

# Tabor College Written Branding

## Alumni & Graduating Year

Tabor College graduates or current/former students should be referenced with the following system.

- The graduation year must be placed inside parentheses.
- Maiden names, when applicable, go inside the parentheses.

g	graduate	st	staff
fs	former student	fst	former staff
cs	current student	fb	former board
f	faculty	tcw	Tabor College Wichita (former Graduate Studies school)
ff	former faculty		

## Academic degrees

- Spell out academic degrees when they aren't used in a sequence or in a title.
- B.A., B.S., M.Ed., MBA, Ph.D., Ed.D., etc., are acceptable in titles.
  - o Periods must be used in any abbreviated degree.
  - o Any abbreviated title (i.e. CPA) that is not an academic degree does not include periods.
- Degrees only become possessive as bachelor's or master's degree.
- Bachelor of Arts or Master of Sciences are not possessive.

## Board of Directors

- Tabor College Board of Directors is to be used at first reference.
  - o Using 'the board' is acceptable in any further reference.

## Commencement

- It is required to capitalize Commencement on any reference regarding Tabor College.

## Facilities

- A building's full, given name is required on first reference.
  - o It is acceptable to abbreviate a given space on second reference.
- A full-style guide of campus facilities can be found at [www.tabor.edu/about/map-directions/](http://www.tabor.edu/about/map-directions/).

## Naming

- Tabor College is required on first reference.
  - o It is acceptable to use Tabor on second reference.
- Bluejays (preferred) or Jays can be used to describe the college's mascot.
  - o Capitalizing the J in Bluejays is prohibited.