Hawai'i is an equal employment opportunity/affirmative action institution. It is committed to a policy of nondiscrimination on the basis of race, sex, gender identity and expression, age, religion, color, national origin, ancestry, citizenship, disability, genetic information, marital status, breastfeeding, income assignment for child support, arrest and court record (except as permissible under State law), sexual orientation, domestic or sexual violence victim status, national guard absence, or status as a covered veteran. This policy covers academic considerations such as admission and access to, and participation and treatment in, the university's programs, activities and services.

With regard to employment, the university is committed to equal opportunity in all personnel actions such as recruitment, hiring, promotion and compensation. Sexual harassment and other forms of discriminatory harassment are prohibited under university policy.

The university strives to promote full realization of equal employment opportunity through a positive, continuing affirmative action program in compliance with federal Executive Order 11246. The program includes measuring performance against specific annual hiring goals, monitoring progress, and reporting on good faith efforts and results in annual affirmative action plan reports. As a government contractor, the university is committed to an affirmative policy of hiring and advancing in employment qualified persons with disabilities and covered veterans.



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