CUYAHOGA COMMUNITY COLLEGE (TRI-C®)

Graphic Standards
and
Style Guide

FEBRUARY 2017
Where futures begin.

Cuyahoga Community College (Tri-C®) boasts one of the strongest brands among our nation’s 1,200 community colleges. Each year, our community awareness surveys reveal that the College has brand recognition in Northeast Ohio that any commercial enterprise would envy. Tri-C Teal, the Community Circle and our slogan resonate throughout the region. The College’s brand extends nationally, serving as a model for other institutions that wish to expand their connections to their communities.

Yet as we all know, the Tri-C brand is made each and every day – not only through our advertisements but also on the web pages of media outlets, on social media platforms, at the reception desks of our campuses, in our classrooms and on our sidewalks. Each of us shapes our brand through our actions and interactions, and it is vitally important that we reinforce that brand by speaking with one voice and presenting a coherent visual representation of our mission and purpose.

The responsibility for managing this diverse and powerful brand falls to our Integrated Communications Department, which coordinates our advertising, design, interactive platforms, internal communications, media relations, publications and other communication efforts. As part of this responsibility, the department has produced this updated Graphic Standards and Style Guide to provide a framework for the Tri-C brand and how we communicate that brand in both visual and written forms.

Thank you for the commitment to reinforcing the Tri-C brand that you have shown by opening this manual. I trust that it will be a valuable resource as you work with our Integrated Communications Department to tell the College’s story.

Ultimately, the Tri-C brand is more than a logo, a color or a catchphrase. For more than 50 years, Tri-C has been the source of affordable access to quality education for Northeast Ohio’s residents and workforce. For nearly a million individuals, Tri-C has lived up to its slogan. Together, we will ensure that it does so for millions more.

Alex Johnson, Ph.D.
President
Cuyahoga Community College
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Purpose of this Guide

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 – 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. Contained in this manual are areas where the College deviates from AP style. If style guidelines are not outlined in this book, consult the AP Stylebook. If you have questions about AP style, call Integrated Communications at 216-987-4538.

For 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 (Tri-C®) 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 home page 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.

The Community Circle

The Community Circle was adopted by the College on Oct. 28, 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 considered 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.

Clear Space for Logo

All logo placements must maintain a clear space on all four sides equivalent to 25 percent 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**

**Minimum Size for Logo**
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. Use the complete College name, Cuyahoga Community College.

**Logo 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**

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

**Example:**
Where futures begin

**Improper Use:**
Where Futures Begin
WHERE FUTURES BEGIN
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

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 percent of the width of the logo.

Example:

For more specific guidelines about tagline placement, contact Integrated Communications at extension 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.
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 – Blackjack and Bickham Script Pro – is acceptable.

ITC Franklin Gothic Std

ITC Franklin Gothic Std Book

ITC Franklin Gothic Std Book Italic

ITC Franklin Gothic Std Medium

ITC Franklin Gothic Std Medium Italic

ITC Franklin Gothic Std Demi

ITC Franklin Gothic Std Demi Italic

ITC Franklin Gothic Std Heavy

ITC Franklin Gothic Std Heavy Italic

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.,:;?!@#$%^&*()[]"'
```

### Blackjack

**Blackjack Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!$%^&*()"
```

### Bickham Script Pro

**Bickham Script Pro Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!$%^&*()"
```

_Bickham Script semibold and bold fonts also available._
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.

**Color Palette**

**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. Should you need access to any of those colors, please contact your Integrated Communications representative.
Photography

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 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 shot for use on a web page or a PowerPoint presentation should be 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.

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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.

**STYLE A**

All-purpose ad for sharing general information

This style mirrors the look of the new Tri-C website and is ideal for content that is further supported by detailed information on the site. The horizontal color bars can utilize any color from the color palette.
Don’t just dream about going places. Go places!

Tri-C ® meets your need for 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 for you.

Tri-C ® meets your need for 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 for you.

From sports and recreation, to clubs and organizations, to challenging academics, Tri-C also offers the full college experience. Start learning, start earning and start saving at Tri-C.

Make connections that last a lifetime. Start learning, start earning and start saving at Tri-C.

Tri-C® MAKES COLLEGE AFFORDABLE

A two-year degree is worth a lifetime of earning a living

You have a passion to create. Now create a future.

Money’s Tight

TRI-C® MAKES COLLEGE AFFORDABLE

Life Happens

The Sky’s the Limit

TRI-C® MAKES YOUR EDUCATION POSSIBLE

Time is Precious

TRI-C® MAKES YOUR EDUCATION POSSIBLE

STYLE B

Good for promoting a program or sharing detailed information

This style encourages the inclusion of call-out facts or factoids that need more prominence than being part of the main body copy would allow. Photos are faded out to accommodate the headline copy.

STYLE C

Good for promoting an event or as a College image piece

A photograph or visual image dominates this ad style. Copy in this style should be minimal to allow the visual concept to convey a message unimpeded.
STYLE D

Preferred ad for congratulatory or recognition message

This style is intended for sponsorship or congratulatory messages primarily used in program books, but can also be utilized in magazines and newspapers.

STYLE E

Preferred ad for general promotion of the College

Start now! is the standard College message and is ideal to use when a general ad to promote the College is required. This format should be free of photography or other graphic elements outside of the Community Circle.
Earn an associate degree at Tri-C® before transferring to a four-year university to complete your bachelor’s.

Save on college tuition.

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 more detailed content. 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, etc.)
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.
Stationery

Tri-C stationery is available for customizing and printing through Xerox, our on-site print vendor.

Secondary logos such as affiliations, partnerships, centers of excellence, etc. should only appear in the lower left corner of the back of the business card. As we are one College, the Tri-C logo is the only logo to be depicted on the front of any stationery item.
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 print production being considered from outside suppliers. With the merger of Xerox into Integrated Communications, there may be some questions as to how to get your print project produced. Below are the 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, obtaining a complete scope of the project.

3) ICD will determine whether the project can be produced directly through Reprographics 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 on to my Tri-C space, go to the Employee tab, click on “Forms,” and under Reprographics you will see a form for each of the three campuses. Fill out the appropriate form and send it to the copy center with your printing request.

Every printed piece portrays the College and should be concise, with its message conveyed in a clear, brand-driven format. Brochures, fliers, 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 www.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 the following:

Site Structure • Typography • Color Palette • Images and Features
Site Structure

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.

Utility Navigation (black navigation bar)
The utility navigation bar is made up of links that are separate from the main site architecture but need to be prominently featured for site use. The global search function also appears here.

Informational Navigation (teal navigation bar)
The informational 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 to serve as a placeholder as to where you are on the site.

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

Cuyahoga Community College Styleguide (2.8em Utopia Regular)

The styleguide is a resource for designers, managers, and developers, providing a common language around Tri-C’s UI patterns. We use it to maintain modular front-end code and visual consistency across the website. This is an example intro paragraph (p. intro). It is set in 2em Utopia Italic.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus magna. Cras in mi at felis aliquet congue. This is set in 2.2em Frutiger Light Italic."

Header Level 2 (2.4em Utopia Regular)

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Aliquam dictum mauris ex risus.
3. This ordered list example is set in 1.6em Utopia Regular.

Header Level 3 (2em Utopia Regular)

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Aliquam dictum mauris ex risus.
- This un-ordered list example is set in 1.5em Utopia Regular.

Major Heading

Minor Heading

Example Table Style

<table>
<thead>
<tr>
<th>BEAST</th>
<th>BIRD</th>
<th>FISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dog</td>
<td>Finch</td>
<td>Salmon</td>
</tr>
<tr>
<td>Kangaroo</td>
<td>Crow</td>
<td>Gefilte</td>
</tr>
<tr>
<td>Elephant</td>
<td>Chickade</td>
<td>Catfish</td>
</tr>
</tbody>
</table>
Web Color Palette

Primary Web Color Palette

Tri-C Teal
RGB
R0 G139 B152
#008B98

Tri-C Green
RGB
R167 G184 B55
#A7BB37

Tri-C Red
RGB
R241 G96 B63
#F1563F

Tri-C Fuschia
RGB
R150 G36 B107
#96246B

Tri-C Purple
RGB
R96 G82 B112
#605270

Tri-C Orange
RGB
R225 G136 B38
#e88266

Tri-C Yellow
RGB
R228 G210 B29
#e4d21d

Tri-C Blue
RGB
R0 G90 B127
#005a7f

Tri-C Slate
RGB
R81 G96 B102
#516066

Additional Web Colors

Light Teal
RGB
R191 G219 B222
#bfdbde

Dark Teal
RGB
R0 G115 B128
#007380

Blue Grey
RGB
R65 G93 B114
#415d72

Charcoal (Footer)
RGB
R53 G66 B71
#354247

Grey 1 (Ask/Chat)
RGB
R104 G113 B117
#687175

Medium Grey
RGB
R138 G140 B142
#8a8c8e

Dark Grey
RGB
R38 G38 B38
#262626

Light Grey
RGB
R166 G166 B166
#a6a6a6
Images and Features

Photo Cluster

Cuyahoga Community College seeks to create environments that generate positive, nurturing and learning-focused experiences for you in the classroom. Whether you are seeking a degree, interested in gaining a new skill or exploring a new hobby, you can choose from many programs and courses. To assist you on this journey, Tri-C has many paths for you to become a lifelong learner.

What type of student are you?

- **New Student**: New Students - First time attending college.
- **Returning**: Returning Students - Returning to Tri-C after an absence of 3 or more years.
- **Transfer**: Transfer Students - Coming to Tri-C from another college.
- **Visiting**: Visiting Students - Attending a term at Tri-C with permission from home college.
- **International**: International Students - In the U.S. on a visa, an aylee, refugee or pending permanent residency.
- **High School**: High School Students - College Credit Plus (Former PSEOP).
- **Online**: Online Students - Students completing courses without coming to campus.
- **Early College**: Early College - Programs geared toward getting students college ready.
Images and Features

Images – Small, Medium and Large
Images and Features

Videos

Standalone

Video Selector
Images and Features

Buttons and Navigation

Site Navigation

Program Buttons

Button Cluster

Navigation Block
Images and Features

More Buttons

Share Buttons

Optional Sidebar Section

Button with Text
Images and Features

Links

Page List
College Style Guide

This section provides guidance for clear, consistent writing. 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, web page, 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, www.tri-c.edu. In this instance, “Tri-C” should appear in all lowercase with no underline or color change. (See URLs, p. 34.)

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.”

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.

“East,” “Metro,” “West” and “Westshore” are acceptable in later references.
College Sites

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

**Examples:**
- Cuyahoga Community College
- District Administrative Services
- Cuyahoga Community College Manufacturing Technology Center
- The meeting will take place at the Cuyahoga Community College 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.

The 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.

Buildings and Rooms

Campus Buildings and Abbreviations

**EASTERN CAMPUS**
- Education Center ........................................ EEC
- Health Careers and Technology ........................ EHCT
- Liberal Arts ................................................... ELA
- Student Services .............................................. ESS
- The Jack, Joseph and Morton Mandel Humanities Center ............................ EMHC

**METROPOLITAN CAMPUS**
- Arts and Music Auditorium ................................. MAM
- Buildings and Grounds ...................................... MBG
- Business and Administration ............................. MBA
- Campus Center .............................................. MCC
- Tommy LiPuma Center for Creative Arts .......................... MCCA
- Health Careers and Sciences ............................... MHCS
- Liberal Arts ..................................................... MLA
- Media Center ............................................... MMC
- 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
- Student Services ............................................. WSS
- Technology Learning Center ................................. WTLC
- Theatre Arts .................................................. WTA

**WESTSHORE CAMPUS**
- Health Careers and Sciences ............................... SHCS

**ADVANCED TECHNOLOGY TRAINING CENTER** .......................... ATTC

**BRUNSWICK UNIVERSITY CENTER** .......................... BUC

**CORPORATE COLLEGE® EAST** ........................................ CCE

**CORPORATE COLLEGE® WEST** ......................................... CCW

**DISTRICT ADMINISTRATIVE SERVICES** ...................... DISTRICT

**HOSPITALITY MANAGEMENT CENTER** .......................... HMC

**AT PUBLIC SQUARE**
- **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 is including 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.

Use a hyphen when the room number has a letter following it. Do not hyphenate when a room number is preceded by a letter.

Examples:
The lecture will be in the Student Services building (WSS), room 101-A.
The Financial Aid office is located in WSS G224.

Do not use a hyphen to separate the building abbreviation from the room number.

Example:
We hope to see you at the lecture in WSS 101-A.
Improper Use:
We hope to see you at the lecture in WSS-101A.

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.
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 www.tri-c.edu/programs.

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

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

“Course” and “class” are not interchangeable. Class refers to an actual meeting of students and instructor or a unit of an online course. Course refers to 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 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.

This MEANS That
Latin honors: The term cum laude means “with honor.” Magna cum laude means “with great honor.” Summa cum laude means “with highest honor.”
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” is never abbreviated and appears lowercase in all instances except when it starts a sentence.

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™
www.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 Metropolitan Campus President Michael Schoop, Ph.D., gave this year’s Commencement speech.

In subsequent references, use last name only.

Example:
Dr. 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 was to discuss 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” 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 open a consulting business.
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
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 a building name in a College address. Exceptions include the Advanced Technology Training Center, Tommy LiPuma Center for Creative Arts and Unified Technologies 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 one (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 .......... (Sat.)

Do not use “R” to reference 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 birthday is Nov. 22, 1985.

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

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

Use only numerals, not ordinals, to write dates.

Example:
The meeting is Jan. 23.

Improper Use:
The meeting is Jan. 23rd.

When abbreviating dates, use slashes.

Example:
The new semester begins 1/21/14.

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.
Time 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, websites, and the titles of speeches, lectures 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.
- Employees of the College can find payroll information on my Tri-C space.

Italics and quotation marks denote works that are replicable. Ephemera like concerts and concert festivals 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

A website’s uniform resource locator (URL) may include “www.” Domain names should always be included (.com, .edu, etc.).

**Example:**
- www.tri-c.edu
Common College Words

**African American** – Hyphenate only when used as an adjective.

**Examples:**
- African Americans account for 12 percent of the U.S. population.
- The culinary students prepared African-American cuisine.

**Challengers** – This is the official name of the College’s sports teams.

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

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

**Coursework** is one word.

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

**Course reference number** – Always spell out (in lowercase) on first reference. “CRN” is acceptable in subsequent references.

**English as a Second Language** is not hyphenated. “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** is two words.

**In-person** is hyphenated.

**my Tri-C space** is italicized, and only the “T” and “C” are capitalized.

**Multicultural** is one word.

**Non-credit** – Hyphenate when referring to the College’s non-credit courses.

**Off-campus** is hyphenated.

**Prerequisite** and **corequisite** are not hyphenated.

**Semiannual** is one word.

**Workforce** is one word and should not generally be capitalized.

**Yearlong** is one word.

Some General Comments About Style and Usage

**Abbreviations** – Always start with the full name, then include abbreviation immediately following in parentheses. After the abbreviation is identified, it can be used throughout the content.

**Examples:**
- New York City (NYC) is a fantastic place to visit.
- Be sure to visit one of the biggest attractions in NYC, Central Park.

Only introduce an abbreviation 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 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:**
- President Johnson has expressed five priorities:
  - Access and completion
  - Providing degrees with market value
  - Community engagement
  - Communicating the College’s message in effective and innovative ways
  - Making the most effective use of resources for the benefit of students

**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 (www.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 www.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 College-wide. Any office or organization with concerns about information on www.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. 35), 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
To summarize, quality content is:

- Short and sweet
- Easy to read
- Direct and to the point
- Fresh and new
- Well-edited
- Organized
- Free of grammar and spelling errors
- Easy to find
- Clearly labeled (both headlines and link text)
- Not obscured by overuse of graphics or design elements
- Involves the reader
- Related to the rest of the site
- Consistent with verbiage


**Notes**

*This MEANS That*

Website/web page: Website is one word; web page is two words. Both take a lowercase “w” unless starting a sentence.