



## **Digital Style Guide**

**[samoca-art.com](http://samoca-art.com)**

**San Angelico Museum of  
Contemporary Art (SAMOCA)**

**Revised March 2013**

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## The SAMOCA voice

The San Angelico Museum of Contemporary Art (SAMOCA) is an impassioned advocate for the arts.

We believe in the expressive power of art and its ability to enrich the human experience. We strive to convey this in all our digital experiences.

Our goal is to extend our enthusiasm to the general public, and to entice current and potential patrons to deepen their commitment to contemporary art.

SAMOCA is:

- Enthusiastic
- Passionate
- Visual
- Accessible
- Welcoming

SAMOCA isn't:

- Indifferent
- Uncaring
- Wordy
- Difficult
- Exclusive



## **Tones in context**

We exist to connect patrons with our art and artists. With this in mind, we emphasize the visual expression of our offerings over verbal depictions. After all, it is the art—not our descriptions—that brings patrons in and builds a lifelong connection.

Where written text is necessary, we tailor it to meet contextual needs:

- ***Home page***: Introductory, not explanatory. We want patrons to explore our art and artists online, then to follow that exploration with an in-person visit to our museum.
- ***Collections***: Descriptive, not exhaustive. Our aim is to guide patrons to the exhibits that pique their interests and are most likely to encourage a visit to the museum.
- ***About Us***: Factual, not flowery. We share our mission and vision with a taste of our history. The goal is to help patrons understand how and why we have developed into the museum we are today, not to pat ourselves on the back.
- ***Volunteer***: Enriching, not demanding. Our docents have a deep relationship with and commitment to the museum. This section serves as encouragement for those considering volunteer opportunities to join us in serving our patrons.
- ***Contact Us***: Essential, not trivial. Share only the facts: our location, rules for visiting, and how to reach museum staff.

## **Working with stakeholders**

It is critical that all SAOMCA digital experiences be planned and built in coordination with key stakeholders. These are individuals who embody and cultivate the SAMOCA mission. Their insights and directions are vital in presenting coordinated brand expressions.

- ***Board of trustees***: a 10-member panel of respected patrons who guide museum development, represent SAMOCA at public functions, and direct fundraising efforts.
- ***Chief curator***: researches and assembles all museum collections while serving as our chief liaison with the artist community.
- ***Public relations director***: coordinates public outreach, media relations, and all patron growth initiatives.

## **Grammar and punctuation**

As part of the arts community, we follow the *MLA Style Manual*. A current edition of this book will be provided to all contributors to our digital experiences. In the absence of this handbook, you may consult an [online guide to MLA Style](#); however, barring any exceptions listed below, the *MLA Style Manual* is our authoritative guide on grammar and punctuation.

Exception to MLA Style:

- List the title of paintings and other art works without italics. This improves readability in our digital experiences.  
Example: Pablo Picasso painted Guernica in 1937.

## **Preferred word choices**

***Patrons***, not members or visitors

***SAMOCA***, not the San Angelico Museum of Contemporary Art;  
(except when needed on first reference; then, follow with SAMOCA in  
parentheses)

***Docents***, not guides

***Collections*** for pieces owned or on indefinite loan

***Exhibits*** for traveling works or pieces on short-term loan

## **Questions?**

If you have any questions about style matters that are not covered  
within this document or the *MLA Style Manual*, please contact the  
SAMOCA public relations director.