

## Style guide

Please reference the following guide when creating any material on behalf of the program. For news releases and alerts, please also consult:

Kaci Foster, Director of Communications and Outreach  
West Virginia Higher Education Policy Commission  
(304) 558-0655 • [kaci.foster@wvhepc.edu](mailto:kaci.foster@wvhepc.edu)

**College Foundation of West Virginia** - “College Foundation of West Virginia” should be spelled out on first reference. Thereafter, CFWV is acceptable. When referencing the initiative, capitalize all letters (CFWV). When speaking of the web address, use lowercase letters and include “.com,” ([cfwv.com](http://cfwv.com)). When providing an explanation of the web site, say “[cfwv.com](http://cfwv.com), the state’s free college-planning web portal.”

**College Bound Saturday** - “College Bound Saturday is preferred. “CBS” may only be used in informal, internal documents. When including a date, use “College Bound Saturday 2021,” not “2021 College Bound Saturday.” If including the state, use “College Bound Saturday West Virginia,” not “West Virginia College Bound Saturday.”

**Free Application For Federal Student Aid** - On first reference, spell out the name of the form. On subsequent references, FAFSA is acceptable.

**GEAR UP** - GEAR UP is a federally funded college access program. It is fine to use “GEAR UP” on first reference. However, if you choose to reference the full name of the program, say “Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP).” It is not appropriate to write “Gear Up,” “Gear-Up” or any other variation.

**Phone numbers** - Should always appear in the format (999) 999-9999.

**Postsecondary** - One word, no hyphen.

**TRIO** - TRIO is a category of federally funded college access and student success programs. TRIO should be presented in all caps.

**West Virginia Association of Student Financial Aid Administrators** - On first reference, spell out the name of the organization. On subsequent references, WVASFAA is acceptable.

**West Virginia Council for Community and Technical College Education** - not West Virginia Community and Technical College Council.

**West Virginia Higher Education Policy Commission** - on second reference “the Commission” is preferred. HEPC is also acceptable. Incorrect: The West Virginia Higher Education Policy Commission (do not capitalize “the” within a sentence), WV Higher Education Policy Commission, and W.Va. Higher Education Policy Commission.

**[www.cfwv.com](http://www.cfwv.com)** - [cfwv.com](http://cfwv.com) is also acceptable. <http://www.cfwv.com> or any longer version of the web address is not, except when providing a live link within a document.