Branding Reference Guide

for

Graphics Usage & Writing Style

Northwest State
Community College

Table of Contents

About Branding

A Wholistic Approach

Branding is more than a catchy slogan or flashy logo.

In its most wholistic sense, our brand is the way we represent our mission, vision and values.

It is the way we interact and develop relationships with our students and community.

It is the consistency with which we represent ourselves in print and in the media.

It is how we answer the phone and how quickly we respond to student needs.

Our brand is our customers' emotional connection to our institution.

Our brand is the sum of all experiences that someone has with Northwest State.

Our brand is our reputation.

Our Commitment

Consistency in the use of logos, colors, fonts and writing schemes is critical to reinforcing a positive brand. NSCC is committed to a brand management program which includes the alignment of printed, web and other visual media components throughout the organization.

This Branding Reference Guide is designed to provide guidance regarding elements of branding, including logos, color schemes, fonts and writing styles.

About Northwest State

Our Mission

To serve by providing access to excellent and affordable education, training and services that will improve the lives of individuals and strengthen communities.

Our Vision

Northwest State Community College will be a leader in education that empowers individuals and communities.

Our Values

Integrity—We believe that honesty, respect, and accountability are the basis of building trust.

Learning—We believe that the acquisition and application of knowledge is the key to success, and to that end, we provide access to greater opportunities through education, training and services.

People—We believe in the power of teamwork, bringing people of diverse backgrounds and communities together to excel.

Corporate Logo & Color Usage

The corporate logo is a key component to developing the brand. The effectiveness of any brand relies on consistent use of standardized visual elements, which creates familiarity over time. Familiar brands are not read as words or images, but are visually processed, evoking associations that are much more powerful than words. By properly using the corporate and subsidiary logos, the brand will be strengthened, as will Northwest State Community College's reputation for excellence.

The corporate logo or a subsidiary logo should appear on all promotional marketing collateral, from the website to printed literature.

The Northwest State Community College's logo and subsidiary logos are composed of three colors – PMS 349, PMS 124 and PMS 431. These colors are not to be varied from unless used on a solid background, in which case the specific guidelines below should be followed.

Logo files are to be used in .eps format for print and .gif or .jpeg format for screen use. The corporate and subsidiary logos must always be used in their original proportions. The logos may be resized, but proportions should be maintained to avoid distortion.

Corporate Logo - Horizontal

Corporate Logo—NSCC N

Incorrect Corporate Logo Skewed

	PMS	CMYK (For Print Use)	RGB (For Screen Use)
	Pantone 349	100, 0, 91, 42	0, 112, 60
	Pantone 124	0, 28, 100, 6	238, 177, 17
	Pantone 431	11, 1, 0, 64	106, 115, 123

Corporate Logo & Color Usage

Subsidiary Logos

For additional information on use of subsidiary logos and color variations, including usage on colored backgrounds, please contact the marketing department.

Creation of subsidiary logos must be facilitated by the marketing department.

Font Scheme

As with other brand elements, the consistent use of typography is critical to the effectiveness of the brand. To maintain a consistent typographic look throughout printed documents, a limited family of fonts should be used. The preferred fonts for printed materials—including fliers, brochures, newsletters, etc.—are:

|		
Myriad Pro Regular	Arial Regular	Palatia
Myriad Pro Italic	*Arial Italic*	*Palatia Italic*
Myriad Pro BOLD	**Arial Bold**	Palatia Bold
Myriad Pro BOLD ITALIC	***Arial Bold Italic***	*Palatia Bold Italic*
Myriad Pro Condensed	**Arial Black**	
Myriad Pro Condensed Italic	Arial Narrow	
Myriad Pro Condensed Bold	*Arial Narrow Italic*	
Myriad Pro Condensed Bold Italic	**Arial Narrow Bold**	
	Arial Narrow Bold Italic	

PowerPoint Presentation Templates

PowerPoint presentations should follow the sample layouts shown below. Presentation templates may be requested from the marketing department at Marketing@NorthwestState.edu.

Title Pages
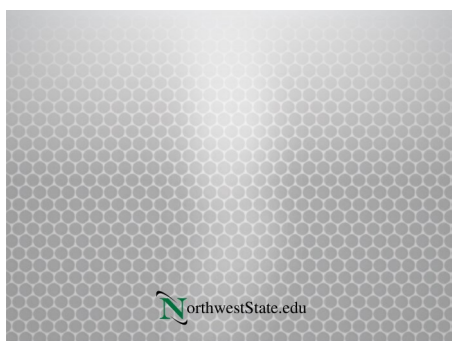
Master Pages

Writing Style Guide

The Northwest State Writing Style Guide is a reference tool to maintain consistency and clarity in writing for internal and external audiences. Included in this guide is an alphabetical listing of words and phrases with guidelines for usage, followed by a punctuation guide. The guide largely follows The Associated Press Stylebook, with some changes included based on Northwest State Community College preference.

ACADEMIC DEGREES

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Gold, who has a doctorate in psychology.
DO NOT capitalize academic degrees when spelled out.
    EXAMPLE: associate, bachelor's
Use an apostrophe in bachelor's degree, master's, etc., but not with associate (no "s"). Remove possession if used formally.
    EXAMPLE: Master of Science, Bachelor of Arts
Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name, never after just a last name. When used after a name, an academic abbreviation is set off by commas.
    EXAMPLE: John Gold, Ph.D., spoke to the class.
If you are using the formal name of a degree, it is capitalized.
    EXAMPLE: He earned a Master of Science degree from Ohio University.
DO NOT precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.
    WRONG: Dr. John Gold, Ph.D.
    RIGHT: Dr. John Gold, a chemist.
If two doctors are being referenced that are married, it should be: Drs. [Last Name].
    EXAMPLE: The Drs. Smith donated to the NSCC Foundation.

ACADEMIC DIVISIONS

Capitalize the formal names of divisions.
    EXAMPLES: John Gould is the dean of the Math, Science & Engineering Technologies Division. She is taking nursing classes at Northwest State.
DO NOT capitalize "board of trustees" or other widely used internal elements of an organization unless used as part of the formal title.
    EXAMPLE: board of trustees, NSCC Board of Trustees

ACADEMIC SUBJECTS

Avoid capitalizing an academic subject when it is used as a general field of study. Capitalize academic subjects when they are part of the official title of a college entity, when they are the name of a language, and when they are the official title of a course or a short title that includes the course number.
    EXAMPLES: The Arts & Sciences Division offers classes in chemistry, biology, and physics.
        He's taking The Philosophy of Rhetoric with Professor Smith.
Don't capitalize majors, like physics, that are not proper nouns, but do capitalize ones that are, like English.
    EXAMPLE: She majored in communications and minored in Spanish.

Writing Style Guide

ACADEMIC TITLES
Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere. Abbreviate and capitalize common titles when used before a name.

       EXAMPLES: Prof. John Gold
                       Asst. Prof. John Gold
                       Assoc. Prof. John Gold

DO NOT abbreviate titles if they follow a name or if they stand alone.

DO NOT abbreviate president, secretary, treasurer, principal, director, attorney, manager, one-syllable titles or any title that is not generally recognized in its abbreviated form.

Use Dr. only for physicians, dentists, members of the paramedical professions and clergymen who hold honorary doctorates. (See academic degrees.)

DO NOT capitalize an occupation or descriptive adjectives and nouns used before a name.

       EXAMPLE: author John Gold

Capitalize titles preceding and attached to a name, but use lowercase if the title follows a name or stands by itself. Long titles should follow the name.

       EXAMPLES: President John Gold
                       John Gold, president of Northwest State Community College

ADDRESS
Spell out words such as avenue, boulevard and street. Spell out numbered street names of one hundred or less. Use the abbreviations NW, NE, SW, and SE in city addresses after the street name.

AGES
News style: Spell out ages nine and under, use figures for all else. When used as a modifier or a noun, use hyphens.

       EXAMPLE: The 55-year-old student enjoys the four-year-old building.

ALUMNUS
Alumnus is a male graduate, **alumni** is its plural form.
Alumna is for a female graduate and its plural form is **alumnae**.
Use **alumni** when referring to a group of men and women. A student who attended but did not graduate should be referred to as a former student, not an alumnus or alumna.

AWARD
Capitalize when part of the official name of an award.

       EXAMPLE: Distinguished Alumni Award, Making a Difference Award

BUILDING
Lowercase unless part of a formal name. This includes specific areas inside of a building as well. Buildings that are named for a letter should feature that letter in single quotation marks to distinguish its use as the official name of a building.

       EXAMPLE: She has five classes in the 'A' Building. The building was too cold.
       Atrium, Voinovich Auditorium, Advanced Manufacturing Training Center, NSCC Library, NSCC Bookstore

CAMPUS
Lowercase.

Unless otherwise noted, AP style should be followed.

CAMPUSWIDE
One word, no hyphen. Also applies to all compound words ending in wide (statewide, countywide, etc.).

COLLEGE
Always capitalize when referencing Northwest State Community College.
      EXAMPLE: Enrollment rates are up throughout the College.
Lowercase when referencing college in general.
      EXAMPLE: John Gold enjoys going to college.

COURSE TITLES
Capitalize official course titles in running text. No italics or quotation marks are necessary.
      EXAMPLE: John Gold Green is taking COM102 Intro to Interpersonal Communication.

COURSE WORK
Two words.

DATES
Always use Arabic figures, without st, nd, rd or th when used in a full sentence. Exception is when used in logos, headlines, or graphics.
When a phrase refers to a month, day and year, commas are required before and after the year.
      EXAMPLE: Graduation will take place May 7, 2016, at NSCC.
When including a day of the week with the date, use a comma after the day and after the date.
      EXAMPLE: The award ceremony is Wednesday, June 6, 2016, in the Voinovich Auditorium.
When including just a month and year, do not include a comma.
      EXAMPLE: The center will open in March 2016.
Do not use an apostrophe when referring to a full decade: 1960s.
Do use an apostrophe to designate missing numbers: '50s.

DEPARTMENTS
Department names should be lowercase unless referring to formal College offices or departments.
      EXAMPLES: NSCC Financial Aid Office, financial aid office

DISABLED, DISABILITY
Preferred terms, rather than handicapped. Use "people first language" that describes what a person has, not who the person is.
      EXAMPLE: Rather than writing "she is autistic," instead write "she has autism."
Avoid: victim of, suffers with, afflicted by, wheelchair-bound, etc. Instead use: people with disabilities, he has a physical disability, people with mental illness, accessible seating, the disabled community, etc.

EMAIL
(n. and v.) Lowercase, no hyphen.
When listing an email, uppercase Northwest State only.
      EXAMPLE: johndoe@NorthwestState.edu

EMERITUS, EMERITA
Set off by commas. If before the name, uppercase. If after, lowercase.

FRACTIONS
Spell out amounts less than one, using hyphens: two-thirds, three-fifths, etc. Use figure for precise amounts more than one, and use decimals whenever practical: 1.5 miles, not 1 1/2 miles.

Writing Style Guide

FULL-TIME (ADJ.)
Only hyphenate when used as an adjective before a noun.
> **EXAMPLE:** John Gold is a full-time student.

GPA
No periods and all capitals, including when used as a first reference.

HEALTHCARE
One word in all uses.

HIS/HER
Refrain from using masculine pronouns for generic references that are not gender-specific. Pluralize the reference or eliminate the pronoun whenever possible.

HOMEPAGE
One word.

INTERNET
Always capitalized.

INSTRUCTORS
Northwest State does not have a formal policy dictating who is a professor, associate professor, assistant professor, etc. Use of instructor is appropriate for any faculty member, including full-time and part-time faculty (can also be referred to as adjunct faculty).

INTRANET
Always lowercase.

LEGISLATIVE TITLES
On first reference, use Rep. and Sen. before the name. Spell out lowercase representative and senator in other uses. When including party and state designations, set off with commas, not parentheses, and use AP abbreviation for the state. (See States)

LOGIN (ADJ.), LOG IN (V.)
Use your N Number to log in. Your N Number is your login information.

MAJORS, MINORS
Do not capitalize academic majors or minors unless they include a proper noun.

MBA
No periods. Use with an, not a.

MONTHS
News Style: Months with more than six letters are abbreviated.
> ABBREVIATED: Jan., Feb., Aug., Sept., Oct., Nov., Dec.
> NOT ABBREVIATED: March, April, May, June, July

NAMES

Use full first and last name and title upon first reference. (See also courtesy title.) Refer to subjects by last name after first reference, unless the style of the publication dictates that first name should be used.

> **EXCEPTIONS:** children under 12 years of age, people who share the last name, and the elderly.
> **NEWSPAPER OR PERIODICAL NAMES**
> Italicize names, include location in parentheses if necessary for proper identification. Capitalize "The" if included in the publication name.
> **Northwest State Community College**
> Acceptable abbreviations include NSCC and Northwest State.
> **DO NOT** use NW State, NW State Community College, Northwest or NWSCC.
> **Northwest State Community College Foundation**
> Use the complete name or NSCC Foundation on first reference. After the first reference, Foundation is acceptable. Lowercase foundation when not specifically referring to the NSCC Foundation.
>> **EXAMPLES:** The NSCC Foundation awarded 250 scholarships this year. The Foundation supports the mission of the College by providing funding, equipment and furnishings. The region has several foundations that do excellent work.

NUMBERS

News style: spell out whole numbers below 10 or at the beginning of a sentence. Spell out first through ninth. For percentages, dimensions and ages, use figures for all.

Non-news style: Spell out whole numbers from one to ninety-nine and any of these followed by hundred, thousand, million, etc.

For percentages use figures but spell out percentage.

ONLINE

One word.

PART-TIME (ADJ.)

Hyphenate as an adjective when used before the noun.

> **EXAMPLE:** John Gold is a part-time student.

PERCENT

Spell out the word percent; do not use the symbol unless in tables, footnotes, captions, and headlines.

PROGRAM

Uppercase formal names of academic programs, but do not capitalize the word program. When referring to a program as a major or minor, do not capitalize.

> **EXAMPLES:** The Associate of Science Degree in Mechanical Engineering is growing.
> The mechanical engineering program is growing. The IT Specialist Certificate program is growing. He is taking classes to become an IT specialist.

R.N.

Use following a name, offset with commas.

ROOM

Capitalize before a room number.

R.S.V.P.

Use uppercase letters with periods.

Writing Style Guide

SEASONS
Do not capitalize.
>**EXAMPLE:** Northwest State will make changes during the fall of 2017.

SEMESTER
>Always lowercase.

SMARTPHONE
One word.

STATES
When used alone, spell out. When used with a city, follow with a comma.
>News Style: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

Do not abbreviate: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

The state, not The State, unless referring to the State of Ohio.

STATEWIDE
One word, no hyphen.

STREET
Spell out unless used with a numbered address.

TIME
Use figures except for noon and midnight. Remove :00 whenever possible. Use lowercase and periods to denote time of day (a.m. and p.m.). **DO NOT** use figures and words together (noon, not 12 noon).

UNITED STATES
Spell out whenever possible. When abbreviating, include periods: U.S.

WEBSITE
NorthwestState.edu. Capitalize letters when two or more words are part of the website.

ZIP CODE
Use all uppercase for ZIP and all lowercase for code

Punctuation Style Guide

Unless otherwise noted, AP style should be followed.

ABBREVIATIONS AND ACRONYMS
In most cases, spell out in first reference and abbreviate any following references.
> **EXAMPLE:** Students in the Associate Accelerated Program are encouraged by their professors. As an AAP student, you will learn tools to help you succeed.

AMPERSAND
Spell out "and" unless the ampersand is part of a proper name.

APOSTROPHES
Apostrophes are used to show possession or indicate a contraction, not to make words plural.
> **RIGHT:** It's a nice day outside. The students didn't know what to do when class was canceled. He has six pencils.
> **WRONG:** We gave them five pen's, six pencil's and a notebook.

BULLETED LISTS
Do not finish items in bulleted lists with a period unless multiple complete sentences are included in the bullet.

COMMAS
A comma should always be used in a series of three or more, but do not put a comma before the conjunction in a simple series.
> **RIGHT:** Northwest State offers classes in Archbold, Whitehouse and Van Wert.
> **WRONG:** Northwest State offers classes in Archbold, Whitehouse, and Van Wert.

> Use a serial comma before the concluding conjunction in a complex series of phrases.
> **EXAMPLE:** The items are available in black and white, red and yellow, and blue and green.

ELLIPSIS
Space before and after three periods.

LISTS
Alphabetize all items in a list unless order or hierarchy demands otherwise.

QUOTES
Always set quotes off in separate paragraphs and give attribution within the quote. Attribute quotes using last names (full name on first reference), unless more than one person shares the same last name. In that case, the full name should be used.

SPACING
Single space at the end of each sentence.