

# Brand & Standards Publications Manual



GLENDALE COMMUNITY COLLEGE

## MESSAGE FROM THE PRESIDENT



*"The whole is greater than the sum of its parts." ~Aristotle*

This Brand and Standards Identity Program reinforces Glendale Community College's professional standing within the Valley and beyond. Each use of our logo speaks volumes about GCC.

For more than 45 years, Glendale Community College has worked to establish a reputation of academic excellence, innovation, integrity and service to the community. In the process of constructing our bricks and mortar buildings, we have nurtured a learning environment embraced by students, faculty and staff as well as corporations, government leaders and our neighbors.

As the second, longest-established college in the Maricopa County Community College District, GCC has 40,000-plus students attending campus locations throughout northwest Phoenix. In our role as a major spoke in the MCCC educational wheel and national community college network, we offer a wealth of expertise and diversity.

In this role of leadership, it is vital that we create and implement a comprehensive identity. Each time we use the GCC logo, we are given an opportunity to grow our reputation and stand out among institutions of higher learning.

So that GCC communications are consistent, this set of standards has been created. Our Brand & Standards manual serves as a definitive resource for anyone using the GCC logo. Incorporating historical, philosophical and best graphics practices, our branding elements reveal and reinforce the college's longstanding story of success.

Each of us has ownership in the GCC brand and a responsibility to present it in a professional manner. For more than four decades, we've fought to build a strong reputation. Join with me in communicating that achievement through our brand standards.

*Velvie C. Green*

Velvie C. Green, Ph.D.

President

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## OVERVIEW

The following style guide will help us achieve a consistent style and terminology with Glendale Community College publications including web, newsletters, brochures, etc. The styleguide tells you how to handle the most typically encountered grammatical and usage situation, brand guidelines, presentation overview and media representation. The Glendale Community College Styleguide is based upon the Associated Press Stylebook and Libel Manual; other manuals - such as legal - will have different rules and should be followed accordingly.

## MARKETING CONTACT

College Advancement Services  
Administration Building, Room 134  
Phone: 623.845.3014  
Email: college.advancement@gmail.maricopa.edu • www.gccaz.edu/cas

## COPYRIGHT

If copyrighting your project, center copyright info at the bottom of each page. Copyrights are 6-point type, using this format: *Copyright date, Glendale Community Colleg, All Rights Reserved.*

## ACKNOWLEDGEMENTS

*Patricia Vogel, Director of Institutional Advancement; Tressa Jumps, Director of Marketing & Public Relations; Joni Brummer, contributor*

# GCC LOGO HISTORY



The Glendale Community College logo is an abstract design incorporating images closely associated with the history and mission of GCC: a palm tree, the architectural columns of the buildings, an open book, and the surrounding service area.

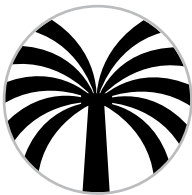
The palm tree has been associated with the college since the campus was opened in 1965. Rows of palm trees lined the property prior to the first ground breaking and remain a part of today's landscape design. One stately, symbolic palm tree appears in the center of GCC's official college logo and seal.



The base of the design reflects the architectural columns of the original buildings. The architect designed the columns to look like rows of palm trees when lit at night.



The upper portion of the design represents the pages of an open book, representing GCC's commitment to teaching and learning.



Together these images are set in a circle to represent GCC- reaching and branching out to meet the needs of its surrounding service area.

## LOGO PARTS



**Bug:** The "symbol" contained in the logo; in this case, the palm tree

**Logo:** The "art" portion of the image; in this case, the GCC acronym *with* the palm

**Logotype:** The text treatment of the institution's name

## GCC OFFICIAL SEAL



Glendale Community College's official college seal is used on official or formal documents, such as commencement programs, transcripts, diplomas and certificates. The different elements include:

- The year 1965 is for the year of the college's inception.
- MCCCD depicting the Maricopa Community College District.
- The name Glendale Community College.
- The palm tree signifying the tree lined campus at GCC.

The seal may only be used by the President's Office and the Admissions and Records Office.

# GCC LOGO

The primary identity consists of a symbol of a palm tree encompassed by the acronym "GCC" with logotype consisting of the words "Glendale Community College" positioned either horizontally or vertically.

It should appear in all capital letters in Gothpjm font. GLENDALE COMMUNITY COLLEGE can appear in a stack formation or in one level of text. The illustrations below show two options for displaying the logo in conjunction with the logo type.

When creating a publication with another institution, business, or organization, include GCC's logo and logo type on the printed materials. The GCC logo can be used to promote GCC classes, services, and other official college business. GCC clubs should get joint approval from the College Life and College Advancement Services offices if they wish to use

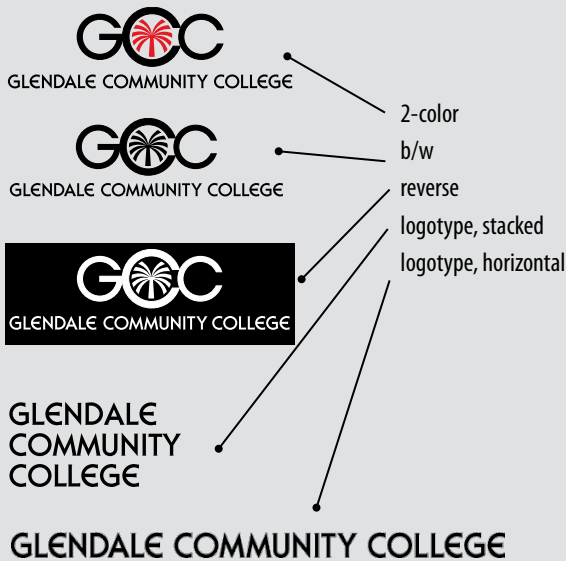
the GCC logo and logo type on printed materials. The GCC logo can NOT be used on GCC club clothing.

**NOTE:**

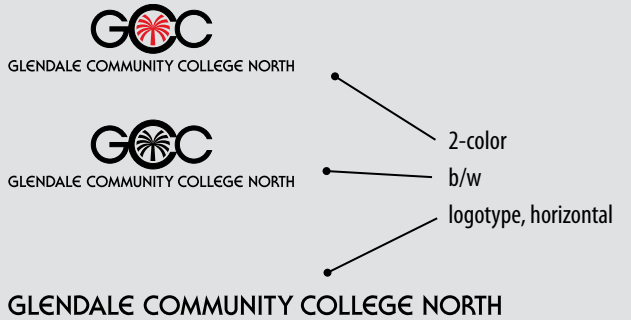
1. Use only first-generation, camera-ready art or approved computer-generated art.
2. Do not use the college logo taken from the internet or scanned from another document.
3. Do not use the college logo in any way that will compromise the integrity of the college's identity.

The Glendale Community College logo must appear on every document and promotional item.

## Logo Variations for GCC main



## Logo Variations for GCC North



*GCC does not have a registered tagline. The college's brand & vision statement is: "GCC fosters student success."*

*The official 21st Century Maricopa tagline is: "The college of you."*



### logo bug variations



*These logos are for identifying purposes only. Please DO NOT USE these logos for any print jobs you may have. To obtain logos for print, visit [www.gccaz.edu/CAS/logos](http://www.gccaz.edu/CAS/logos).*

# GAUCHO HISTORY & LOGO USE



GCC's mascot is the "Glendale Gaucho," fashioned after the South American cowboy of Argentina.

The original Glendale Gaucho (left) was design by Dick Dugan, a former GCC student. The current logo on the following page was designeb by Randy Sasaki. Kris Horstman, one of the first students at GCC, was asked to come up with some ideas for a mascot. Hortman recommended Gaucho and Gecko to the student council who voted for the Gaucho because they were "hardworking, leathered cowboys from a climate similar to ours, resourceful and almost legendary heroes in their country." The Gaucho mascot debuted at the Show Low Leadership Conference.

The clothing and accessories that real gauchos wear and carry on the vast ranches where they live and work in Argentina each have a purpose. Ken Bus actually traveled to Argentina to acquire an authentic gaucho ensemble.

The first item that every gaucho has to have is a hat. Smaller than a cowboy hat, the gaucho sombrero is usually black and is sometimes worn with the brim turned up against the windy conditions on the prairies or pampas, as they are known in Argentina. To ward off the chill, gauchos wear a woolen poncho woven into beautiful patterns that designate their origin. By happy chance, there is an area of southern Argentina known as Salte where the preferred poncho colors are red and black—the same as GCC's official school colors.

The baggy pants that tuck into the gaucho's black boots are known as bombacha. A large leather belt (rebenque) with a silver buckle (centro de rastra) and a red and black waistband (facon) complete the outfit. Most gauchos also wear a plain white shirt, sometimes with a bandana or scarf tied around their neck.

And then there are the accessories. Like their American cowboy counterparts, gauchos spend a lot of time on horseback, so they almost always carry a "quirt," which is a short riding crop (tirador de carpincho) tucked into their belt. They also have a fancy handled knife (faja) and a set of bolas (boleadoras)—the unique three-stranded leather straps with a stone weight at each end. The bolas serve the gaucho in the same way that the lariat is used by a cowboy. They twirl it around their head to create momentum and then release it while aiming at the legs of a running animal. The weights cause the leather straps to wrap around the legs of the animal (usually a cow or an ostrich) so that it can be brought down and branded.



The Glendale Gaucho mascot makes special appearances at football games and other campus events. The purpose is to personify the school spirit and give the college a visual image similar to the "Red Raider" at Texas Tech University. When the costume is not in use, there is a plan to store it in a display case, perhaps in the Student Union. The only thing we need now is a horse! Vivan Los Gauchos!

## GAUCHO LOGO

Use the Gauchos symbol for athletic department communications or other materials with a less formal purpose. Athletic Department and Marketing Dept work in cooperation.



*These logos are for identifying purposes only. To obtain logos for print, visit [www.gccaz.edu/CAS/logos](http://www.gccaz.edu/CAS/logos).*

# UNACCEPTABLE USAGE

Add or substitute other colors.



Alter or redraw logo.



Rotate or use any part of the logo at an angle.



Do not use tints or watermarks of the logo.



Use outdated logos.



Stretch or change proportions.



Use a size too small to read.



Rearrange elements of the logo.



Add or Remove Elements.  
Logo must be used in its entirety.



Use patterns either behind or within the logo



Outline any part of the logo.



Substitute other fonts.



NOTE: Never take a logo from the website for use on a printed piece. The resolution is not high enough.

# LOGO PLACEMENT & GRAPHIC ELEMENTS

## PLACEMENT

Placement of the logo should be placed at “identifier” points: top left, top right, bottom left, bottom right. When used in conjunction with another ID (i.e. a GCC Club’s name) the GCC logo should appear on top. When used with the MCCC logo, either align the two logos equally or place GCC at the top “identifier” point and MCCC logo at the bottom right or left points.

If space allows, the GCC logo should be accompanied by the words “A Maricopa Community College” OR the MCCC logo. The names of all 10 colleges of the MCCC organization should also appear as seen below:

Chandler-Gilbert | Estrella Mountain | Gateway | Glendale | Mesa | Paradise Valley | Phoenix | Rio Salado | Scottsdale | South Mountain

**All advertising or promotion of GCC programs should be coordinated with the Director of Marketing in the CAS office.** College Advancement Services reserves the right to recall any pieces not meeting these standards. For deviations from these standards, contact College Advancement for approval BEFORE you take your piece to be printed.

## APPROVED GRAPHIC BRAND ELEMENTS



Curved upper left border/bracket



Shaped box with opposite curved corners



Curved “column” for upper left border/bracket



**ACCREDITED (HLC):** Must appear on any academic program as this statement:

GCC is a Maricopa Community College, EEO/AA institution, accredited by The Higher Learning Commission a member of the North Central Association • [www.ncahigherlearningcommission.org](http://www.ncahigherlearningcommission.org) • 312.263.0456

## EQUAL OPPORTUNITY STATEMENT and ADA COMPLIANCE

Include the Equal Employment Opportunity statement on every publication distributed externally.

Official statement (short): Glendale Community College is an EEO/AA institution.

Include this statement on all event emails and publications: *NOTE: Persons with a disability may request a reasonable accommodation such as a sign language interpreter: contact Mary Jane Nichols, Supervisor of Interpreter Services by e-mail at [mary.jane.nichols@gmail.com](mailto:mary.jane.nichols@gmail.com) or by phone 623.845.3083. Requests should be made well in advance to allow time to arrange the accommodation.*



MCCC vertical logo

## MCCC GUIDELINES

- All college materials should include the Maricopa logo (vertical or horizontal treatment). Do not place the MCCC logo within close proximity to another logo as this will detract from the visual appeal of the publication.
- Do not separate, distort, or use parts of the logo (GCC logo standards apply also to the MCCC logo)
- The official color for the MCCC logo is PMS Reflex Blue. (C-100, M - 72, Y - 0, K - 6)
- If an application does not allow color, the identity may appear entirely in black.
- For more information about using the MCCC identity, please see the MCCC Graphic Identity Guide at [www.maricopa.edu/marketing/styleguide.pdf](http://www.maricopa.edu/marketing/styleguide.pdf). Identity files may be downloaded at [www.maricopa.edu/marketing/logos.php](http://www.maricopa.edu/marketing/logos.php).
- The official 21st Century Maricopa tagline is: “The college of you.”



MCCC horizontal logo

**A Maricopa Community College**

MCCC logo without bug

# FONTS & COLOR

## FONTS

Fonts used within GCC publications should be consistent across all departments in order to present a unified and easily recognizable piece of work.

Size: 10 or 12 pt, color: black, justification: left

Gothpjm may only be used for the GCC logo. It is not to be used for headlines, subheadings, or body copy.

Gothpjm was created especially for GCC by Philip J. Molos, GCC faculty member. It is to be used for the logotype "GLENDALE COMMUNITY COLLEGE" only. This font should not be used for body copy.

Standard body fonts are Myriad, Minion Pro, Helvetica, Arial - in that order.

## OTHER FONTS

Specialty fonts or typefaces may be used occasionally in small amounts for emphasis. Approved departmental logos containing other fonts may be used, but are not encouraged.

## COLORS

The college's PRIMARY COLOR PALLETTE is red, gray and black. If you use two-color printing (meaning black and one color), select red and black (or a opacity of black). Never use an opacity/tint of red, as it appears pink. The SECONDARY (accent) color is gold.



Select PMS color 1797.  
CMYK: Cyan-0, Yellow-100, Magenta-99, Black-4)  
RGB: 24R 45G 48B  
Hexadecimal: #B51C21



Select PMS color 876.  
CMYK: Cyan-30, Yellow-39, Magenta-72, Black-4)  
RGB: 178R 146G 93B

## GCC's MARKETING BRAND VS. CORPORATE BRAND

The corporate brand is the more formal visual representation of a company. In GCC's case the corporate brand is the formal logo, a "strict" left handed rounded corner, strict color guidelines and font choices. The marketing brand, also known as the "attitude" of the company is used to create the "feeling" and attitude of the organization.

*For example, if you were to receive a contract from Disney Corp. for services, you would very quickly see the Disney corporate brand: solid blue, Disney font, corporate and logal trademarks and logos. Now, when you see Disney marketing materials, the attitude is: castle, sparkles, Tinkerbell and multiple colors.*

Add to this, the brand of a specific campaign. Each new "push" works within a brand, but targets a specific audience. For example, the same GCC ad may run with slight variations or messaging depending on the audience the ad is going to be seen by.

## PROMOTIONAL ITEMS

College Advancement Services orders promotional items including clothing, mugs, pens, t-shirts, pins, calendars, bookmarks, bumper stickers, etc. Any department outside of CAS ordering their own promotional items will need to have the artwork approved by CAS prior to ordering.



# EMAIL STANDARDS

**Mind your manners!** Think of the basic rules you learned growing up, like saying please and thank you. Begin each email with a greeting. No matter how pressed for time you are, a simple greeting such as “Hi,” “Hello,” or “Dear X” is good etiquette. Otherwise, if you launch into your email without a greeting or introduction you run the risk of seeming impolite or impatient.

**Fill in the subject line.** Ensure your subject line accurately reflects the contents and nature of your email.

**Be concise.** When someone opens your email they should be able to know within 10 seconds or less what your message is about. Email responses of “Sure, sounds great...” are not useful. Many topics will require reediting the original text to answer all questions separately.

**Reply to emails in a timely fashion.** If you know in advance that you can’t give an email the attention it deserves at the moment, give the sender a quick heads-up that you have received their email but haven’t had time to review it yet.

**Privacy policies:** Remember that your work email, both the address and all correspondence, is the property of the city. Anything you’ve ever sent or received - even if you’ve deleted it - could potentially be retrieved from the system by a database administrator at any time.

**Watch your tone.** Merriam-Webster defines tone as an “accent or inflection expressive of a mood or emotion.” Don’t include “brb,” “lol,” or “btw.” It is very difficult to express tone in writing. You want to come across as respectful, friendly and approachable.

**Be professional.** This means, stay away from abbreviations, jargon and “emoticons” (those little smiley faces). Don’t use a cute or suggestive background, quote of the day, or different fonts for signatures, etc. See standard for email signature below.

**First and last names, degrees (if applicable)**

**Title**

Department

Glendale Community College

6000 W. Olive Ave. • Glendale, AZ 85302

Phone: 623.845.xxxx • Fax: 623.845.xxxx

[www.gccaz.edu/department](http://www.gccaz.edu/department)

**Use correct spelling and proper grammar.** Use a dictionary or a spell checker — whichever works better for you. While you can write in a conversational tone (contractions are okay), pay attention to basic rules of grammar.

**Wait to fill in the “TO” email address:** Don’t fill in the ‘TO’ email address until completely sure you have thoroughly proofed your email and it is exactly the way you want it. This will keep you from accidentally sending an email prematurely.

**Do not misuse “reply all.”** Be careful when replying to an entire mailing list. It’s rare that the entire mailing list needs to see your reply.

**DON’T TYPE IN ALL CAPS.** Lowercase letters are easier to read. So, STOP SHOUTING!

**Know your audience.** Don’t send useless information to everyone on the distribution list. Don’t send copies of your email to others unless you have a specific purpose in mind. If you are sending confidential information by email (never a good idea), clearly mark it as such. And avoid sending blanket emails which are received by people who are not involved in your topic or don’t need the information.

**CCing and BCCing.** How to make your boss(es) respect you in one easy step: take his/her name from the distribution list and cc him/her instead. It tells the other recipients that the top management knows what’s going on and is choosing to share the information with others along with the sender. Follow your chain of command in emails.

## BUSINESS STATIONARY

Letterhead, business cards & envelopes are ordered by department secretaries or assistants via the OfficeMax website portal through the Employee Resources Department website. *Do not design your own.*

All external correspondence should be printed on GCC's official letterhead (corporate brand). The preferred letter format is block style with flush-left and ragged-right margins. Use full justification - right and left- if you prefer that format. Paragraph indentions and the modified block style are optional. Limit fonts to size and styles on page 9.

### NAME TAGS & ROUTING SLIPS

Routing slips, name tags, info cards, fliers and other templates are available through the College Advancement Department website. Limit fonts to size and styles on page 9.

# Headaches in the work place

Presented by Dan Johnson Wellness  
Council of Arizona



**Tuesday,  
November 2, 2004  
HT1 Teleconference Room  
12–1 p.m.**

*What you should know and what you can do to prevent and treat headaches. Identify your headache, chose natural prevention approaches and find out about the most used over the counter remedies. Two pages of known food triggers included.*

*Louise Keogh  
Fitness & Wellness Coordinator  
6000 W. Olive Ave.  
Glendale, AZ 85302*

*To register contact Mandi Hoppa  
Phone: 623.845.3017  
E-mail: [mandi.hoppa@gcmail.maricopa.edu](mailto:mandi.hoppa@gcmail.maricopa.edu)*



GCC is a Maricopa Community College, EEO/AA institution, accredited by the Higher Learning Commission, and a member of the North Central Association. [www.ncahigherlearningcommission.org](http://www.ncahigherlearningcommission.org) • 312.263.0456



*Available template example for fliers, ads, etc*

# Guidelines for Establishing a Social Media Site

The purpose of social media sites for GCC is to expand GCC's online presence to provide timely, accurate and relevant information to students, parents, faculty and the community.

## **Before establishing a college social media site please consider:**

- Who is the audience to be reached?
- Is this the appropriate communication vehicle for this audience?
- Is there enough consistent content to post on a regular basis, 2-3 times weekly?
- Which faculty or staff members will serve as the site administrators?
- What is the strategy for developing a fan base?
- Who will be responsible for archiving all pages and messages?
- Where will the archives be held?

## **Official College Social Media Site Information**

- Posts should relate directly to GCC's students, employees and community members.
- A Facebook page can be set up as an organizational page (i.e. fan page, not a friend page).
- Designate page administrators.
- Establishment of a fan base is a priority.
- Note: It is against FB/Twitter policy to collect mass "friends." Facebook will shut down your account.
- Individuals in posted photos must sign approved District release forms. Release forms should be kept on file. Forms can be accessed at <http://www.mc.maricopa.edu/about/ia/forms.html>
- When appropriate, tag individuals in photos to maximize posting.
- Objectionable or copyrighted content should not be posted.
- Objectionable fan comments should be removed promptly and recorded.
- The inappropriate material must be recorded and archived. If deemed prudent, let the poster know that his/her posting has been removed and for which reason.
- Monitor site regularly (a minimum of 3 times a week, ideally 3x/day).
- Respond promptly to inquiries.
- Separate college fan pages must "fan"/"like"/"follow" GCC's main Facebook profile, My Space, Twitter, Foursquare, etc.
- All pages, communications, comments and direct messages must be archived on server routinely.

## **Posting Tips**

- Keep it social – do not engage in political, religious and/or controversial topics.
- Be genuine.
- Provide useful timely information.
- Post and tweet often.
- Contribute to the conversation beyond promotions.
- Monitor and participate in cross promoting other GCC sites.

## **Logo**

GCC's logo must be present and meet college standards. Logos can be found at <http://www.gc.maricopa.edu/logos/>.

## **Copyright**

Content on the sites are subject to copyright laws. Any reproductions, adaptations or communications without written permission of the copyright owner may not be posted.

## **Terms of Use**

By posting content, users agree to comply with the terms and conditions of Facebook and GCC's social media policy. In particular, the user represents, warrants and agrees that no content submitted, posted, transmitted or shared by the user will infringe upon the rights of any third party, including but not limited to copyright, trademark, privacy; or contain defamatory, discriminatory or otherwise unlawful material.

Glendale Community College reserves the right to alter, delete or remove (without notice) the content and remove or ban fans at its absolute discretion for any reason whatsoever.

**Outside Advertisement**

GCC does not promote outside events unless it is in partnership with or sponsored by GCC in some capacity.

**User-generated Content and Disclaimer**

Glendale Community College accepts no responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or and other content or materials whatsoever generated by users publicly posted on this page.

**Disclaimer for Content on Linked Sites**

Glendale Community College accepts no liability or responsibility whatsoever for the content or material of any target site linked from this page.

**Objectionable Content**

- Any data, text, software, music, sound, photographs, images, video messages or any other materials whatsoever (“Content”) generated by users (“the Users”) publicly posted on GCC social media sited. Objectionable content includes the following:
- Copyrighted material
- Threatening language
- Nudity, pornography
- Fake, imposter profile
- Racist or hate speech
- Cyber harassment or cyber bullying
- Unwanted contact

**Removal Process**

- When a fan posts a copyrighted or objectionable comment it should be removed. Every effort should be made to notify the fan with an explanation as to why the post was removed.
- The incident should be logged for reference.
- If violations should continue to occur, consideration should be made to block the fan from the page.

**Posting Information on GCC’s Official College Site:**

Campus related content, images, photos and videos are welcomed. Please contact Tressa Jumps, Director of Marketing and Public Relations at tressa.jumps@gmail.maricopa.edu.

# WEB PAGE STANDARDS

When creating a web page that will be a part of the www.gccaz.edu website, it is important to keep your page uniform within Glendale Community College brand standards as outlined below.

## Colors

The primary colors on your web page should be the GCC school colors as well as white and shades of grey.



Primary Palette: Red, Black, Gray  
RGB: 24R 45G 48B  
Hexadecimal: #B51C21



Secondary Palette: Gold  
RGB: 178R 146G 93B

## FONTS

Fonts used within the GCC website should be consistent across all departments in order to present a unified and easily recognizable piece of work.

Body font: size: 10 or 12 pt, color: black, justification: left

Default body font: Helvetica or Arial

## Page Dimensions

The size of your web page should fit a standard personal computer and browser resolution. This is typically 1000px and not larger than 1400px.

## Menus

All Glendale Community College web pages have standard menus. These menus can be copied and used for your own web page but the visual aspects should not be changed. The only changes that should be made to the menu is the actual content, the page names that are in the menu can link to the pages you create.

GCC web pages typically have more than one menu. The menus on the left side of the screen should be kept as uniform as possible. No more than 5-7 navigation buttons should appear on the left navigation. No more than 5-7 subheading links within each navigation heading section.

## Header and Footer

The header and footer will remain the same on all Glendale Community College web pages.

## Search-Engine Optimization (SEO)

In short, when someone searches Google, the websites that contain the words they searched the most appear at the top of the list. So before you get started on writing your main content, think of what words you want to use throughout your entire page. Good examples **on all pages** would be "community college," "college," "two-year school," "associate degree," "Glendale Community College," or "GCC."

## Main Content / Body of Page

This is where you can, and should be, most creative! Continue to keep our brand in the back of your mind and always create content that is relevant to the **USER or audience**, not necessarily to someone who already knows everything. In the body section, the middle part, of your page you can add text, tables, photos, links or anything else you feel will help your audience find the information they are looking for. Remember that most internet users will not scroll past the third time, meaning if they have to scroll their mouse ball down more than three times they are already done with your page. *So keep content short, sweet and to the point whenever possible.* Use varying font styles, colors and sizes (within brand standards) to separate the text of your page into groups of information that go together.

## Body Layout

Currently, GCC offers two options for department page layout: the photo carousel or the static image. Both are available for use by contacting the I.T. Department for training and implementation.

### **Images**

If you use any people (staff, students or strangers), they need to sign a waiver that should be put on file in the College Advancement Services office.

### **ADA Compatibility**

Your web page must be ADA compatible. This includes adding the ADA tag on all images.

### **Universal Content**

All of the GCC pages are alike in that they all include: most current logos, brand color treatments, menu items and contact information.

### **Test, Test and Test Again!**

This is the most important part to making a web page and even the pros make coding errors and have typos almost every time! Test after changing a chunk of information before going too far, this will help you pin-point the problem if there is one. Be sure to test your page on every browser and operating system you have access to, it is often a surprise when a site will work in Firefox and not Internet Explorer but these are the top two browsers used by the visitors of [www.gccaz.edu](http://www.gccaz.edu).

Click on links, go to different pages, use your forward and back buttons and make sure everything works and is where it should be.

If you can, test your content and user-interaction. Show the web page to someone who could represent your target audience (maybe a student or someone who knows nothing about the information on your page) and ask them to start from your home page and look around. Can they easily find all the information they are looking for? How long do they stay on your page, do they get bored quickly? Is your page visually appealing to them?

### **SiteCheck**

You've tested your page, now let technology double check it. SiteCheck will check all of your links and also find most typos. Contact the GCC Helpdesk to request a SiteCheck on your page.

### **And You're Done... For Now**

A web page is only useful if the information on the page is useful. Be sure to keep your page up to date as info changes and events have happened. This will give you more consistent traffic and initiate the trust between your department and the future student or client.

# MEDIA POLICY & INFORMATION DISTRIBUTION

## **MEDIA POLICY**

To provide accurate, timely information in a uniform manner to the news media on college programs, services, activities and personnel, the following media procedures apply to every GCC employee.

**No employee should release information to the media without first contacting College Advancement**, where the public relations office is housed. Someone is on call 24 hours a day to handle media.

GCC's public relations department serves as the college's Public Information Officer (PIO). The PIO assists the news media in obtaining timely information concerning the GCC; facilitates media access to college faculty, staff, students and facilities; and assists college officials and staff in dealing effectively with the news media. The PIO has the responsibility for coordinating all media inquiries and responses for GCC, including coordinating the efforts of departmental public information/marketing staffs. In cases of emergency, the college's PIO is the official PIO for the college and is responsible for the clearance and dissemination of any and all information to the news media.

**Employees must notify their supervisor**, department director and the communications department by phone when contacted by the media. Together, they will determine the best person to be interviewed and craft a response strategy.

**Employees are not obligated to talk to or be interviewed by reporters who show up.** Employees should refer all reporters requesting interviews or additional information to the college PIO.

**It is the responsibility of the college departments to notify the PR department on all incidents**, accidents or events that might negatively affect the college. The PIO should be contacted immediately on all accidents, events or any other type of incident which could reasonably be expected to prompt a media inquiry or require a media response. These include incidents that may negatively affect college services, impact students, staff or faculty or potentially damage the reputation/image of the college. This notification should be made as soon as the affected department/person learns of the incident or within the first hour of occurrence so the PIO can effectively manage the preparation and release of information in a coordinated fashion.

**Disciplinary action taken against employees should NEVER be discussed with the media** other than to confirm that an employee has been terminated, suspended (with or without pay) or received a written or verbal reprimand. However, public records law does apply.

**College Advancement must approve all news releases** before they are distributed to the media or the public. News releases written by departments must be e-mailed to the College Advancement department before being sent to the media.

**All public records requests received from the media must be referred to the district legal department.**

## **DISTRIBUTION OF INFORMATIONAL OR PROMOTIONAL ITEMS**

Distribute a copy of all pubs to switchboard operator, Admissions & Records office, Campus Safety, Student Life, CAS. By doing so, employees in these service areas will be aware of the information you are disseminating and can respond intelligently to questions from the public.

## **GAUCHO GAZETTE**

This is the official campus newsletter produced by College Advancement Services.

# GRAMMAR & SPELLING GUIDELINES

## General Guidelines

- Use active voice, not passive. *Passive: The lights were left on. Active: You left the lights on.*
- There should not be more than one key idea per paragraph, regardless of the number of sentences.

## Abbreviations

- Spell out acronyms the first time they are used, and include the abbreviation in parenthesis after the term. *The Arizona Office of Tourism (AOT) is located in central Arizona.*
- In general, use company abbreviations (example: GCC) in internal documents only.
- Abbreviate units of measurement, except for the following: tons, miles, years, seconds, months
- Pound or pounds is still abbreviated lb. NEVER lbs.
- For time, use a.m., p.m. or noon.

## Apostrophes

- Do not use an apostrophe to form the plural of numbers (1800s).
- Use apostrophes when omitting numerals in a year ('76).
- Do not use apostrophe when referring to an associate degree, but DO use an apostrophe for master's and bachelor's degrees.

## Campus Buildings

- Names of campus buildings are spelled out and capitalized, including the word building. *Example: the Language Arts Building.*
- The correct use, if needed at all, is *collegewide*.

## Capitalization

- Do not capitalize academic departments unless they contain a proper noun: *the history department; the English department.*
- Capitalize days of the week and months of the year. Do NOT capitalize seasons. (*Saturday, January, summer, fall*)
- Capitalize geographic areas such as Pacific Ocean, California, Pacific Northwest. Do NOT capitalize directions. *They traveled northwest on their migration.*
- Do not capitalize the "c" in city of Glendale. Only capitalize the word city when it is part of the official name. (*New York City, Bullhead City*)
- Capitalize all brand names (*Kleenex, Velcro, Xerox, Pergo*)
- Capitalize an individual's title when the title precedes their name (*President John Doe*), but not after (*John Doe is the president*). Capitalize the department name of all national government agencies, departments and offices (*i.e. the Treasury Department*). Do NOT capitalize local government offices and departments.
- Do not capitalize the first letter after a colon if after the colon is a list of items, people, etc. DO capitalize after a colon if after the colon is a complete sentence.
- Internet is not capitalized.

## Colons

- Use a colon to introduce a list or supporting statements. *Go to the store for: milk, sugar, and butter.* Also use a colon between independent clauses when the second clause is an example or amplification of first. *He promised this: The company will not go under.*
- Use a colon to separate hours from minutes. Do not use colon when it is the top of the hour. *11 a.m., 1 p.m., noon, 11:30 a.m.*

## Commas

- Use commas in numerals of 1,000 or greater. A comma falls after every three numerals from the right side. *Example: 1,000 and 500,000*
- Do not use a comma after the second to last object in a sentence or list. *Nose, ear and throat doctor* (Note: this is per Associated Press Stylebook and Libel Manual; other manuals - such as legal - will have different rules).
- Use a comma between two separate, but related thoughts. *Example: She made a copy of the notes, and she distributed them.*

## Contractions

A contraction is a shortened version of a word. When writing, always double-check your spelling by expanding the word(s) to their original length to make sure it makes sense. Don't confuse your with you're (you are).

### Cultural sensitivity

- Avoid all sexual stereotyping and sexist language. Use he or she or make the usage plural: they. Many words now have neutral alternatives: firefighter, police officer, chair, or chairperson. Use these rather than assuming a particular gender. Don't create words such as s/he, and use skillful writing to avoid putting two words together with slashes: he/she.
- Disabilities are handled according to the preference of the individual or group, when appropriate. In writing about disabilities, stress the person, not the disability: persons with disabilities rather than the disabled.
- Ethnic designations generally follow the preference of the group being referred to. As a general rule, identify ethnic groups by recognized ethnic designations. African American, Asian, Pacific Islander, Latina, Latino and Hispanic, are acceptable identifiers. It also is appropriate to use national-origin designators such as Polish American, Cuban American, Irish American, Japanese American, etc. Don't hyphenate these designations, even when using them as adjectives. Avoid American Indian or Eskimo as an identifier. Use the identifier preferred by the group. If in doubt, use Native American. The generic terms black and white aren't capitalized, but if you capitalize one to conform to a particular group's preference, capitalize both.

### Domain names

- Do NOT include http:// in print. Begin with www.

### Hyphenation

- Always use a hyphen between words joined together to modify other words. *Example: six-gallon jug*
- Ages: Always use numerals. *Example: He is a 5-year-old boy. He is 5 years old.*
- Do not use a hyphen before the suffix like unless the word ends in a L. *Example: leaflike, shell-like*
- Do not hyphenate inter, re, bi, semi, anti, pre, sub or non, except when necessary to avoid awkwardness.
- When do you double the last letter of a word when adding -ing? Here's a tip that works for most all words: if the emphasis is on the first syllable, then do not double the letter (*combating, canceling*). If the emphasis is on the last syllable, then double the last letter before adding -ing (*incurring, harassing*).
- The word *email* is not hyphenated.

### Layout

- Do not allow widows (a single word of the end of a paragraph on a line by itself).
- Justify only the left margin, not both. Do not center unless it's a formal invite.

### Numbers

- Spell out numbers between zero and nine, unless they are in a table, describe a geographic location, or are units of measurement. Use numerals for numbers 10 and higher. When they occur in the same sentence, give numerals for both. *Jane has 12 apples. Bob only has two apples. John has 2 bushels of 12 apples.*
- Do NOT begin a sentence with a numeral. Always spell the number out at the beginning of a sentence.
- Always use numerals for units of measure. 7.5m (25 ft.) Do NOT write out the number then also put it in parenthesis.

### Possessives

- Don't use GCC as a possessive. Example: The GCC media center NOT GCC's media center.
- Its' is NOT a word! Use the appropriate: it's or its. It's means it is.

### Periods

- Periods follow all sentences, numerals, letters, and standard (but not metric) abbreviations of measurement. *Example: 5m (16 ft.)*
- A period is followed by only ONE space. When did that rule change? With the invention of computers!

### Quotation marks

- Put quotation marks outside of periods and commas, but inside colons and semicolons. *"Sarah didn't tell me about her appointment."*
- Quotation marks go inside of the punctuation when the quote is not part of the passage. *Did you just say, "Dinner is ready"?*
- Use quotes around titles of books, movies, plays, etc.

### Semicolons

- In general, use semicolons to separate two complete thoughts, but are related. *The package was due last week; it arrived today.* A good tip is to use a semicolon when you can omit a conjunction such as but, or, yet, so, for, and or nor.

### Spelling

- Never rely solely on spell check for accuracy. When in doubt, look it up.

### Symbols

- In general, you should always spell out degrees and percent in a formal document. If not spelling it out, do not leave a space between the numeral and the symbol.

### Titles

- Use Dr. before a persons name if space is limited. Otherwise, list the persons name with Ph.D. following.
- The pluralize Dr. as in the case of a husband and wife team, use Drs.
- Do not use Dr. before a name of someone who has an honorary degree.
- Basic guidelines are: position titles are lowercase when not used with an individual's name. The president issued a statement. When the title immediately precedes a persons name, it is capitalized. *President Washington. The president, Velvie Green, has arrived at the banquet.* Unless denoting status, or is used as a description, it is lowercase: *astronaut John Glenn, actor John Wayne, department chair Jane Smith, instructor John Smith, Pope Benedict.*
- It is acceptable to abbreviate military titles only.

### COMMON MISTAKES


- Afterward, NOT afterwards. Afterwards is not a word.
- All together, not altogether (slang)
- All right, not alright
- A lot, never alot
- Amok, not amuck.
- Anyway, NOT anyways.
- Backward, not backwards.
- Everyday (mundane) or every day (meaning every single day)
- Everyone (meaning a general group of people) or every one (meaning each individual item)  
*Ex. Everyone wants to be happy. Every one of the clues was worthless.*  
\*This same reasoning applies to anyone/any one, anybody/any body.
- Half the time, not half of the time.
- Her and I, me and her? When you write the sentence, cover up either the name or the pronoun and the sentence should sound correct. *Example: Pam and I went to the store. The sentence, Pam went to the store sounds correct, and so does: I went to the store.*
- Hopefully - Means to be in a hopeful, wishful manner. *He stood on the dock waiting hopefully for her.* It does not mean: *let us hope, it is hoped, or we hope.* Do not use it as: *Hopefully we will finish our work.* Instead use: *We hope to finish our work.*
- It's or its, not its'. It's means: it is. Its is the possessive form of the pronoun. *The church has its own library.*
- Regardless, not irregardless. Irregardless is not a word.
- Seldom or hardly ever, not almost never.
- Should have, not should of. Could have, not could of. Must have, not must of. May have, not may of.
- Smartphone, cellphone; not smart phone and cell phone.
- Toward, NOT towards.

# MARKETING, DESIGN & WRITING

## PROOFING YOUR WRITING

1. Minimize distractions and interruptions. It's easy to lose your place and skip over text when you're interrupted or distracted. Turn off your phone, close your door and your email, or better yet, lock yourself in a quiet room.
2. Don't be the only proofreader of your own writing. You're too close to it; you can't see mistakes others see.
3. Force yourself to slow down and concentrate. Focus on each word and character -- letters, punctuation, special characters, spaces. Do not read for meaning! Why? Because you'll see what you expect to see, especially in your own writing. What's the best way to do that? Break large amounts of text into small bits.
4. Don't try to find every mistake in one pass. Read through the material several times, looking for different problems each time, such as: typos and misspellings, confusing words (e.g., "to" for "too" and "your" for "you're"), inconsistencies (e.g. if you use e-mail in one paragraph and email in another paragraph), formatting problems (weird margins, different tabs, font changes), factual errors (downright bad info), missing words.
5. If you've been reading it on your computer screen, print out the pages for one final read-through. It's easier to catch some errors on paper and others on screen.
6. Read backward! Reading backward can help you focus on the words and not get distracted by meaning.
7. Read out loud. This is better when you have already locked yourself in a quiet room!
8. Proof any text in all caps separately and carefully. Typos are much more difficult to see in all caps.
9. Proof the headline, title, and table of contents text separately. Ironically, the most prominent text is often the most easily overlooked.

## EDITING SYMBOLS

 ATLANTA (AP)—The organization said Thursday. It was the first the last attempts.	indent for paragraph paragraph no paragraph
With this the president tried the Jones Smith company is not over a period of sixty or more years there were in the group.	transpose use figures spell it out
Ada Oklahoma is the hometown The Ga man was the guest of prince edward said it was his as a result this will be the ac cuser pointed to them In these times it is necessary the order for the inter devices The ruling is a fine example according to the his source	abbreviate don't abbreviate uppercase lowercase remove space insert space retain insert word delete
<b>BF</b> □ By DONALD AMES □ J.R. Thomas ] [ J.R. Thomas	boldface, center flush right flush left
↕ ↕ ↕ ↕ ⊗ or ⊙ =	insert comma insert apostrophe insert quotation marks insert period hyphen
—	dash

## WRITING HINTS AND TIPS

Start with a hook. What's a hook? A headline. Something that grabs the reader right away. Too many times we fall into the trap of reporting the facts, nothing but the facts. *Boring!* Create effective, striking fliers/advertisements/ announcements by starting with a hook – a headline that makes readers want to keep on reading.

Here are a few of the basic rules of writing grabber hooks and headlines:

**Know your target.** Your hook must answer the question "What's in it for me?" By giving your number one benefit first (i.e. free food, free lessons, good time, etc.)!

- Who are my potential guests/participants/ customers? Write/design to match people's feelings and emotions, not their head.
- What writing style and graphics will best engage them? Are they young, old, women, men? This is important because what appeals to a 16 year old girl will not appeal to a 50 year old man.
- What action do I want them to take? This is where your action words come into to play: take, run, move, jump, call, join, etc. Use "you" language.
- How can I make my message compelling? After writing it, really read it over for excitement. Are you compelled to do this activity? Is your passion evident in your writing?
- What image do I want to project? Is GCC appropriately represented?

**Write for TONE.** Your hook sets the tone for the rest of your announcement. Don't start off flashy then end dull. Spice up your facts! When writing in tone, if you decide to write in a themed-style, you do not need to place quotes around your clever text (Example: This weekend, recharge your batteries at the Indianapolis Raceway!).

**Use powerful, active (not passive) words.** Make your message compelling and direct, urging readers to act. Give specific information. Avoid vague words like very, somewhat, and many. Delete unnecessary words. Remember: short, simple words are more powerful than long, nondescript words.

**Write for scannability.** After the hook in the opening line, if participants choose to read the rest of the message, they will do so quickly, looking for the most important components. Use dashes or bullets to express lists of ideas or section headings. Do NOT require readers to pour over long blocks of text.

**Think before you write.** Know exactly what you want to say before you say it - otherwise you may ramble. Remember: No more than one key idea per paragraph! Readability studies show that sentences of fewer than 20 words are best for comprehension. An average sentence should consist of 15 to 17 words.

**Create visual appeal.** (See Design section for more tips). Leave liberal amounts of white (empty) space - it's just as important as text! White space is easy on the eye and draws attention to your message. Too much to look at and you'll lose the reader. ALL CAPS ARE HARDER TO READ THAN a combination of Upper and Lower Case.

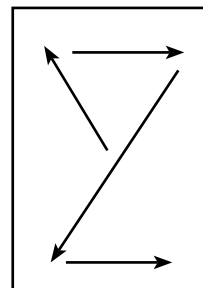


Watch for & remove the "Huh??" factor!

# DESIGN AND PRESENTATIONS

- On average, people take three seconds to look at an ad (if it doesn't grab them they won't read it)
- Typical eye flow on a page: Middle to upper left to upper right to lower left to lower right (see illustration to right).

NOTE: Marketing has provided FREE design templates for you on the College Advancement department website.



## Proximity

- Avoid too many elements of the page. White space isn't always white - it's just space with relief for your eyes!
- Make sure your headline or most prominent item is clear and distinguishable from other text or elements.

## Alignment/Justification

- Make sure your text is lined up with another object on the page.
- Avoid centering all of your text unless you want it to look formal. Otherwise, left justify your text. Right justify is rarely used unless in captions next to a photo.

## Type/Fonts

- Too many fonts on a page is annoying. Tone it down with a main type and then a headliner font.
- Use a 10 pt type minimum for informational text. Your informational font should be sans serif.
- Omit times, dates, specific names and phone numbers, and prices from general info brochures as not to out-date your information quickly.
- Use readable fonts. While curly fonts may be fun to use, but they are hard to read in mass quantity.
- Sans serif vs. serif: This text (**Myriad**) is sans serif; it does not have "serifs" on the end of each letter like **Adobe Caslon Pro** a serif font which tends to look formal.
- Make your headlining font match the mood of the event. If you're advertising a ~~WESTERN~~ theme program, don't use *Edwardian* font!
- ALL CAPS vs. Upper and lower case: Usually, an all-cap headline isn't going to get read. Make sure only important information is in all caps (and even then, only ONE word should be in all-caps).
- Font management: Fonts have copyright rules too! Make sure the college has paid for the font!
- Reverse type (colored box with white text) can make a dull font much richer.
- Stacking T vertically is also typically difficult to read

E  
X  
T

## Colors

- Design using colors that match the mood of the event. Blue, green, and purple are cool colors. Red, orange, and yellow are warm colors. Warm colors create a warm, sunny feeling. The use of cool colors produces a cold, icy feeling.
- Do not overwhelm your reader with too much color!

## Bars, rulers, and borders

- Borders can be overwhelming or they can enhance a message. Typically, a single bar border can be tasteful and even lend a formal look, but a photo border can distract from your message. Know when to say when!

## USING POWERPOINT SLIDES

- General rule: Six lines per slide, six words per line -- do not put too much info on a slide (and do not include your entire speech)
- Font size: 24 pt type at the smallest. Use subtle amounts of color.
- Remember: 1 in 4 men are color blind so do not refer strictly to color charts. Use three colors maximum per slide.
- Do not talk to the screen, talk to your audience.
- Do not leave the room dark for too long; audiences tend to get sleepy.
- Change your method of presentation every 20 minutes to refocus the audience's attention.
- Use bullets and arrows to break up points.
- Use dark colors to be seen from a distance.
- If you need to make a note during your presentation to follow up to a question, stop talking while writing.



GLENDALE COMMUNITY COLLEGE

6000 W. Olive | Glendale, AZ 85302-3090 | Phone 623.845.3391 | Fax 623-845.3991 | [www.gccaz.edu](http://www.gccaz.edu)

