

2018



Publication Standards & Guidelines

Columbia College Publication Standards

Please refer to this guide and consult the Marketing Process Coordinator before undertaking any official communications efforts on behalf of college programs, events and services.

The Importance of Standards

Because first impressions are important, Columbia College and its programs are judged, in part, by the graphic and editorial quality of their communications materials. The guidelines set forth here allow the production of professional-looking print and electronic publications that appropriately reflect a brand and identity while communicating a distinct message for each program.

Columbia College benefits by having a consistent writing style and identifiable look in its publications. Through the consistent use of school and program names, colors, and logos, the college establishes and reinforces its identity to the community at large-internal as well and external. The non-verbal message is that Columbia College is a thoughtful, cohesive institution that cares about quality at all levels.

This document explains how to refer to the college in writing and graphics, by establishing some basic guidelines. The information provided here covers brochures, newsletters, pamphlets, news releases, and other publications that represent Columbia College. It is intended for all those on campus who produce publications for external and internal audiences, and care about effective communication and the integrity of Columbia College.

Working with the Marketing Process Coordinator

Producing print and electronic communications materials requires advanced planning to establish a process between the client and our Marketing Process Coordinator in which expectations are discussed and agreed upon and where a workable timeline can be established and maintained.

A good process results in favorable outcomes for all concerned and take into account the many tasks involved in the design and production of publications.

Some of these tasks include:

- Determining the audience and the message; the best publication vehicle for reaching that audience; how the publication will be distributed; and when it is needed;
- Developing a good concept-written and visual;
- Writing and editing effective, clear and concise copy;
- Deciding on the number and content of photographs and/or illustrations and how to legally obtain them;
- Creating realistic working budget-e.g. obtaining quotes and selecting necessary vendors such as a printer and mail house (if necessary).

Three Easy Steps to Get Started

To begin the process of producing a print publication or any other communication piece with college funds, please complete the following three steps:

1. Complete the auto fillable IMC Creative & Printing Services Work Order – available on the IMC webpage <http://www.gocolumbia.edu/imc/default.php> making sure to include specific information regarding the due date and quantity.
2. Call ext. 5136 to schedule an appointment with the Marketing Process Coordinator to discuss the project. Bring the completed, signed creative print request form to this meeting. Supervisor and budget approval is required.
3. Give a specific due date: ASAP is not a deadline.

** If you are unable to determine any of these items, don't worry. Just have it signed by the appropriate budget manager and bring it to the appointment with the Marketing Process Coordinator.*

Photos and Digital Images

- **Be aware of copyright laws** that govern the use photographic, illustrative (i.e. serving as an example or explanation) and graphic images. Generally speaking, we may only publish images that the college owns; that the college has purchased rights to use; that the artist has given us written permission to use; or that are in the public domain. We may not copy images from books, newspapers, magazines, or other publications, or download protected images from the Web.
- **If you are going to provide electronic images** for your project, all graphics and images must be at least 300dpi for print or 75dpi for web use. The images must also be sized to the same dimensions (or larger). For example, if you provide a 1" x 1" image or graphic at 72dpi and want it to become 5" x 5" image on the cover of your new printed booklet (which needs 300dpi), it cannot be done without severe pixilation. If the total combined file size is under 25mb, you can email the graphic to the Marketing Process Coordinator. If the combined file size is over 25mb you can email the Marketing Process Coordinator that your files are ready and you will receive an invitation to submit your files to the college's Dropbox account.

List of Priority Publications

1. College Marketing and Publications

- Accreditation Report
- Ads
- Annual College Catalog
- President's Special Projects
- General Brochure and Collateral Marketing Materials
- College Foundation Projects
- Fall Events Collateral (e.g. Claim Jumper Day, Transfer Day, College Night)
- Graduation
- Fire Academy Graduation
- Annual Safety Report

2. Division-Wide Off-Campus Marketing



























- Brochure and Collateral Marketing Materials
- Program Advertising

3. Individual Program Off-Campus Marketing

- Brochure and Collateral Marketing Materials
- Special Projects
- CTE Projects
- Athletics Media Guides
- Concert Collateral and Programs

Proofreading Your Copy

The following proofreader marks can be used to indicate your preferences for formatting text in your publication.

PROOFREADER MARKS	
 insert copy or word here	 insert comma or other punctuation
 align type	 insert more space
 bold	 italic
 bold italic	 lowercase
 capitalize	 move
 center this copy	 move this to the left
 close up space	 move this to the right
 combine into same paragraph	 paragraph
 delete	 period
 em dash	 close up space
 en dash	 spell out
 ignore correction, leave as is	 transpose letters
 insert attached copy here, labeled	 widow at end of paragraph

Graphic Standards for College Logos

The purpose of adhering to college design standards is to strive for visual consistency, not to limit creative expression. A clear graphic identity for Columbia College does several things:

- helps readers to quickly identify Columbia College publications and documents;
- prevents dilution of the college image stemming from dissimilar uses of the logos from publication to publication; and
- sends a message of the college's integrity and its commitment to quality.

Official College Logo Identity Systems

The uniformly applied visual identity program for Columbia College is essential. Used consistently, the official logos establish immediate recognition for the college and its programs; express our personality; and set us apart from our competition. It builds credibility for the college and reflects our spirit and values of integrity and quality.

Definition of a Logo

A logo generally consists of two basic elements—a graphic mark and the name of the organization in a specific typeface (logotype)—used in a carefully designed relationship.

The mark is a visual element created to communicate a particular idea or visual cue about the institution for which it is created.

The logotype is the actual name of the institution spelled out in a specific typeface, along with any branding statement or other ancillary wording.

The mark and the logotype, when used consistently together establish a visual identity for the institution on all marketing and publication material.

General Guidelines and Expectations for Use of All College Logos

1. Use logos as designed, without omissions, additions or modifications.
 - a) The typeface and its configuration of the logotype and ancillary lines of type may not be changed in any way.
 - b) Marks must be reproduced from authorized original electronic art and may not be redrawn, re-proportioned or modified in any way.
 - c) Placement of ancillary lines such as address lines and branding statements should adhere to usage guidelines described in this manual.
2. A logo is a primary page design element in terms of its size, position and appearance. It should not be treated as a last-minute addition to a page layout.
 - a) Whenever possible, position a logo at the top of a page, centered or flush left, (e.g. as designed, for stationery), or as a signature element at the bottom of a page.
 - b) The logo size must be large enough to ensure that the elements of the mark are distinguishable and sharp and that the logotype is clearly legible.
 - c) Allow adequate space around a logo for it to be clearly and comfortably visible, and separate from other elements on a page.
 - d) Do not screen logos back; use them as watermarks; or as part of an illustration.
 - e) Do not place logos on a non-solid or mixed-color background that may compromise legibility or clarity.

3. Each college logo has an official color designation (pantone numbers), which should be used whenever possible.

4. A logo may be reproduced in a single color, when appropriate. Examples include:

- a) Embossed or foil-stamped
- b) Black only
- c) White reversed out of a dark, solid background

If you have any questions regarding the use or placement of college marks and logotypes, please consult with the Marketing Process Coordinator • 588-5136.

The Primary Logo

It is the visual image that helps to distinguish Columbia College from other institutions.

Condition of Use:

1. The logo is used on official Columbia College stationery, business cards, envelopes and other business system documents, and as a signature line to marketing materials, brochures, flyers, promotional items, print ads, banners).

2. The logo has a variety of ancillary type lines, with which it may be combined to give an optimal flexibility of usage. These lines may include:

- a) Mail address
- b) Web address
- c) Branding statement
- d) Campus designation
- e) Division/office name
- f) Program name

Acceptable Configuration: See below & next pages.

Columbia College Logo samples:



The Web Site Logo (Electronic Logo)

The Web logo consists of the words “Columbia College” in red type on the bottom of the branding picture which includes the sun, mountains, trees, and water. The branding picture is in yellow, red, green and blue.

Conditions of Use:

1. The logo is specifically reserved for use on the official Columbia College Web and other electronic applications such as email. It is not for use on traditional print publications or as a substitute for the official primary college logo.

2. All other general conditions of use apply.

Specifications

Typeface: Optima Regular

Colors: Web colors:
PANTONE 201 CV (red)
PANTONE 124 CV (yellow)
PANTONE 342 CV (green)
PANTONE 306 CV (blue)

Acceptable Configurations: See below



THE CLAIM JUMPER LOGO

The mark consists of a claim jumper (gold miner) wearing a red hat and two mining axes crisscross behind the face.



Conditions of Use

1. The mark, is used on promotional publications such as game programs, tickets, etc.
2. Check with the Marketing Process Coordinator for appropriateness of use.
3. All other general conditions of use apply.

WRITING STYLE GUIDE

WRITING STYLE

Style consistency ensures effective communication and enhances the image of the college. This writing style guide section was created to help the Marketing Process Coordinator maintain editorial consistency in print and electronic publications. Editorial style includes the consistent use of spelling, punctuation, capitalization and abbreviations as well as the selection of headings and the use of numbers.

Abbreviations & Acronyms—Abbreviations require periods, acronyms do not. Unless the abbreviation or acronym is very familiar to the audience, spell out the word(s) in the first reference and follow with the abbreviation or acronym in parentheses: Career Technical Education (CTE). Always use abbreviations and acronyms with consistency.

Academic Degrees –

- Avoid an abbreviation and use instead a phrase such as: John Smith, who has a doctorate in economics, is the newest committee member.
- Use an apostrophe when describing a degree: e.g. bachelor's degree, master's degree, etc.
- When abbreviating degrees, use periods: A.A., A.S. Columbia College awards the Associate in Arts Degree and Associate in Science Degree.
- Use such abbreviations as B.A., M.A. and Ph.D. only after a full name. When used after a name, an academic abbreviation is set off by commas: e.g. Jane Smith, Ph.D., spoke.

Capitalization -

Proper nouns are capitalized. Words derived from proper nouns or associated with them are lowercased without loss of clarity or significance (as in the Department of History, but the history department, or the department).

Academic terms and class standing

Use uppercase for seasons, academic terms: Fall Semester, Spring Semester, Summer Term. Use lowercase for class standing: freshmen, sophomores, juniors and seniors. Also upper division and lower division.

- *Academic titles*
Capitalize and spell out formal titles such as professor, chancellor, chairwoman, etc., when they precede a name: Columbia College President Angela R. Fairchilds, Ph.D. Use lowercase for titles in all other situations: e.g. Angela Fairchilds is the president of Columbia College.
- *Written correspondence*
Never write both Dr. and Ph.D. before and after a name; nor should you use both designations when you write to another person who holds a doctorate - Dr. Angela Fairchilds, Ph.D. It is a redundancy.
- *Course listings/titles*—Refer to specific courses only by their official identification: use abbreviation and course number. Capitalize, no quotation marks: e.g. ENGL 001, POLSC 055, HIST 155 (not English 1, Poli Sci 55, or History 155). When using the course number and name write it as CNSL 50: Introduction to College. (See examples in current Columbia College Catalog.)
- *Degrees* (See degrees and majors listings/titles examples in the current Columbia College *Course Catalog*).
- *Programs, Departments, Majors.*
Capitalize when using the official name of specific college, department, school, office or committee, but lowercase any second references. Do not capitalize the names of disciplines, majors, or programs unless they are proper nouns, derivatives of geographical references, or part of a designated degree.
 - The Arts & Sciences Division offers courses in history, math and philosophy.
 - astronomy program, courses in history; art major; English major; courses in American history;
 - the Admissions & Records Office; the admissions office

Dashes, em and en -

The en dash (–) is one-half the length of an em dash (—) and is longer than the hyphen (-). When writers refer to a dash they generally mean an em dash, which is used to denote an abrupt change in thought in a sentence, to mark empathic pause or to set off a series of words separated by commas. The en dash is used primarily to indicate continuing, or inclusive, numbers such as dates or times: e.g. 1 a.m. – 2 p.m.

Ellipses –

An ellipsis is a set of three periods (. . .) indicating an omission. Each period should have a single space on either side, except when adjacent to a quotation mark, in which case there should be no space.

In informal writing, an ellipsis can be used to represent a trailing off thought.
If only she had . . . Oh, it doesn't matter now.

Dates –

Capitalize months of the year in all uses and spell out when they are used alone or with a year alone. When used with a specific date abbreviate the following months, Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Email –

One word, no hyphen. Capitalize only if it starts a sentence: e.g. Email me your notes.

Figures/numbers—

Use figures for numbers 10 or greater, including ordinal numbers: e.g. There are at least 10 good reasons to get an education. Spell out zero through nine: e.g. There were zero cookies and four pears.

Use figures for days of the months: Oct. 18, Nov. 2. **Do not** use st, nd, rd, and th superscript.

Use figures for sums that are cumbersome to spell out; however, spell out the words million and billion: e.g. 5.75 million.

Use figures for measurements: e.g. 4 feet; 10 cubic centimeters; 6 inches; but **spell out** percent: e.g. 39 percent, **not** 39%.

Use figures for ages: e.g. The average student age is 26; the student's child is 4 years old; that 14-year-old graduate student has genius qualities.

Time—use figures except for noon and midnight: 7 p.m. or 7:30 a.m. (never 7:00 p.m. or 7:00 a.m.)

Money—use figures for amounts of money with word cents or with the dollar sign: (i.e., \$3, \$5.09, \$ 1 million or 77 cents).

- Do not begin a sentence with numerals; supply a word or spell out the figures.

Note: numbers less than 100 should be hyphenated when they consist of two words: One thousand people; thirty-nine Columbia College students; Two-thirds of the voters.

Internet – always capitalized.

Online – always one word.

Personnel titles—Official personnel titles immediately preceding a name are capitalized; those following a name or set off by commas are not. This rule applies to both academic and administrative titles. Distinguish between official titles and purely descriptive titles (e.g., Maintenance Supervisor David Turney; maintenance employee David Turney).

- The latest discovery by Professor Elizabeth Barkley
- ...music professor Elizabeth Barkley...
- Jane Smith, professor of music, says...

Voice mail—two words

Nondiscrimination Compliance—all printed materials for publication must include the following statement:

In compliance with Titles VI and VII of the Civil Rights Act (1964), Title IX of the Educational Amendments (1972), Section 504 of the Rehabilitation Act (1973), Americans with Disabilities Act (1990) (ADA), and Age Discrimination Act (1975), Columbia College does not discriminate on the basis of race, color, national origin, sex, disability, religion or age in its educational programs or employment. Inquiries concerning the application of these Federal laws to College programs and activities can be directed to the following persons at Columbia College, 11600 Columbia College Drive, Sonoma, CA 95370-8580. Title IX-Melissa Raby, Vice President Student Services 209.588.5132; Section 504-Brian Sanders, Vice President of Instruction 209.588.5107; ADA-Brandon Price, ADA Coordinator 209.588.5079.

Web—always capitalized when referring to the World Wide Web (a system of Internet servers that support specially formatted documents. The documents are formatted in a markup language called HTML (*Hypertext Markup Language*) that supports links to other documents, as well as graphics, audio, and video files).

PRESS RELEASES

A press release is a one-page information document that informs reporters and editors, and by extension, their readers, about an event, award or other type of news occurring at Columbia College.

Once received, each individual editor determines if the information in the news release is of interest to readers. There is no fee required to submit a press release which also means there is no guarantee or obligation that the news release will be used by editors.

The critical factor that determines if an editor selects the news release for use is to provide information in Layman's terms, human connection, information pertaining to an area of

expertise, universal theme and/or student triumph. In addition, the release needs to be sent in plenty of time for it to be considered for publication.

Submit your request for a news release via email to your immediate supervisor, and the VP/Dean in your area for approval. Once approved, send draft release to the Executive Assistant in the President's Office at least two weeks prior to the day of your event. The President's Office will then edit, and distribute the news release to print and broadcast media sources in the area.

Information for news releases must include the following data (who, what, when, where and why):

- Event title;
- Phone number for event coordinator (not a voice mail);
- Day and date of event;
- Start and end time of event;
- Room Number/location of event;
- Ticket prices and how tickets are to be purchased (if applicable);
- Who is sponsoring event;
- How will proceeds be used (if applicable);
- What is the nature of the event;
- A brief description of the event;
- One sentence that describes the type of person who will benefit from attending; and
- One sentence that answers why someone should attend this event.

Web Style and Writing Guide

Please follow these guidelines when creating content for the Columbia College website.

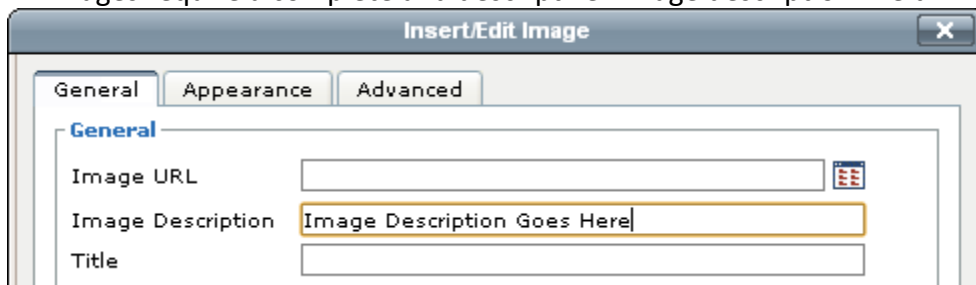
Writing for the web

- Write using an inverted pyramid style. The most important information should go at the top of the page. Extra information and details should go toward the bottom.
- Do not welcome people to the page. Get right to the point.
- Always write in the third person, "Our students will" as opposed to "You will". You do not know when you are writing who your audience will be.
- The first time you refer to something that has an acronym in the text of a page, spell it out. (For Example - "Extended Opportunity Programs & Service" or "Yosemite Community College District.") Subsequent references can use the acronym (EOPS or YCCD.)
- Keep your paragraphs short. 1-3 sentences is a good length.
- Use headers and sub headers to organize the information on your page to help readers find what they are looking for. If you have more than four or five paragraphs in a section, you risk losing your audience.

- When in doubt, cut it out. You will not be able to answer every question for every student on your page. Cut it as short as you can bear then cut another 10 percent.
- The contact information for your division or department must appear on every page unless there is a compelling reason why it should not. For your convenience, it is a part of the template.

Formatting

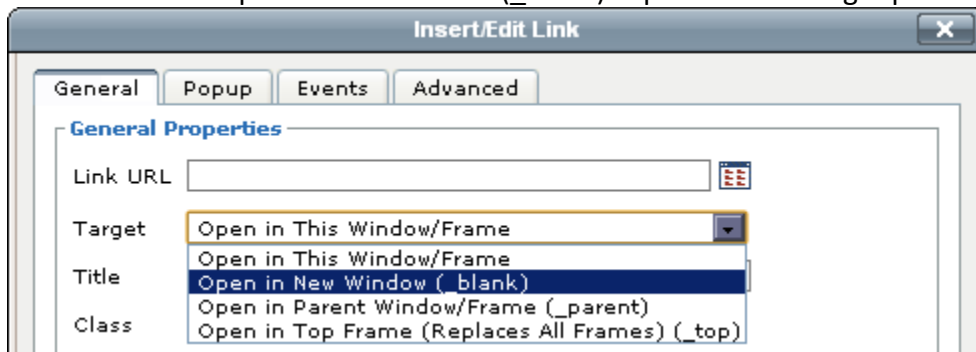
- The banner at the top of the page should be relevant to the subject matter of the page. If you cannot find a banner that works for you, contact your web developer.
- Link directly to referenced information. If you refer to Financial Aid, make the word "Financial Aid" into a link to the Financial Aid Department. Don't use Click Here or instruct the reader to "Click the link on the left."
- If you have a large number of short pieces of information, such as an FAQ, use anchor tags and links from the top of the page.
- Use bold, italics and exclamation points sparingly, if at all. Italics should be used to denote the title of a published work, or to add stress to a word or phrase. Whole paragraphs or headings should never be bold or italicized.
- Never use underline. The stylesheet will take care of links, and nothing else should ever be underlined.
- Do not write in all capital letters.
- All text should be black and left-aligned.
- Text should appear as actual typed text on the page, as opposed to text contained in an image. Text that is a part of a logo is the only exception.
- Images should support and enhance the page, not distract from the content. No page needs more than three images in addition to the headers.
- All images require a complete and descriptive "Image description" field.



- Images found on other websites are never appropriate to use on our pages, unless the source site explicitly states that they can be used freely and without attribution. If you need additional photos, contact the Marketing Process Coordinator.

File and technical Information

- Keep your pages up to date and do not create a page that you do not plan to update regularly. Read every page in your section at least once every six months to make sure the content is correct. If you have too many pages to keep up to date, then you have too many pages and it is time to eliminate some.
- Images on the page should be in .jpg (Joint Photographic Experts Group) or .png (portable network graphic) format, and have a maximum width of 800px and a maximum file size of about 100kb.
- Nearly all content should go directly onto web pages. Only posters/flyers, print-and-complete forms and documents that represent a fixed point in time, such as meeting minutes or an accreditation report, belong in .pdf format.
- Microsoft Word, Excel, and PowerPoint files are never appropriate for the web.
- Links to PDF files and offsite links (links that point to pages not on gocolumbia.edu) should use the "Open in new window (_blank)" option in the Target pull-down menu.



- All web pages require a .pcf (profile configuration file for different versions of VPN) file extension.



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