



**MCS Division
Style Guide
2015-2016**

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Introduction

The MCS Division style guide contains the official style guidelines for all MCS communications. Refer first to this publication for questions on usage, then the following references:

- Associated Press Stylebook (latest edition).
- Oxford English Dictionary (latest edition).

All MCS forms of communication must consistently reproduce the Division's unique brand identity. This allows our Division to be easily recognized and distinguished from other Divisions. As you will see in the guidelines in this document, this includes:

- The MCS logo should be used in consistent ways across all communications.
- MCS communications must utilize specific colors and design styles.
- MCS written materials must utilize particular typefaces.
- Specific MCS terminology should be used in all written and electronic communications.

As an officer of MCS you can help make sure the Division conveys a consistent brand identity by following the guidelines on the following pages. We appreciate your attentiveness to and observance of the Division style guidelines in your written and electronic communications as this will help our overall branding efforts.

MCS Logos

Preferred Logo

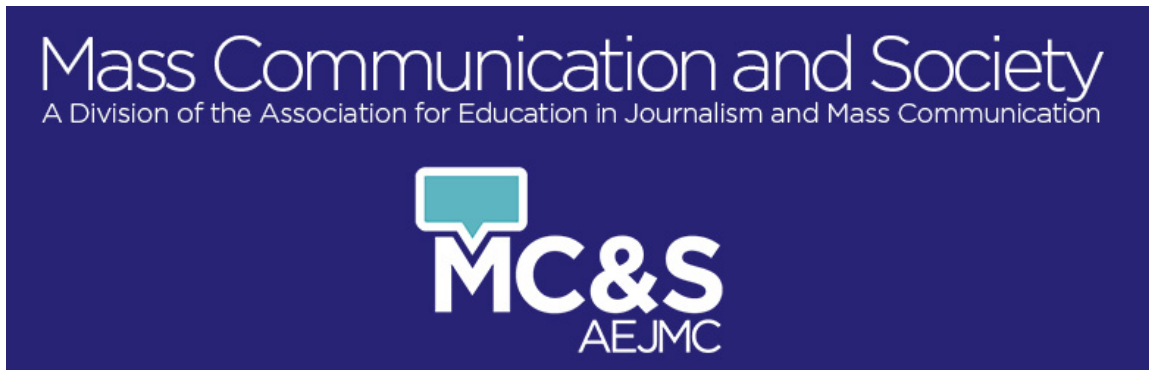
The preferred logo must be applied to all communication materials. When full color is not available, the MCS Division logo should be used in black and white (see below).



Alternate Logos



Facebook Logo



Twitter Logo



LinkedIn Logo



Color Palette

When Pantone colors may be specified use 7709c for the light blue and 273 for the dark blue. When Pantone colors cannot be specified use the color equivalents shown below.

If full color is not available, the MCS logo may be reproduced in solid black or reversed out to white as shown above. Take care when using the MCS logo on color and photographic backgrounds. Be sure there is enough contrast between the logo and the background.

Light Blue:

HEX: #5db5c1

RGB: R93 G181 B193

CMYK: C52 M6 Y0 K24

Pantone: 7709c

Dark Blue:

HEX: #272375

RGB: R39 G35 B117

CMYK: C67 M70 Y0 K54

Pantone: 273

MCS Tagline

The MCS tagline is designed in a one-line format. The tagline may be reproduced in white (see social media logos above) or black. The tagline should never be smaller than 12 pt. font. Do not use a period at the end of the tagline.

A Division of the Association for Education in Journalism and Mass Communication

MCS Boilerplate

The Mass Communication and Society Division (www.aejmc.us/mcs/) spans traditional disciplines, such as advertising, public relations and journalism, and newer, convergent areas of study. The Division encourages a variety of methodological approaches to the study of media and its many societal influences. One of the largest and most active of the AEJMC divisions, MCS promotes research, teaching, and professional freedom and responsibility (PF&R), as well as typically co-sponsoring AEJMC's annual Midwinter Conference. The MCS Division is also known for the generous recognition it provides to faculty, professionals and graduate students, such as research awards and grants, teaching awards, PF&R awards, and travel grants. The Division also publishes Mass Communication & Society, a well-known research journal published by Taylor and Francis Group.

MCS Typefaces

Logo Typefaces

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Print, Web, Mobile Typefaces

Sans serif - Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Serif - Old Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

MCS Terminology

Listed below are the proper capitalization, spelling and format of common MCS terms:

- Annual Conference (Conference on second reference)
- Annual Business Meeting (Business Meeting on second reference)
- Annual Meeting Minutes
- Annual Report
- Awards Committee (Awards Chair, Awards Associate Chair, Awards Committee member)
- Communications Committee (Communications Chair)
- Division (including Division Head, Division award, etc.)
- Division Bylaws
- Division listserv
- Division member
- Division newsletter
- Division style guide
- Division social media
- Graduate Student Liaisons (Graduate Student Liaison Chair, Graduate Student Liaison Associate Chair, Graduate Student liaison)
- Graduate Mentorship Program
- Graduate Survey
- Head
- High Density Presentation Award
- Mass Communication and Society (MCS on second reference, **Do NOT use MC&S except on logo**)
- *Mass Communication and Society Journal* (*Journal* on second reference, use *MCS Journal* in titles: *MCS Journal* Editor-in-Chief, *MCS Journal* Editor-Elect, *MCS Journal* Associate Editors, *MCS Journal* Book Review Editor, *MCS Journal* Editorial Board member)
- MCS Adjunct/Instructor Awards (Adjunct/Instructor Awards on second reference, Adjunct/Instructor winners)
- MCS Distinguished Educator Award (Distinguished Educator on second reference)
- MCS Dissertation Award (Dissertation Award on second reference, Dissertation winner)
- MCS Division (Division on second reference)
- MCS Executive Board (Board on second reference)
- MCS Graduate Travel Award Program (Graduate Travel Program on second reference, Graduate Travel winners)
- MCS Open Paper Competition (open paper competition on second reference, Open Paper winners)
- MCS PF&R Awards (PF&R Awards on second reference, PF&R winners)
- MCS Professional Awards (Professional Awards on second reference, Professional winners)

- MCS Promising Professor Awards (Promising Professor Awards on second reference, Promising Professor winners)
- MCS Research Awards (Research Award on second reference, Research winners)
- MCS Service-Learning Awards (Service-Learning Award on second reference, Service-Learning winners)
- MCS Student Paper Competition (student paper competition on second reference, Student Paper winners)
- MCS Teaching Ideas Competition (Teaching Ideas on second reference, Teaching Ideas winners)
- MCS Top Paper Awards (Top Paper Awards on second reference, Top Paper winners)
- Membership Chair
- Member Survey
- Midwinter Conference
- Midwinter Committee (Midwinter Chair, Midwinter Associate Chair, Midwinter Committee member)
- Midwinter Research Awards
- Moeller Student Paper Competition (Moeller Competition on second reference, Moeller winners)
- Outgoing Head
- Professional Freedom and Responsibility Committee (PF&R on second reference or in titles, PF&R Chair, PF&R Associate Chair, PF&R Committee member)
- Programming Chair
- Research Committee (Research Chair, Research Associate Chair, Research Committee member)
- Research Poster Awards
- Secretary/Newsletter Editor
- Social Media Chair, Social Media Associate Chair
- Teaching Committee (Teaching Chair, Teaching Associate Chair, Teaching Committee member)
- Traves Service Award (Traves Award on second reference, Traves winner)
- Vice Head
- Vice Head-Elect
- Webmaster/Listserv Manager

MCS Templates

Letterhead

Please use the following for 8.5” x 11” letterhead.



Mass Communication & Society
A Division of The Association for Education in Journalism and Mass Communication


<http://www.aejmc.us/mcs>

@AEJMC_MCS

News Release

Below is the suggested news release format.



Mass Communication & Society
A Division of The Association for Education in Journalism and Mass Communication

News Release

FOR IMMEDIATE RELEASE
Jan. 11, 2016

FOR MORE INFORMATION, CONTACT:
Jensen Moore
Division Head
Phone:
Email:

MCS Division announces five new teaching and professional freedom and responsibility awards for 2016

The Mass Communication and Society Division (MCS) of the Association for Education in Journalism and Mass Communication (AEJMC) has funded five new monetary awards for teaching innovation, service-learning, recognizing adjuncts/instructors, and professional freedom and responsibility.

The Adjunct/Instructor Award recognizes outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication.

The Teaching Ideas Competition recognizes innovation and excellence in teaching in the field of mass communication. This award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas, using the same formal methodological techniques and standards of peer review.

The Service-Learning Award assists faculty by providing funds intended to offset a portion of the costs for working with communities, nonprofit clients, schools





Mass Communication & Society
A Division of The Association for Education in Journalism and Mass Communication

and governmental bodies in the classroom. Only those projects that encourage students to become involved in the community while at the same time utilizing/expanding their education and expertise will be considered.

The professional freedom and responsibility (PF&R) Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC (promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service).

The Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service. It is open to any individual who has spent a significant portion of her/his career in mass communication industries (broadcast, print, photojournalism, advertising, public relations, social media, etc.).

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About the MCS Division

The Mass Communication and Society Division (www.aejmc.us/mcs/) spans traditional disciplines, such as advertising, public relations and journalism, and newer, convergent areas of study. The Division encourages a variety of methodological approaches to the study of media and its many societal influences. One of the largest and most active of the AEJMC divisions, MCS promotes research, teaching, and professional freedom and responsibility (PF&R), as well as typically co-sponsoring AEJMC's annual Midwinter Conference. The MCS Division is also known for the generous recognition it provides to faculty, professionals and graduate students, such as research awards and grants, teaching awards, PF&R awards, and travel grants. The Division also publishes *Mass Communication & Society*, a well-known research journal published by Taylor and Francis Group.

