



# Graphic Standards and Style Guide

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CUYAHOGA COMMUNITY COLLEGE (TRI-C®)

FEBRUARY 2022

COLLEGE GRAPHIC  
STANDARDS

WEBSITE KEY ELEMENTS  
STYLE GUIDE

COLLEGE  
STYLE GUIDE

Cuyahoga  
Community  
College







## Where futures begin.

Cuyahoga Community College (Tri-C®) boasts one of the strongest brands among our nation's 1,100+ community colleges. Each year, community awareness surveys reveal a level of brand recognition in Northeast Ohio that any commercial enterprise would envy.

Tri-C Teal, the Community Circle logo and our slogan, "Where futures begin," resonate throughout the region. And now, we have an exciting addition to our brand identity with the 2019 rollout of our new athletic team name, Triceratops, and our mascot, Stomp.

The new name and mascot will further increase the profile of what is already a nationally recognized community college brand, serving as a model for other institutions that wish to expand their community connections.

Ultimately, however, the Tri-C brand is more than just a logo, color, catchphrase or mascot. Our brand is reinforced every day — not only in the media, but on our campuses, and in our classrooms and neighborhoods as well.

Each of us shapes the Tri-C brand through our actions and interactions. It is vital that we reinforce that brand by speaking with one voice and presenting a coherent visual representation of our mission and purpose.

Our Integrated Communications department bears the responsibility for managing this diverse and powerful brand. They coordinate our advertising, design, interactive platforms, internal communications, media relations, publications and other communication efforts.

As part of that responsibility, the department has produced this updated *Graphic Standards and Style Guide* to provide a framework for the Tri-C brand and the communication of that brand in both visual and written forms.

Thank you for your commitment to reinforcing the Tri-C brand. I trust that this manual will be a valuable resource as you work with our Integrated Communications department to continue telling the College's story.



A handwritten signature in black ink that reads "Alex Johnson".

Alex Johnson, Ph.D.  
*President*  
Cuyahoga Community College

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## Purpose of This Guide

### QUESTION ABOUT DESIGN?

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The *Cuyahoga Community College Graphic Standards and Style Guide* offers Tri-C employees guidelines for advertisements, pamphlets, written documents, course descriptions, catalogs and more. Its goal is to let the College speak with one voice, thereby strengthening the Tri-C brand. It also aims to avoid common mistakes that may dilute the effectiveness of any Tri-C communication, whether digital or print. It is important that Tri-C publications communicate information clearly, concisely and intelligently.

The graphic standards portion of the guide aims to give printed and digital materials an appearance that is easily and immediately recognizable as belonging to the College. The graphic standards apply explicitly to graphic elements.

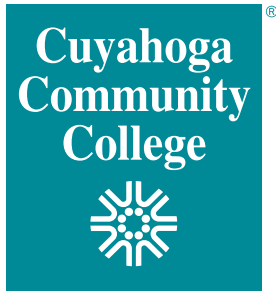
The style guide portion aims to standardize some commonly confused writing conventions, allow printed materials to be clear and concise and allow the College to speak with one voice. Where the graphic standards apply to visual elements, the style guide applies to copy.

As a rule, Tri-C uses the *Associated Press Stylebook and Briefing on Media Law* as its style guide. Contact Integrated Communications at 216-987-4538 with questions about AP style.

For answers spelling, style and usage questions not covered by this guide or the AP Stylebook, consult Webster's New World College Dictionary.



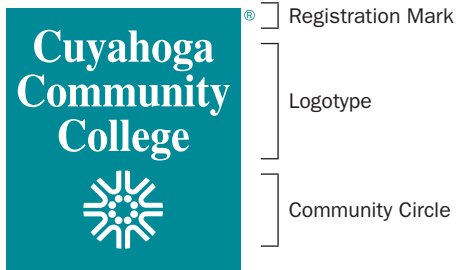
## College Logo



The Cuyahoga Community College logo was carefully designed to reflect the College’s educational philosophy and mission. The design, which includes the Community Circle symbol, implies the open, countywide impact of College services with paths leading to and from its educational delivery sites. The design is a representation of our dynamic and changing institution.

### Purpose and Use

The logo is the most important symbol of the College. The College logo is to be used on every printed piece produced for the College. In addition, the logo is to appear on the College homepage and all other pages of the website.



### Symbol and Logotype Relationship

The logo consists of the register (or registration) mark, type, Community Circle and colorblock, which are not to be separated. The size and placement of the type and Community Circle in relation to the rectangle should never be altered.

The U.S. Patent and Trademark Office approved the applications for the registration of the College logo. The ® symbol should be used in connection with each use of the College logo. If you find that non-College persons are using the College logo without permission from the College, you should immediately report this information to the Integrated Communications department. The College is required to monitor the use of its mark. Failure to do so can weaken the mark’s protection.



### Community Circle

The Community Circle was adopted by the College in 1976. A series of eight dots and eight C-figures arranged in a circle, it serves as a visual representation of the College as a community entity, with multiple locations providing access to education for many people.

Please note that the Community Circle is an element of the Tri-C logo and not a logo itself. As such, it should always appear as a part of the Tri-C logo. Exceptions to this rule must be initiated or approved by Integrated Communications.

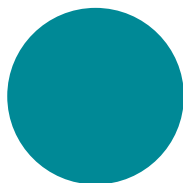
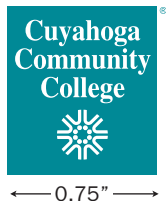


### Placement

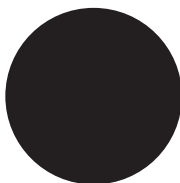
All logo placements must maintain a clear space on all four sides equivalent to 25% of the width of the logo.

The logo should not be altered with a stroke or box, or be placed in a location where other graphic elements alter its appearance.

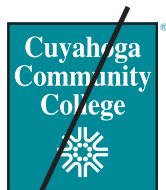
## College Logo



PMS 321



Black



### Minimum Size

The minimum size the logo can be printed is 0.75" wide. If the logo does not fit in the space available, do not use the logo. Instead, use the complete College name: Cuyahoga Community College.

### Color

The logo must be printed in PMS 321 on all color pieces, or black on black ink-only pieces.

**Pantone Matching System (PMS):** 321

**RGB equivalent:** R:0 G:137 B:152

**CMYK equivalent:** C:100 M:22 Y:41 K:2

**Web-safe hexadecimal:** #009999

### Reproduction

In the majority of cases, the College logo should not be used in reverse. You must receive permission from Integrated Communications to use the College logo in reverse format.

The logo should always be reproduced clearly and legibly.

### Improper Use

Do not alter the shape of the logo box, add a rule line around it or reproduce it in any colors other than teal, black or white. Do not create department or organization logos that conflict or overshadow the Tri-C logo.

Certain College entities have graphic identities that incorporate the Tri-C brand. Any such graphics used for department initiatives, identification, etc. **must be developed with or approved by Integrated Communications.**

## College Tagline

### Purpose and Use

The College tagline is a phrase that identifies Tri-C to the public. The tagline parallels the College mission statement, inspiring the individual with a promise of hope.

The official tagline of the College is **Where futures begin<sup>SM</sup>**

The font is **ITC Franklin Gothic Std Medium**.

The entire tagline must be the same font size and weight. The color should be black or PMS 321.

The word “Where” should always be capitalized; “futures” and “begin” should be lowercase.

The tagline should never be followed by punctuation.

A service mark (<sup>SM</sup>) should follow the tagline. The service mark should also be ITC Franklin Gothic Std Medium. The service mark should always be capitalized and superscript (<sup>SM</sup>).

#### Example:

**Where futures begin<sup>SM</sup>**

#### Improper Use:

**Where Futures Begin.<sup>SM</sup>**

**WHERE FUTURES BEGIN<sup>SM</sup>**

**Where Futures Begin SM**

The College tagline should always be used with the College logo. The logo, however, may be used without the tagline.

In some instances, “Tri-C” with the tagline is acceptable.

**Tri-C® Where futures begin<sup>SM</sup>**

The tagline may only be used in a sentence if it follows “Cuyahoga Community College” or “Tri-C.”

#### Examples:

Cuyahoga Community College is where futures begin.

Tri-C is where futures begin.

Do not use approximations of the tagline.

#### Improper Use:

The campuses of Tri-C are where your future begins.

Your future can begin at the beautiful Eastern Campus.

To begin your future, attend Tri-C.

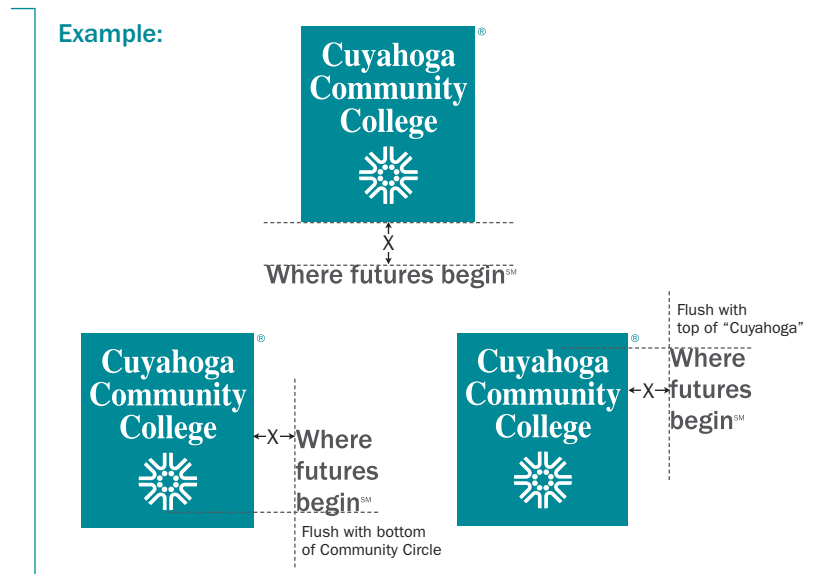


## College Tagline

The tagline may be used below the logo or to the right side of the logo.

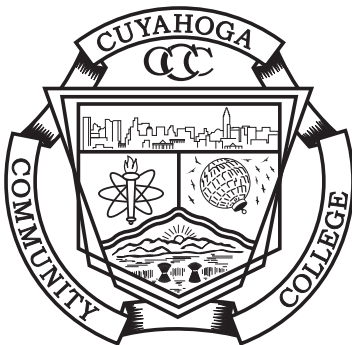
In some circumstances, the tagline may appear on three lines. In these instances the tagline should be stacked flush left.

A clear space between the logo and tagline should be equivalent to 25% of the width of the logo.



For more specific guidelines about tagline placement, contact Integrated Communications at 216-987-3517.

## College Seal



### Purpose and Use

The Cuyahoga Community College seal symbolizes the benefit of education that Tri-C brings to Northeast Ohio. Created in 1964, this seal contains artistic references to the Ohio seal — namely, the mountains and the sheaves of wheat which form the bottom of the seal. The future of education is referenced by technology in the images of the satellite and the atom. The founders of the College wanted to graphically show that Tri-C would prepare students for jobs and careers of the future. Capping these images is the Cleveland skyline.

The College seal is to be used only on official College documents such as transcripts, diplomas and commencement materials.

Questions regarding the College seal should be directed to Integrated Communications.

## Mascot Logo



**TRI-C**  
**TRICERATOPS**

**TRI-C**  
ATHLETICS

### Purpose and Use

The Tri-C Triceratops logo not only represents the institution's athletics program, it also serves as the unifying brand for the College community. The logo is permissible for academic, extracurricular and athletic usage but must accompany the College logo on academic communications.

### Logo Versions

#### Primary Logo

The primary logo features the Triceratops illustration, "Tri-C" and Triceratops text. The most commonly used mascot logo, it incorporates the school name as well as the essential graphic elements.

#### Head Logo

The head logo is ideal for use in small spaces. To use the head logo by itself, its affiliation with the College must be obvious in context.

#### Body Logo

The body logo can be accompanied by supporting text other than the "Tri-C" and "Triceratops" text above. However, in all cases, its affiliation with the College must be obvious in context.

#### Secondary Logo

The secondary logo is ideal when the "Triceratops" reference supersedes Tri-C and when space is limited, such as on athletic uniforms.

#### Stacked Wordmark

The stacked wordmark, also available as a single line, can be used when the dinosaur graphic is unnecessary or when space does not permit its use, such as on a pen or pencil.

#### Sports-Specific Wordmark

The sports-specific wordmark serves as a quick identifier for the College's athletic teams and should be used in areas where the sports-specific versions of the primary logo are undesirable or unsuitable, such as a tag on a hat.

## Mascot Logo

### Principal Typography

**TRI-C**

#### CRETACEOUS BOLD

Custom font, not available in keyable format

**TRI-C**

#### CRETACEOUS CONDENSED

Custom font, not available in keyable format

### Secondary Typography

**TRI-C**

#### STAINLESS

Available in the following:

- Stainless
- Stainless Compressed
- Stainless Condensed
- Stainless Extended

All of the above available in the following weights/styles:

- |                  |                |
|------------------|----------------|
| • Light          | • Bold         |
| • Light Italic   | • Bold Italic  |
| • Regular        | • Black        |
| • Regular Italic | • Black Italic |

### Mascot Style Guide

A mascot style guide is available upon request and can be used as a quick reference to all Triceratops logo and typeface variations.

#### Triceratops

The name of Tri-C's athletic teams and the College's mascot. Tri-C Triceratops is the full athletic team name for the College, similar in use to "Cleveland Cavaliers."

#### Tops

Tops, the abbreviated version of Triceratops, is easy to say and takes up less space. Tri-C Tops is the shortened version of the athletic team name, similar in use to "Cleveland Cavs."

#### Stomp

Stomp is the name of our costumed mascot, but it can also refer to the Triceratops in our logo. Stomp, the costumed mascot, is gender neutral and referred to as "they/them."

### Improper Logo Usage Examples



Do not create additional outlines.



Do not stretch, condense or otherwise change proportions.



Do not add, delete or otherwise change any elements.



Do not use any unofficial or unauthorized colors.

## Fonts

The College has chosen two primary font families — ITC Franklin Gothic Std and Utopia — which should be used for all College publications. Both offer a range of weights and styles, of which only a few are shown on the next two pages. Use your discretion when selecting a font, and keep in mind that clear and legible communication is always the primary goal. On a Windows system, Franklin Gothic and Cambria are acceptable alternatives. Only limited use of our specialty fonts — Ernest and Emily and Bickham Script Pro — is acceptable.

### ITC Franklin Gothic Std

ITC Franklin Gothic Std Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"

ITC Franklin Gothic Std Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"*

ITC Franklin Gothic Std Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"**

ITC Franklin Gothic Std Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"***

ITC Franklin Gothic Std Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"**

ITC Franklin Gothic Std Demi Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"***

ITC Franklin Gothic Std Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"**

ITC Franklin Gothic Std Heavy Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,:;!@#\$%^&\*()[{}]"***

*ITC Franklin Gothic Std condensed and compressed fonts also available.*

## Utopia

Utopia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()[]{}”

Utopia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()[]{}”*

Utopia Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()[]{}”**

Utopia Semibold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()[]{}”***

Utopia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()[]{}”**

Utopia Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()[]{}”***

## Ernest and Emily

Ernest and Emily Solid

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()”*

## Bickham Script Pro

Bickham Script Pro Regular

*ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,:;!@#%&^\*()”*

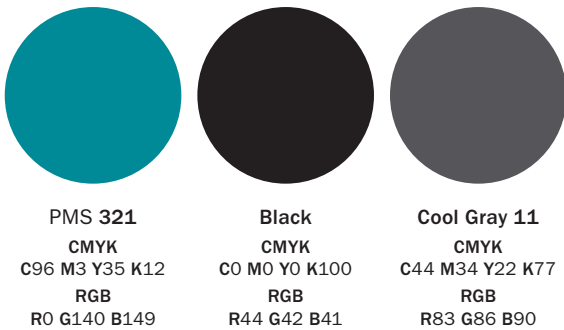
*Bickham Script semibold and bold fonts also available.*

## Color Palette

Integrated Communications has developed a color palette that provides maximum flexibility while adhering to a professional brand standard for the College. These colors can also be used at lower intensities, or “screens,” to provide additional options for graphic communication.

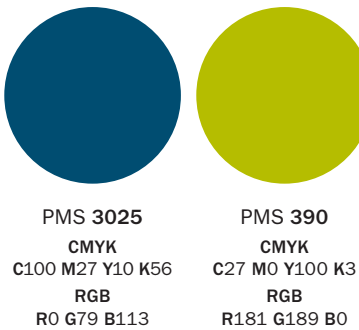
### Primary Color Palette

The primary color palette is suitable for all Tri-C designs.



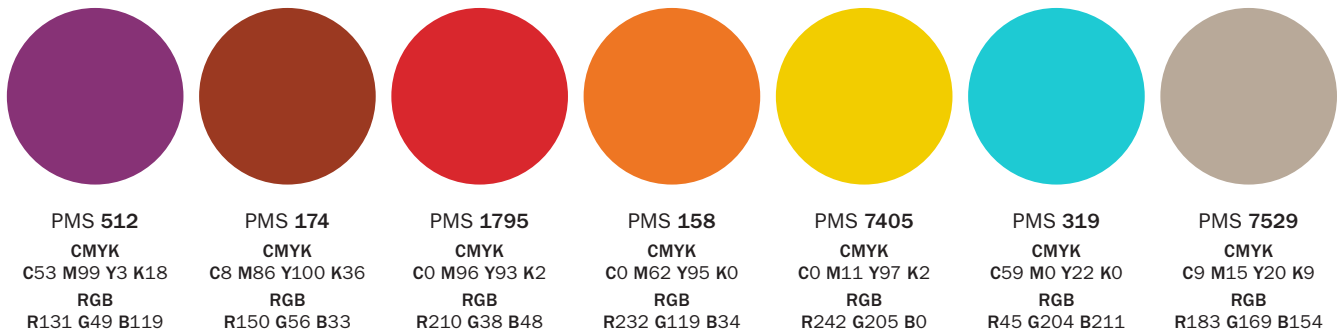
### Secondary Color Palette

The secondary color palette is suitable for enhancing select Tri-C designs. It must be used in conjunction with our 321 teal.



### Tertiary Color Palette

Intended for Integrated Communications design use to enhance or differentiate a design. Improper use of this palette may contradict the Tri-C brand. Please consult with the department before utilizing these colors or to request their use.



### Web Palette

There is a palette that exists for exclusive use on the Tri-C website. See Page 22 for a listing of those colors.

### Accessible Palette

A separate palette exists for exclusive use in accessible documents. Please contact Integrated Communications for more information.

## Photography



Print publication – 300 dpi



Web or PowerPoint – 72 dpi

The College secures professional photographers to document significant College events. If you have an event that you feel needs photography, consult your campus manager or fill out a photography request form. Any photograph that includes students or minors may require a valid photography release. Consult the the Integrated Communications department for details.

Both of these forms are available at <https://portal.tri-c.edu/forms/marketing.htm>.

You may not photograph any person under the age of 18 without written consent from their parent or legal guardian.

If you take your own digital photos, keep in mind that images to be used for print purposes must be shot at a minimum resolution of 300 dpi. Images for use on a webpage or PowerPoint presentation should be shot at a resolution of 72 dpi.

**Print publication:** 300 dpi

**Web or PowerPoint:** 72 dpi

Printing an image at 72 dpi creates a blurred or pixelated picture. However, on a computer screen, this same image will not look pixelated.

### THIS MEANS THAT

**Dots Per Inch (dpi):**  
A measure of resolution used for printed text or images. The more dots per inch, the higher the resolution.

## Advertisements

In order to maintain consistency, Integrated Communications has developed a series of advertising formats that can be selected to convey specific College messages, announcements, congratulations and other information. When requesting the creation of an ad, please choose one of the following five options. Each of the following styles can be modified for various dimensions and content.

The first ad in each style represents the maximum amount of content the ad can accommodate at 8x10 inches. The other ads depict a sampling of alternate color schemes. Be mindful that content for smaller ad dimensions should be reduced to maintain legibility.

Each ad style was designed to be effective and self-sufficient. Mixing styles is prohibited, as it results in a disjointed presentation. Some legacy ad formats are in use and may reoccur under special circumstances; however, the five new styles should be the first choice going forward.

**Using my education to start a career has always been my goal.**

Cuyahoga Community College (Tri-C®) offers an affordable choice for higher education. In fact, you can save thousands by earning an associate degree at Tri-C before transferring to a four-year university to complete your bachelor's.

Cuyahoga Community College helps put your dreams within reach. Tri-C offers affordable tuition, flexible course schedules, convenient campus locations and a high-quality education. Whether you want to pursue a trade through the College's workforce division or earn an academic degree to transfer to a four-year institution, Tri-C has a program to fit your needs. There is a reason that Tri-C is still the place where futures begin.

**tri-c.edu**  
216-987-6000

Cuyahoga Community College

Campus Name | Street Address | City, Ohio | Zip Code

**With a campus so close, I still have time for my family.**

Cuyahoga Community College (Tri-C®) offers an affordable choice for higher education. In fact, you can save thousands by earning an associate degree at Tri-C before transferring to a four-year university to complete your bachelor's.

Cuyahoga Community College helps put your dreams within reach. Tri-C offers affordable tuition, flexible course schedules, convenient campus locations and a high-quality education. Whether you want to pursue a trade through the College's workforce division or earn an academic degree to transfer to a four-year institution, Tri-C has a program to fit your needs. There is a reason that Tri-C is still the place where futures begin.

**tri-c.edu**  
216-987-6000

Cuyahoga Community College

Campus Name | Street Address | City, Ohio | Zip Code

### STYLE A

#### All-purpose ad for sharing general information

This style mirrors the look of the Tri-C website and is ideal for content that is supported by detailed information on the site. The horizontal color bar can utilize any color from the palette, while the faded band at the middle can be color or a graphic texture.

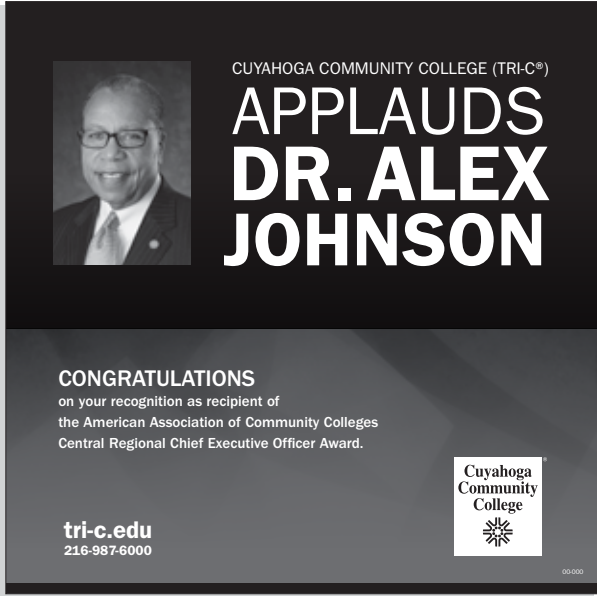
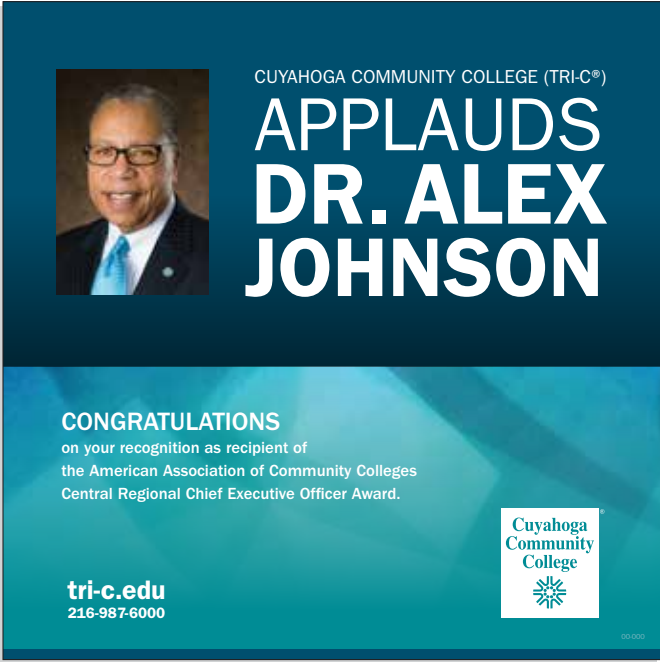




**STYLE B**

Preferred ad for general promotion of the College

“Where futures begin” is the standard College message, ideal for use as a general promotional ad. This format should be free of photography or other graphic elements other than the Community Circle.



**STYLE C**

Ad style for congratulatory or recognition message

This style is intended for sponsorship or congratulatory messages used in program books, magazines or newspapers. Photographs are not preferred, but can be accommodated by this ad format.

**Advance futures and transform the region.**

The Cuyahoga Community College (Tri-C) Foundation provides resources for advancing student success. Donors help ensure Tri-C has the resources needed to help every student learn, thrive and succeed.

Your gift to the Tri-C Foundation is tax deductible. Our staff is available to assist you as you make your gift. Please call us at 216-987-4868. Thank you for your support!

**tri-c.edu/give**  
216-987-4868

Cuyahoga Community College  
Where futures begin™

**Advance futures and transform the region.**

The Cuyahoga Community College (Tri-C) Foundation provides resources for advancing student success. Donors help ensure Tri-C has the resources needed to help every student learn, thrive and succeed.

Your gift to the Tri-C Foundation is tax deductible. Our staff is available to assist you as you make your gift. Please call us at 216-987-4868. Thank you for your support!

**tri-c.edu/give**  
216-987-4868

Cuyahoga Community College  
Where futures begin™

**STYLE D**

Foundation-specific ad for sharing general information

This style is for Foundation use only. The color and pattern must remain the same, but the photography can change to mirror the ad content.

CUYAHOGA COMMUNITY COLLEGE (TRI-C®) FOUNDATION

**SALUTES OUR LOCAL PARTNERS**

**Our Mission**  
To provide resources for advancing student success at Cuyahoga Community College and to transform the lives of those Tri-C serves.

**tri-c.edu/foundation**  
216-987-4868

Cuyahoga Community College  
Where futures begin™

CUYAHOGA COMMUNITY COLLEGE (TRI-C®) FOUNDATION

**SALUTES OUR LOCAL PARTNERS**

**Our Mission**  
To provide resources for advancing student success at Cuyahoga Community College and to transform the lives of those Tri-C serves.

**tri-c.edu/foundation**  
216-987-4868

Cuyahoga Community College  
Where futures begin™

**STYLE E**


Foundation-specific ad format for congratulatory or recognition message


This style is for Foundation use only and is intended for sponsorship or congratulatory messages used in program books, magazines and newspapers. A photograph should not be used in this style.

## Save on college tuition.

Earn an associate degree at Tri-C® before transferring to a four-year university to complete your bachelor's.


SAVE NOW






## Earn a college degree for less.

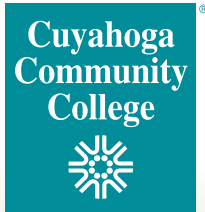
Earn an associate degree at Cuyahoga Community College (Tri-C®) before transferring to a four-year university to complete your bachelor's.




START NOW



## Earn a degree for less.



SAVE NOW



## Earn a college degree for less.

Earn an associate degree at Tri-C® before transferring to a four-year university to complete your bachelor's.



START NOW

**DIGITAL ADS**

Digital ad designs should match the print ad formats (Style A shown). Content should be short and to the point, ultimately directing the reader to the website for additional information. Smaller digital ads should forgo the Tri-C logo for the words “Cuyahoga Community College.” Call-to-action buttons should reflect the content of the digital ad (e.g., Save Now, Start Now).

## Save on college tuition.

Cuyahoga Community College

SAVE NOW





**MULTIMEDIA CAMPAIGNS**

These incorporate promotions for television, print, web and radio

Integrated Communications and our creative partners create multimedia campaigns to promote the College. These often focus on a student success story.



**PROMOTIONAL ITEMS AND WEARABLES**

These items are used to promote the College brand while eliciting school pride

Promotional items and wearables, including athletic uniforms and apparel as well as employee and student organization items and apparel, should pull from the primary color palette to reinforce the strength of our brand. Should a broader color palette be required to differentiate a series of items, please contact Integrated Communications for recommendations.

## Printing Process

### Print Production Guidelines

Integrated Communications is the front door for print production at the College and should be contacted for all print production, including that being considered from outside suppliers.

Basic steps:

- 1) Contact the Integrated Communications department (ICD) manager serving your campus or department.
- 2) The ICD manager will walk you through the project intake process to obtain a complete scope of the project.
- 3) ICD will determine whether the project can be produced directly through ComDoc or if additional design production services are needed from ICD's Creative team.
- 4) The ICD manager will follow up with you regarding timeline and cost.
- 5) Production will begin on your project.

### General Copying

Use your campus copy center for flyers promoting courses or for faculty classroom support. Also use the copy center when you need small quantities of printed material.

The guidelines have not changed for simple copy requests at your campus copy center. Simply log in to *my Tri-C space* and find the Copy Center card.

Every printed piece portrays the College and should be concise, with its message conveyed in a clear, brand-driven format. Brochures, flyers, postcards, posters, etc. should be high-quality and follow this Graphic Standards and Style Guide.

### Copyright

All copyright laws apply for printed material at the College. You are responsible for making sure you do not infringe upon copyright laws.

For information on copyright laws, visit [copyright.gov](http://copyright.gov).

## THIS MEANS THAT

### CMYK (full or 4-color):

A color model that describes each color in terms of the quantity of each secondary color (cyan, magenta, yellow), and “key” (black) it contains.



# Website Key Elements Style Guide

The key elements style guide should be used to promote consistency throughout the Tri-C website. This document outlines standards that should be followed in order to present an attractive and consistent web presence relating to:

Site Structure ▪ Typography ▪ Color Palette ▪ Images and Features

## Site Structure

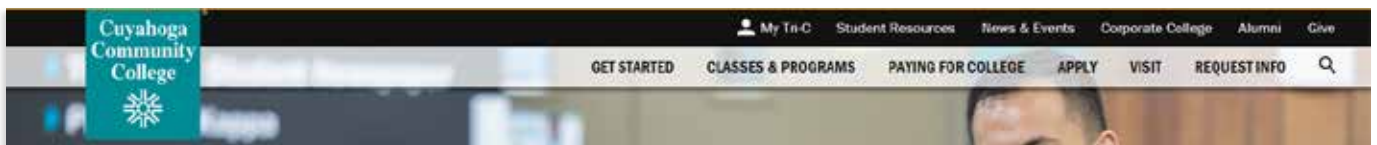
Note: The images within this section are screen captures. Image resolution may vary.

The site structure section provides an overview of the major components that make up the site.

There are two global navigation styles and a single footer that is applied consistently across all pages of the site.

### Site Navigation

The navigation bar guides users to various index and landing pages within the College's website. This navigation stays consistent throughout the site and changes colors when you hover over different sites.



### Global Footer

This global footer is used on all pages of the site.





# Typography

/ » **About** » Training » Training

**Training Site**

Training Site  
Training Site  
Training Site  
Training Site  
Training Site  
Training Site  
Training Site  
Training Site  
Training Site

## Training Site

Intro Paragraph *Founded in 1963 as Ohio's first and largest community college, Tri-C has provided high-quality, affordable education and programs to more than 1 million community members.*

Block Quote *"This is an example of the Block Quote section."*

Paragraph text: Franklin Gothic *More than 1,000 credit courses are offered each semester in more than 200 career and technical programs. Tri-C also grants short-term certificates, certificates of proficiency and post-degree professional certificates.*

Paragraph text: Franklin Gothic *More than 600 noncredit workforce and professional development courses are offered each year.*

Paragraph text: Franklin Gothic *Tri-C serves students at four campuses and at numerous off-campus sites strategically located throughout the county.*

Major Heading **Heading Level 2 (Utopia Regular)**

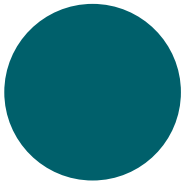
Minor Heading **Heading Level 3 (Utopia Regular)**

## Example Table Style

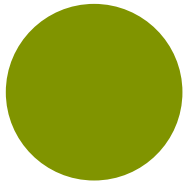
Table Column 1	Table Column 2	Table Column 3
Example	Text	In Table
Table	Example	Text
Text	In Table	Example

## Web Color Palette

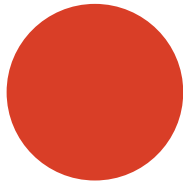
### Primary Web Color Palette



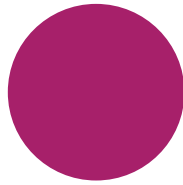
Tri-C Dark Teal  
RGB  
R0 G96 B107  
#00606b



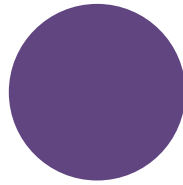
Tri-C Green  
RGB  
R128 G148 B0  
#809400



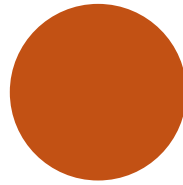
Tri-C Red  
RGB  
R217 G62 B39  
#D93E27



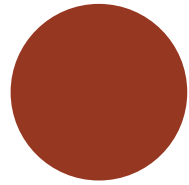
Tri-C Fuschia  
RGB  
R167 G32 B106  
#A7206A



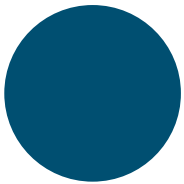
Tri-C Purple  
RGB  
R97 G69 B129  
#614581



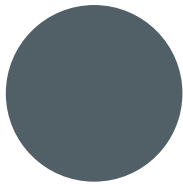
Tri-C Orange  
RGB  
R194 G81 B20  
#C25114



Tri-C Rust  
RGB  
R150 G56 B33  
#963821



Tri-C Blue  
RGB  
R0 G79 B113  
#004f71



Tri-C Slate  
RGB  
R81 G96 B103  
#516067

# Images and Features

## Photo Cluster

- ✕ Getting Started
  - Apply to Tri-C
  - Getting Started
  - Visit Tri-C
  - New Students
  - Returning Students
  - Transfer Students
  - Visiting Students
- + International Students
  - High School Students
  - Online Students
- + Early College
  - Aspire Students
  - Continuing Education
  - Senior Adult
  - Workforce
  - Enrollment Guide
  - First Year Experience
- + Meet Your Recruiter
  - Adult Student Resources
  - Career Exploration Week
  - High School Counselors
  - Office of the Registrar
  - Refer a New Student
  - Together for Community
- + Credit for Prior Learning

Tri-C Home - Start








### Getting Started

*Cuyahoga Community College creates a positive, nurturing and learning-focused environment for students with a wide array of educational and wraparound services, assisting students on every step of their College journey.*

Apply to Tri-C

#### Enrollment Steps:

To start the enrollment process, select which type of student you are.

 <p><b>New Student</b></p> <p style="font-size: x-small;">New Students — First time attending college</p>	 <p><b>Returning</b></p> <p style="font-size: x-small;">Returning Students — Have not registered for a Tri-C class in the past year</p>	 <p><b>Transfer</b></p> <p style="font-size: x-small;">Transfer Students — Coming to Tri-C from another college</p>	 <p><b>Visiting</b></p> <p style="font-size: x-small;">Visiting Students — Attending a term at Tri-C with permission from home college</p>
 <p><b>International</b></p> <p style="font-size: x-small;">International students - citizens of a foreign country that require a student visa or</p>	 <p><b>College Credit Plus</b></p> <p style="font-size: x-small;">College Credit Plus - High school students</p>	 <p><b>Non-Credit Enrollment Steps</b></p> <p style="font-size: x-small;">Non Credit - Programs and classes that do not result in a degree</p>	

## Images and Features

### Images – Small, Medium and Large



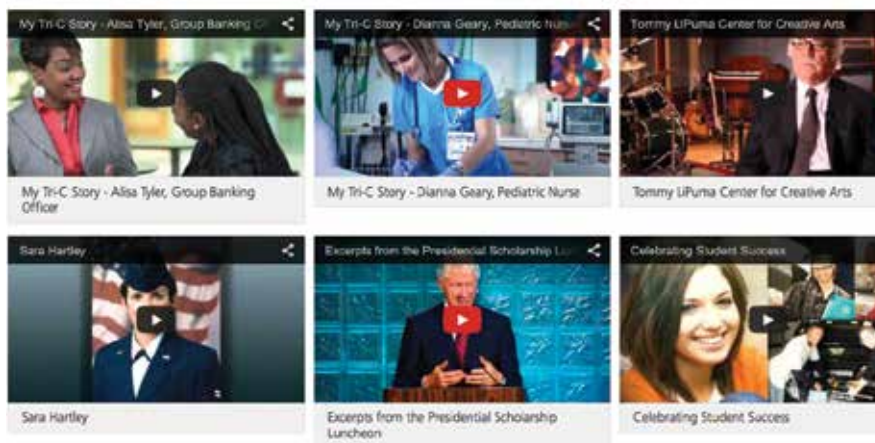
## Images and Features

### Videos



Standalone

#### Tri-C Foundation Videos



Video Selector

# Images and Features

## Buttons and Navigation

**Basic Computer Skills** - Learn basic computer skills like using email, file sharing, navigating websites and more. Includes Microsoft Office.

**Medical Terminology** - Learn how to correctly spell, define and pronounce terms used by health care professionals. This course is foundational for degrees in health careers. Delivered via Blackboard. Earn two college credits. Completed Tri-C application is required.

To start your application process for these courses, [preregister here](#).

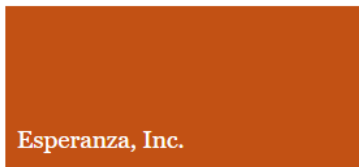
### Other Programs

**Ohio Options** - Whether you are seeking a high school diploma or high school equivalency (GED® Test Preparation) diploma, want to improve your English (ESOL) or are preparing for a job, college or training, Ohio Options provides free, adult education.

**Google IT** - Become an IT support professional.

**Women in Transition** - Assists women going through any transition and offers Personal Development and Career Exploration curriculum; a basic computer training course and workshops to help empower and build confidence through activities that focus on both degree and career attainment. The program is free of charge

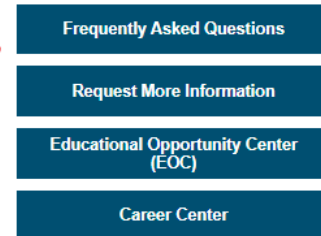
### Access Centers



**Button Cluster**

### Information and Resources

The links below are to additional services and helpful information. **The EOC can provide FAFSA and college application assistance.**



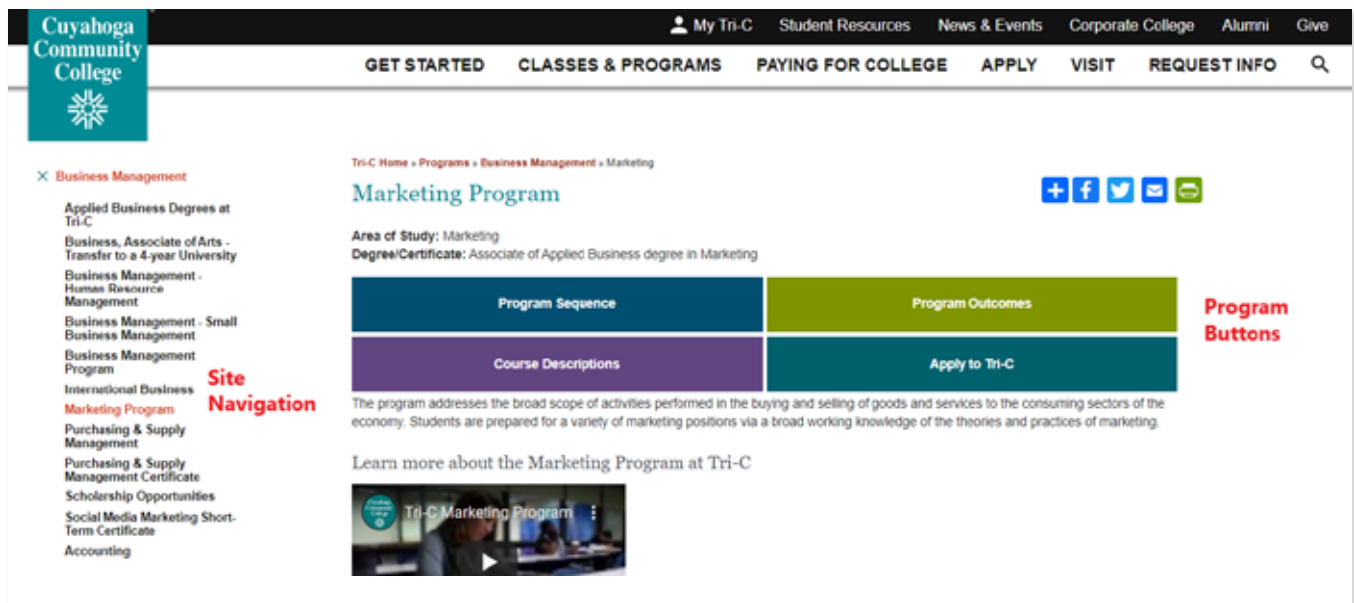
### Locations:

**Esperanza Inc.**  
3104 W. 25th St.  
Cleveland, Ohio 44109

**MetroHealth Medical Center**  
2500 MetroHealth Drive, Room S-101  
Cleveland, Ohio 44109

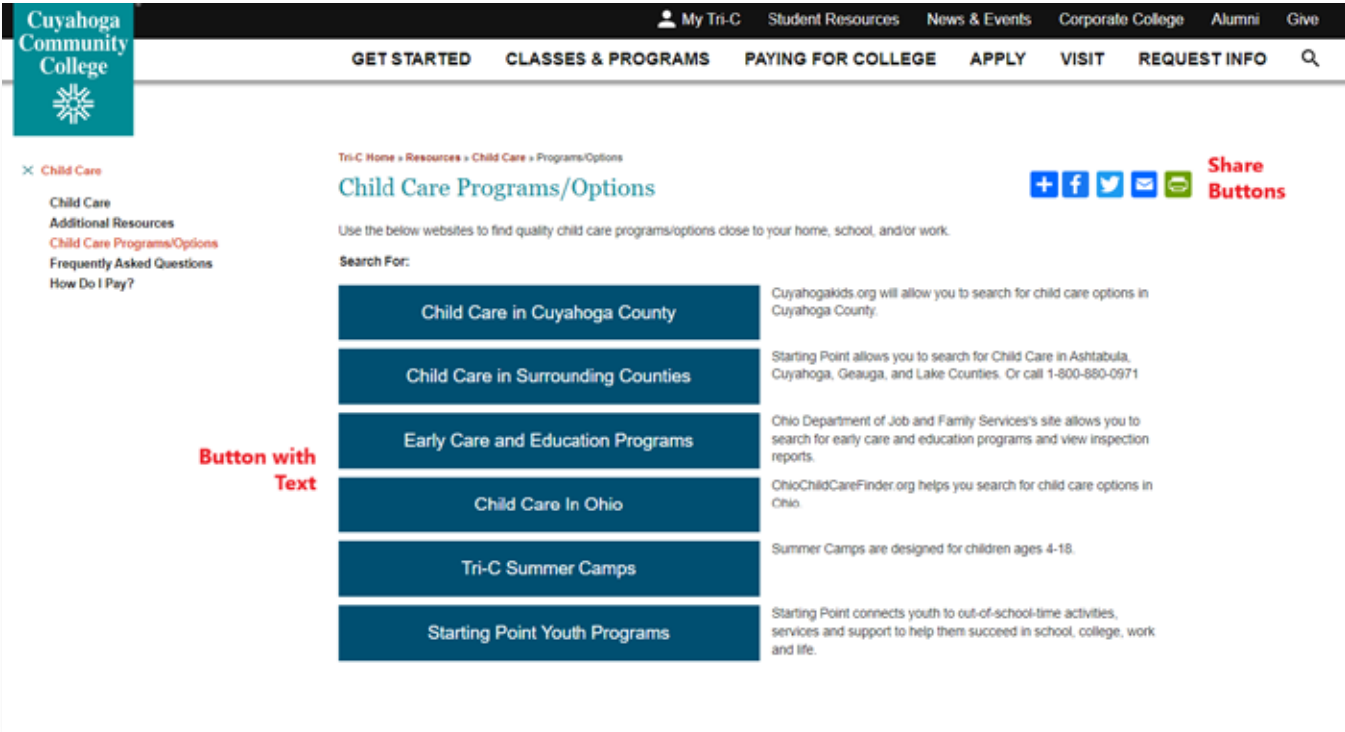
**Olivet at University Hospitals Otis Moss Jr. Health Center**  
8819 Quincy Ave.  
Cleveland, Ohio 44106

**Navigation Block**

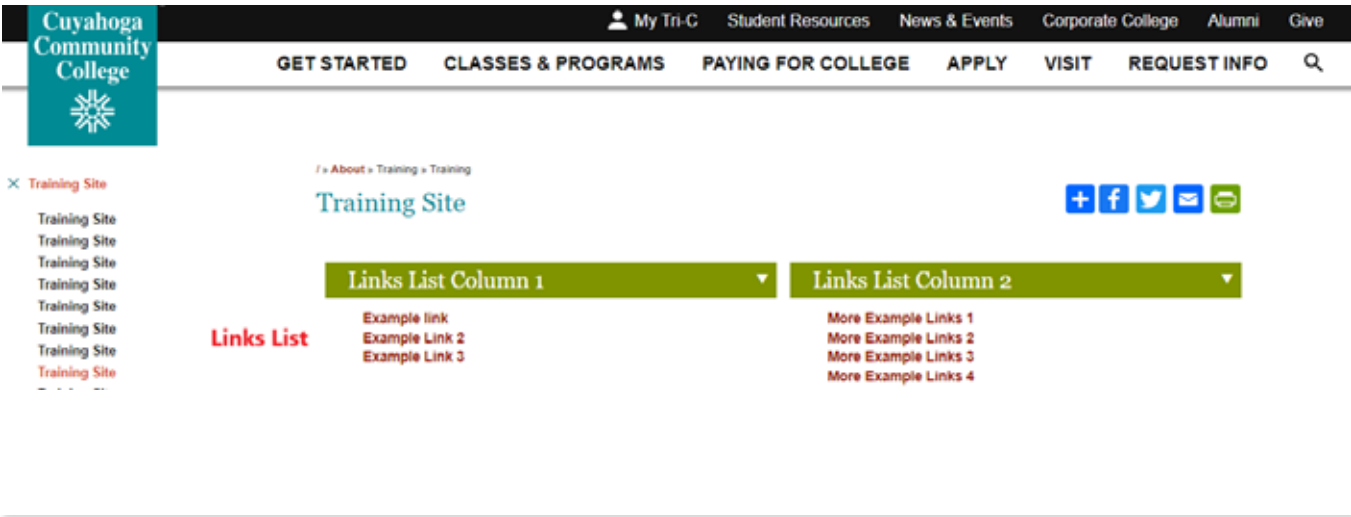


# Images and Features

## More Buttons



## Links



## Images and Features

### Page List

#### Tri-C Speakers Bureau Categories

Each year, more than 300 community groups invite Tri-C Faculty and Staff to speak on topics ranging From the Financial World of Oz to Gardening in NEO, Creating Your Own Brand, and Yoga, Relaxation and Meditation. By year's end, thousands of Northeast Ohioans will have shared in these talks and gained a little more insight into the wealth of knowledge awaiting them at Tri-C.

Do you have a group that would like a Tri-C speaker? Review the topics below and then submit a request form.

**Academic and Career Counseling**  
**Agriculture/ The Environment**  
**College Financial Aid Planning**  
**Communication**  
**Creative Arts**  
**Current Events/The Media**  
**Cuyahoga Community College**  
**Diversity and Cultural Topics**  
**Education**  
**Families, Parenting, and Child Development**  
**Financial Literacy**  
**Health**

**History**  
**Information Technology/ Computer**  
**Literacy**  
**Local Ohio Topics**  
**Philosophy**  
**Professional Development**  
**Psychology and Psychological Counseling**  
**Science and Math**  
**Self Improvement**  
**Societal Issues/Sociology**  
**Workforce and Economic Development**  
**Youth Services**

### Page List

### Accordion (open and closed)

#### Example Heading ×

You can add text here. You can text or you can use bullets.

- Example bullet 1
- Example bullet 2

You can also include **hyperlinks** here.

#### Example Heading 2 +

#### Example Heading +

#### Example Heading 2 +





# College Style Guide

This section provides guidance for clear, consistent writing.  
The College adheres to the AP Stylebook, with some deviations.

Contact the Integrated Communications department for clarification.

## Cuyahoga Community College and Tri-C®

The full College name, Cuyahoga Community College, should be used on first reference to the College. For subsequent references, Tri-C, which is a registered trademark, may be used.

Follow the first reference to Cuyahoga Community College with Tri-C® in parentheses. Only the first Tri-C within an article, news release, webpage, etc. must include the registration mark, which should always be superscript (®).

To insert the registration mark in Word, type (R) and then a space. The program will automatically create the superscript.

Regular use of the symbol serves as notice to others that Tri-C is a registered trademark and that the College has exclusive rights to use it. If you find that non-College persons are using the mark without permission of the College, notify the Integrated Communications department.

### Example:

Cuyahoga Community College (Tri-C®) is the largest community college in the state. Tri-C also has low tuition.

Tri-C must always appear with a capital “T,” a capital “C” and a hyphen between “Tri” and “C.” “Tri” and “C” must always appear on the same line.

### Example:

Tri-C

### Improper Use:

Tri—C

TRI • C

An exception is the College URL, tri-c.edu. In this instance, “Tri-C” should appear in all lowercase with no underline or color change. (See URLs, p. 38.)

Always capitalize “college” when referring to Tri-C.

### Example:

The College experienced record enrollment this semester at the Eastern Campus.

When referring to another institution or to higher education in general, use “college” in lowercase.

### Examples:

Baldwin Wallace is a college with an interesting history.

An academic plan is important for college students.

Cuyahoga Community College should never be abbreviated as “CCC.” Always use “Tri-C.”

## Triceratops/Stomp

See Page 7 for information on proper usage.

## Campuses

The College has four campuses — Eastern, Metropolitan, Western and Westshore — along with College sites and off-campus sites. No campus should be referred to as the main campus.

The first reference to any campus should be preceded by “Cuyahoga Community College” if it is not already clear that the campus is part of Tri-C. In this case, be sure to use the full College name.

### Example:

The Cuyahoga Community College Western Campus is beautifully landscaped.

“Tri-C” may be used in subsequent references.

An exception may be made for items like mugs and pins. In these cases, “Cuyahoga Community College” may be eliminated, provided it is clear that you are referencing a College campus. The full campus name should be used on first reference: Eastern Campus, Metropolitan Campus, Western Campus, Westshore Campus.

Capitalize “campus” when preceded by a campus name; however, when multiple campuses are listed in sequence, “campuses” should be lowercase. Multiple campuses should be listed alphabetically.

### Example:

The Eastern, Metropolitan and Western campuses celebrated Earth Day.

“Metro” is acceptable in place of “Metropolitan” in later references. However, “East” and “West” should not be used in place of “Eastern” and “Western” in written communication.

## College Sites

First reference to sites should be spelled out and preceded by “Cuyahoga Community College’s” if it has not been established that a part of the College is being discussed.

**Example:**

The meeting will take place at Cuyahoga Community College’s Brunswick University Center.

## Corporate College®

Corporate College is protected as a registered trademark and on first reference should include the superscript (®).

**Example:**

Corporate College® East will host a business luncheon.

Follow Corporate College East and Corporate College West with their abbreviations in parentheses only if the abbreviation is used later in the press release, article, etc.

**Example:**

Corporate College® East (CCE) will host a business luncheon Aug. 16. Accountants from across Northeast Ohio will get their first chance to see CCE.

## Jack, Joseph and Morton Mandel Humanities Center

The full name of the Jack, Joseph and Morton Mandel Humanities Center must always appear on one line. The Mandel Humanities Center is acceptable in subsequent references.

## KeyBank Public Safety Training Center

All text references to the KeyBank Public Safety Training Center must include the name “KeyBank,” per the naming agreement. Always use the full building name on first reference, with PSTC in parentheses if the abbreviation will be used later. KeyBank PSTC is acceptable in subsequent references.

## MetroHealth Science and Health Careers Building

All text references to the MetroHealth Science and Health Careers building must include the name “MetroHealth,” per the naming agreement. Always use the full building name on first reference, with MSHC in parentheses if the abbreviation will be used later. The word “building” should never be capitalized.

## Buildings and Rooms

### Campus Buildings and Abbreviations

#### EASTERN CAMPUS

Education Center .....	EEC
Health Careers and Technology .....	EHCT
Liberal Arts .....	ELA
Student Services .....	ESS
Mandel Humanities Center .....	EMHC

#### METROPOLITAN CAMPUS

Arts and Music Auditorium .....	MAM
Buildings and Grounds.....	MBG
Business and Administration .....	MBA
Campus Center .....	MCC
Gill and Tommy LiPuma Center for Creative Arts .....	MCCA
Liberal Arts .....	MLA
Media Center .....	MMC
MetroHealth Science and Health Careers .....	MSHC
Recreation Center .....	MRC
Student Services .....	MSS
Technology Learning Center .....	MTLC
Theatre Arts .....	MTA

#### WESTERN CAMPUS

Advanced Automobile Technology Center .....	WAATC
Business and Technology .....	WBT
Health Technologies Center.....	WHTC
Liberal Arts .....	WLA
Recreation Center .....	WRC
STEM Center .....	WSTEM
Student Services .....	WSS
Technology Learning Center .....	WTLC
Theatre Arts .....	WTA

#### WESTSHORE CAMPUS

Health Careers and Sciences .....	SHCS
Liberal Arts and Technology.....	SLT

#### ADVANCED TECHNOLOGY

TRAINING CENTER .....	ATTC
-----------------------	------

#### BRUNSWICK UNIVERSITY CENTER .....

BUC
-----

#### CORPORATE COLLEGE® EAST .....

CCE
-----

#### CORPORATE COLLEGE® WEST .....

CCW
-----

#### DISTRICT ADMINISTRATIVE SERVICES .....

DISTRICT
----------

#### HOSPITALITY MANAGEMENT CENTER AT PUBLIC SQUARE .....

HMC
-----

#### JERRY SUE THORNTON CENTER .....

JSTC
------

#### KEYBANK PUBLIC SAFETY

TRAINING CENTER .....	PSTC
-----------------------	------

#### MANUFACTURING TECHNOLOGY CENTER.....

MTC
-----

*Formerly Unified Technologies Center (UTC)*

In most cases, the first letter of the abbreviation references the campus. Do not capitalize the word “building.” Include the abbreviation in parentheses on first reference only if the abbreviation is used later in the press release, article, etc.

**Example:**

Cuyahoga Community College Western Campus includes the Health Careers and Sciences (WHCS) building as a stop on the student tour. WHCS houses the College’s polysomnography program.

Buildings with “center” as part of their name do not need “building” as a descriptor.

Use the “re” ending when citing the theatres on all campuses and College sites, including any reference to the Theatre Arts department.

## Room Numbers

The word “room” is not capitalized when citing room numbers. In subsequent references, when the building name is abbreviated, the word “room” is omitted.

Do not hyphenate room numbers that include letters. See examples below for guidance.

**Examples:**

The lecture will take place in the Student Services building (WSS), room 101A.

The Financial Aid office is located in WSS G224.

## Departments and Offices

College departments and offices should only be capitalized when referring to the specific department or office by its full name. General concepts are not capitalized. Do not capitalize “department.”

**Example:**

The Automotive Technology department helps students understand automotive technology.

Academic departments should be capitalized.

**Example:**

Creative Arts offers students the opportunity to learn about the music industry.



## THIS MEANS THAT

**Campus vs. Site or Center:**

A campus offers the courses needed to bestow an associate degree, while a site or center does not.

## Programs and Courses

Academic programs should only be capitalized when referring to a specific College program by its full name. General concepts are not capitalized. For official program names, visit [tri-c.edu/programs](http://tri-c.edu/programs).

### Examples:

The Plant Science and Landscape Technology program is based at the Eastern Campus.

Studying plant science and landscape technology can prepare a student for a career at a public greenhouse.

“Course” and “class” are not interchangeable. A class is an actual meeting of students and instructor or a unit of an online course. A course is an educational whole comprising a series of classes on a subject.

### Examples:

John’s biology class meets on Tuesdays.

Mary must take two more courses to graduate.

## Student ID Number (S-Number)

Each student receives a unique ID number (S-Number) upon registration. It begins with the letter “S” followed by eight randomly generated numbers.

The correct way to refer to this ID number is “S-Number,” with a hyphen separating the “S” from the “N.”

“S#” may be used as shorthand on forms.

### Example:

New students receive an S-Number when they apply to the College.

When an S-Number is written out, the “S” should always be capitalized.

### Example:

S10101010

## Academic Degrees and Vocational Certificates

### Degrees and Certificates

General references to degrees and certificates should never be capitalized unless they start a sentence.

### Examples:

associate degree

certificate

post-degree certificate in programming and development

References to specific Tri-C degrees should be capitalized as follows:

- Associate of Arts
- Associate of Applied Science in Massage Therapy
- Associate of Applied Business in Business Management with a concentration in Human Resource Management

*For guidelines on other degrees, consult [The Associated Press Stylebook](#) and [Briefing on Media Law](#).*

### Honors

Phi Theta Kappa is the College’s honor society.

Honors like cum laude, summa cum laude, magna cum laude, etc. are written in lowercase.



## Faculty and Staff Titles and Names

### Faculty

On first reference, a faculty member's name should be followed by a comma, Ph.D. or Ed.D. if applicable, another comma and the person's title. Titles, when they follow a name, are written in lowercase.

#### Example:

John Doe, Ph.D, assistant professor of sociology, earned an honorary title.

For a faculty member who also serves as a director, dean or in another position at the College, follow his or her academic title with his or her other title.

#### Example:

Jane Kim, Ph.D., assistant professor of sociology and director of the Center for South American Studies, earned an honorary title.

In subsequent references, use the person's last name only.

"Professor" should only be abbreviated when used as an official title.

#### Examples:

Assistant Professor Jane Kim teaches sociology.  
Jane Kim is my sociology professor.

### Staff

On first reference, an administrator's name should be followed by a comma, Ph.D. or Ed.D. if applicable, another comma and the person's title. Titles, when they follow a name, are written in lowercase.

#### Examples:

Jamaal Brown, assistant director of Integrated Communications, said tuition remained affordable.  
Jana Jones, Ph.D., Nursing program manager, predicts an increase in enrollment.

If a person's title precedes his or her name, capitalize it.

#### Example:

Associate Dean of Nursing, John Robinson, was at the health fair.

## Email Addresses

Tri-C email addresses are not case-sensitive and, as such, do not need to include any capital letters when written out or typed.

#### Example:

juanita.diaz@tri-c.edu

### Email Signature

Email signatures need to be professional and consistent. Use the 11-point Cambria font. Name should be boldface. Then list title and department, College name followed by campus or site, phone number, then fax number. Double space and add the tagline and College website in Franklin Gothic Medium.

#### Example:

**Juanita Diaz**  
Assistant Professor of Sociology  
Cuyahoga Community College – Eastern Campus  
P: 216-987-5555  
F: 216-987-1234

**Tri-C® Where futures begin<sup>SM</sup>**  
**tri-c.edu**

## College and Campus President Titles and Names

On first reference, “Cuyahoga Community College” should be followed by campus name (if applicable), then the word “President” and the person’s name. Follow name with Ph.D. or Ed.D. if applicable. This is an exception to all other titles, for which the preferred placement is after the name and set off by commas.

### Examples:

Cuyahoga Community College President Alex Johnson, Ph.D., will meet the mayor today.

Cuyahoga Community College Western Campus President Lisa Williams, Ph.D., gave this year’s Commencement speech.

In subsequent references, use last name only.

### Example:

Johnson presented honorary degrees.

When referring to presidents of other colleges, use the conventions for faculty and staff but be sure to include the name of the college.

### Example:

Mary Smith, Northeast College president, is on vacation.

## Board of Trustees Titles and Names

On first reference, “Cuyahoga Community College Board of Trustees” must be written out in its entirety. “Tri-C” may not be substituted. On subsequent references, refer to this entity as “the Board.” Its members are “Board members” or “trustees.”

### Examples:

The Cuyahoga Community College Board of Trustees met at 4 p.m. The Board discussed tuition rates.

The motion was taken up by Trustee Jane Doe.

Jane Doe was recently named a Board member.

Use “chair” as opposed to “chairman.”

### Example:

Amir Hassan is the Board chair.

## Foundation

On first reference, use “Cuyahoga Community College Foundation.” “Tri-C Foundation” or “Foundation” are acceptable on subsequent references.

## Courtesy Titles

Do not use courtesy titles (Mr., Mrs., etc.). If two people share the same last name, use their full names throughout.

### Examples:

William and Amy Sanders are studying culinary arts. They started their studies in fall 2014.

William Sanders hopes to open a restaurant.

Amy Sanders plans to start a consulting business.

## THIS MEANS THAT

### Board of Trustees:

The Cuyahoga Community College Board of Trustees consists of nine trustees who, in collaboration with the College president, are charged with fulfilling the goals set forth in the College mission statement.

## College Addresses

Cuyahoga Community College  
Advanced Technology Training Center  
3409 Woodland Ave.  
Cleveland, Ohio 44115

Cuyahoga Community College  
Brunswick University Center  
3605 Center Road  
Brunswick, Ohio 44212

Corporate College East  
4400 Richmond Road  
Warrensville Heights, Ohio 44128

Corporate College West  
25425 Center Ridge Road  
Westlake, Ohio 44145

Cuyahoga Community College  
District Administrative Services  
700 Carnegie Ave.  
Cleveland, Ohio 44115

Cuyahoga Community College  
Eastern Campus  
4250 Richmond Road  
Highland Hills, Ohio 44122

Cuyahoga Community College  
Hospitality Management Center at Public Square  
180 Euclid Ave.  
Cleveland, Ohio 44114

Cuyahoga Community College  
Jerry Sue Thornton Center  
2500 E. 22nd St.  
Cleveland, Ohio 44115

Cuyahoga Community College  
KeyBank Public Safety Training Center  
7029 Homewood Ave.  
Parma Heights, Ohio 44130

Cuyahoga Community College  
Manufacturing Technology Center  
2415 Woodland Ave.  
Cleveland, Ohio 44115

Cuyahoga Community College  
Metropolitan Campus  
2900 Community College Ave.  
Cleveland, Ohio 44115

Cuyahoga Community College  
Gill and Tommy LiPuma Center for Creative Arts  
2809 Woodland Ave.  
Cleveland, Ohio 44115

Cuyahoga Community College  
Western Campus  
11000 Pleasant Valley Road  
Parma, Ohio 44130

Cuyahoga Community College  
Westshore Campus  
31001 Clemens Road  
Westlake, Ohio 44145

Do not use a room number or building name in a College address. Exceptions include the Advanced Technology Training Center, Gill and Tommy LiPuma Center for Creative Arts, KeyBank Public Safety Training Center and Manufacturing Technology Center, which are considered their own entities.

A specific department name or person's name may be used.

### Examples:

Integrated Communications Department  
Cuyahoga Community College  
2500 E. 22nd St.  
Cleveland, Ohio 44115

Jane Doe  
Cuyahoga Community College  
700 Carnegie Ave.  
Cleveland, Ohio 44115

Jane Doe  
Integrated Communications Department  
2500 E. 22nd St.  
Cleveland, Ohio 44115

### Business Reply

Contact your campus mail center for business reply envelopes and postcard addresses. The College ZIP code will be different for each. You must use the correct ZIP code to receive returned mail.



## Phone Numbers

Use a hyphen to separate the elements of a phone number. Do not include a “1” before the area code.

### Examples:

216-987-1234  
800-555-1234

### Improper Use:

216.987.1234

Phone numbers should appear in their entirety on one line. Do not allow them to break.

## Days of the Week

Spell out days of the week except where space is limited.

- Sunday ..... (Sun.)
- Monday ..... (Mon.)
- Tuesday ..... (Tues.)
- Wednesday ..... (Wed.)
- Thursday ..... (Thurs.)
- Friday ..... (Fri.)
- Saturday ..... (Sat.)

In tables, abbreviate days of the week as follows:

- Sunday ..... Su
- Monday ..... M
- Tuesday ..... T
- Wednesday ..... W
- Thursday ..... Th
- Friday ..... F
- Saturday ..... Sa

### Do not use “R” to represent Thursday.

Use hyphens to separate stretches of consecutive days and commas to note separate days without intervening days included.

### Examples:

M-Th (Monday through Thursday)  
M, Th (Monday and Thursday)  
M-W, F (Monday, Tuesday, Wednesday and Friday)

Do not use slashes or ampersands between days.

## Months and Years

Spell out months when they stand alone or are used with a year only. Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used with a specific date. March, April, May, June and July are always spelled out.

### Examples:

November is Javier’s favorite month.  
Andreika’s vacation starts Nov. 15.  
November 2008 was cold.  
David’s birth date is Nov. 22, 1985.

Where space is limited in columns or tables, abbreviate months as follows:

- |                       |                        |
|-----------------------|------------------------|
| • January ..... Jan.  | • July ..... Jul.      |
| • February ..... Feb. | • August ..... Aug.    |
| • March ..... Mar.    | • September ..... Sep. |
| • April ..... Apr.    | • October ..... Oct.   |
| • May ..... May       | • November ..... Nov.  |
| • June ..... Jun.     | • December ..... Dec.  |

Use only numerals, not ordinals, to write dates.

### Example:

The meeting is Jan. 23.

### Improper Use:

The meeting is Jan. 23rd.

Use the following format when referencing a span of years: xxxx-xxxx.

### Example:

The 2016-2017 school year

### Improper Use:

The 2016-17 school year

Use an “s” without an apostrophe to indicate decades or centuries. If figures are omitted from a year, use an apostrophe or single closing quotation mark.

### Examples:

In the 1880s, farmland was abundant.  
The class of '74 had a small graduation.  
The '60s had great music.

An event cannot be described as “first annual.” An event is not annual until its second consecutive year. Instead, indicate that organizers plan to hold the event annually.

Do not include the year on written pieces (flyers, etc.) if the event you’re referencing occurs within the current year. Annual events are exempted — for example, “Join us for the 2019 Support Staff Conference.”

## Times of Day

Use numbers to signify time. Include a.m. and p.m., lowercase and with periods. Exceptions are noon and midnight, which are always in lowercase (never use 12 p.m. or 12 a.m.).

Do not use “to” or “through” to designate spans of time. Use a hyphen with no spaces around it. When the span of time is contained in the a.m. or p.m., write “a.m.” or “p.m.” only once. Do not follow “a.m.” with “in the morning” or “p.m.” with “in the evening” or any variation.

### Examples:

*Rent* is showing at noon and 7:30 p.m. Friday.  
DeShaun’s test begins at 11 a.m.  
Susan’s class is held from noon-2 p.m.  
The ceremony will be from 11 a.m.-1 p.m.  
Breakfast is from 7-11 a.m.

### Improper Use:

Hector will play basketball from 8-10 p.m. in the evening.

Do not use zeros if they convey no additional information.

### Example:

The concert starts at 8 p.m.

### Improper Use:

The concert starts at 8:00 p.m.

## EXCEPTION WHEN PUBLISHING ONLINE ONLY

If a document is to be published *online only*, include a date in parentheses if you are using a day of the week in the copy, and use “AM” and “PM” in place of a.m. and p.m. If a document is to appear both in print and online, follow the print guidelines.

### Example:

The concert starts at 8 PM Friday (May 18).

## Media Titles

Use italics for book titles, album titles, play titles, magazine titles, newspaper titles, movie titles, television and radio show titles, video game titles, opera titles, and the titles of speeches and works of art.

Use quotation marks around song titles, chapter titles, online video titles and the titles of articles found in magazines or newspapers.

In short, use italics to indicate the whole of the work, and use quotation marks to indicate individual components of the whole.

### Examples:

“Sounds of Success,” an article featuring Recording Arts and Technology students, appeared in the spring 2014 *Tri-C Times*.

Tri-C’s student-run newspaper, *The Voice*, covered women’s basketball.

Italics and quotation marks denote works that are replicable. Names of ephemera like festivals and conferences may be capitalized, but do not use typography to distinguish them.

### Example:

Kayla saw Trombone Shorty at this year’s Tri-C JazzFest Cleveland.

## URLS

Though most URLs include “www,” it is unnecessary to show this part of the web address in most printed or digital contexts. Domain names should always be included (.com, .edu, etc.).

### Example:

tri-c.edu

## Common College Words

**African American:** Do not hyphenate (*new rule for all dual heritage terms*).

**Collegewide:** Do not hyphenate.

**Commencement:** Capitalize only when referring to the Tri-C event.

**Convocation:** Capitalize only when referring to the Tri-C event.

**Coursework:** One word.

**COVID-19:** Use all caps and hyphenate.

**Credits:** Do not use credit hours.

**Course reference number:** CRN is acceptable in all references.

**English as a Second Language:** Do not hyphenate. "ESL" is acceptable in subsequent references.

**Full time/part time:** Hyphenate only when used as an adjective.

### Examples:

Julia is a full-time instructor.

Damon works full time.

**Health care:** Two words in all cases.

**my Tri-C space:** Italicize, and capitalize only the "T" and "C."

**Multicultural:** One word.

**Noncredit:** Do not hyphenate.

**Off-campus:** Hyphenate.

**Prerequisite/corequisite:** Do not hyphenate.

**Semiannual:** One word.

**Workforce:** One word; should not generally be capitalized.

**Yearlong:** One word.

## General Comments About Style and Usage

**Abbreviations** – If an acronym may be unfamiliar to your audience, start with the full name, then include the acronym immediately following in parentheses. After the acronym is identified, it can be used throughout the content.

### Examples:

The Centers for Learning Excellence (CLE) serve all four campuses.

The CLE can help you design new activities for your courses.

Only introduce an acronym if it is used later in the text. If it does not appear elsewhere in the text, do not include it on first reference.

**Ampersands:** Do not use in body copy.

**Bullet points:** Individual bullet points should not be complete sentences, and they take no punctuation at the end.

If bullet points are desired and each bullet point is a complete sentence, end each with a period. However, be cautious. If individual bullet points are complete sentences, it is likely that you do not need to pull them out as bullet points. Try to include them as part of the text or rewrite them as fragments. Do not mix fragments and complete sentences in a single list of bullet points.

### Example:

The Six Dimensions of Access are:

- Connect: Telling the Tri-C story
- Convert: Improving engagement with prospective students
- Enter: Reshaping processes
- Learn: Providing high-quality academic experiences
- Retain: Removing barriers to completion
- Complete: Helping students achieve their goals

### Improper Use:

The goals of the department are:

- Increase the number of graduates
- Make college more affordable
- We should offer environments conducive to learning.

**Capitalization:** Capitalization should not be employed for emphasis and should never be used for common nouns. Capitalize words in accordance with the College style guide, AP Stylebook and Webster's New World College Dictionary. Exceptions are advertising copy and headlines, which may contain internal capitalization.

**Spacing:** One space between sentences in all instances.

## Web Policies and Guidelines

The public website (tri-c.edu) is Cuyahoga Community College's largest publication. It communicates to prospective students, current students, alumni, community members, faculty and staff.

Tri-C utilizes a content management system for authoring the public website. Departments are responsible for the content on their sections of the site. The Interactive Marketing staff within the Integrated Communications department provides direction for the public website and supports content authors.

Each College office and department is responsible for four priorities:

- Assigning a content author to be responsible for its pages
- Ensuring that the content author is trained to maintain the department's section of the public website
- Verifying the accuracy of its information on tri-c.edu
- Adding/updating content, hyperlinks and images

Interactive Marketing staff is responsible for four priorities:

- Setting up new web pages/sites
- Training College offices and departments on the content management system and providing overall support
- Maintaining the College's top-level web pages
- **Approving or rejecting** all web content submitted for approval

All elements of the website contribute to the public perception of the College. For this reason, web pages should follow the required elements in Tri-C's web style guide. The guide exists to facilitate consistency and usability, provide guidance and best practices, and promote standardized College branding across web pages Collegewide. Any office or organization with concerns about information on tri-c.edu is encouraged to contact Interactive Marketing at 216-987-5747.

## Web Writing Guidelines

**Short and Sweet:** The word count for web content should be 50 percent less than what you would use for printed media. Use shorter sentences and address only one topic per paragraph. People generally skip over large paragraphs, and most readers scan text. Try to break content into easily scanned, smaller paragraphs with clear headlines, and use bullet points (see p. 39), bold text and hyperlinks. (In print material, boldface and other text formatting should be avoided.)

**Get to the Point:** Put the main focus of the page first. People go to a website because they are looking for something specific, so keep all of the important information at the beginning of the pages. It's often said that if visitors to the site cannot find what they are looking for or a clear path to it in 3-8 seconds, they will leave.

The editor must question every word and every sentence, asking: Is this clear? Is there a simpler way to say this? Is there a shorter way to say this? Is this necessary?

**Updated Content:** Continually adding fresh content to a site is a great way to maintain traffic. If content is old and stagnant, most people won't come back. People on the web want the most up-to-date information.

**Interaction:** Determine what you want the visitor to do, and then tell them to do it. A call to action is imperative. Tell readers to do something by giving them guidance and direction: Think, "Register Now!" "Call Today!" "Learn More."

**Avoid:**

- Using generic text, especially "click here"
- Outdated material with a static date of more than a year ago
- Spelling and grammatical errors
- Text-heavy content with long paragraphs
- Large white spaces between text





**[tri-c.edu](http://tri-c.edu)**

**216-987-6000**