St. Louis
Community
College

**Graphic
Design
Standards**

INDEX

1 - IDENTITY OVERVIEW

Our institution, just like an individual, has a persona or identity, which is essential to our success and reputation. One way we nurture this identity is through visual elements expressed by graphic design.

Graphic design standards are key to effective visual communications. Every day we are subconsciously exposed to the graphic design standards of businesses, corporations and organizations. These standards contribute to consistent visual images that reflect brand identity and marketplace position.

The St. Louis Community College Graphic Design Standards are your guide toward understanding the consistent usage of our name, our logo, the collegram, campus names and our tagline. These visual elements work together to form the foundation of our brand identity. When used correctly, we send a valuable message to our employees, students and constituents about the image of our institution, as well as enhance our reputation.

As with many identity programs - institutional and corporate - subtle changes in logos, graphic design and color palettes are developed to reflect new trends, the times and even the company itself. When St. Louis Community College began its work on developing a new brand identity in Fall 2006, it became apparent that our logo, approved by the Board of Trustees in 1976, needed minor "evolutionary" changes.

The updated expression of our logo reflects our focus on new markets and is in line with the contemporary "feeling" of the new brand identity. Our market's recognition of the logo has not been compromised. In addition, new secondary color palettes have been created for each campus' use with its primary campus color.

The standards in this manual have been developed to be used by all employees who produce visual images for the college or work with vendors who produce visual images. The manual includes standards for logos, stationery, advertisements, flyers and publications, and the appropriate corresponding typefaces and colors to be used, as well as basic editorial guidelines.

Questions that have not been address in the manual can be forwarded to the director of communications or the District Community Relations office.

Terminology

For maximum clarity, we have established a set of definitions that are used consistently throughout this manual. Each is illustrated below. It will be important in discussions related to graphic design to use these terms accurately and consistently. Where appropriate, these terms are repeated in the text of the manual for ease of reference.

Collegram

Logotype

St. Louis
Community
College

Logo

St. Louis
Community
College

Tagline

EXPANDING MINDS • CHANGING LIVES

STLCC Signature

St. Louis
Community
College
Expanding Minds • Changing Lives

2 - OFFICIAL IDENTITY

The official identity of St. Louis Community College consists of two elements: the collegram, a square containing a graphic representation of the letters "SLCC," and the college name placed 1/16" to the right and stacked on three lines, called the logotype. Together, these elements make up the official logo or identity. The term "logo" will be used throughout this manual to refer to identity. The logo has been designed to direct the eye to read the collegram first and the college name second, creating a successful composition that controls the viewer's eyes.

Acceptable variations of the official logo incorporate the names of all four campuses, or a single campus.

Collegram
The collegram is the central feature of the logo and has been increased in size for the updated version. This allows the collegram, which is our identifying brand mark, to better stand out visually and not compete with a heavy type face. It is used with the logotype or can be used alone as an identifying element on merchandise or exterior signage. However, the collegram should never be used alone on publications or advertisements.

When printing the collegram, the inside lines must always be white even if printing on a colored background unless printing in one color on a colored paper stock.

Logotype
The college name was designed using the Optima family of fonts. Optima has a "clean" appearance and is a cross between a serif and a sans serif font, making it a sophisticated yet modern choice that will remain current over a long period of time.

Optima Light is used on all marketing materials.

St. Louis
Community
College

Optima Demi is a bolder version that should be used if readability of Optima Light is in question. Examples of usage include:
- large format printing such as billboards, banner, signage, etc.,
- merchandise that requires a thick font such as embroidered shirts and caps,
- printing on dark backgrounds, and
- reversed out for lower-quality printing such as newspaper.

St. Louis
Community
College

Tagline

The tagline is designed to appear in a distinctive one-line format. It is designed using **Optima Regular**. A bullet with one space before and after it must always separate the two phrases. The bullet is 2 points smaller than the point size of the type. For example, if 14-point type is used, the bullet is 12-point type.

<div align="center">

EXPANDING MINDS • CHANGING LIVES

</div>

Placement and size should be used at the discretion of the designer. However, the tagline may not be used as the headline for an advertisement or brochure. The tagline must never compete visually with the logo.

Signature - The College Logo and Tagline
The college signature refers to the joining of the elements in the logo - collegram and logotype - and the tagline. The signature should never be used as a headline in print publications. For publications, the tagline is screened at 60%. For video productions, the tagline should appear at 100%.

Examples:
When using the tagline on the baseline of the logo, the tagline appears in uppercase letters.

When using under the logo, the tagline must appear in upper and lower case, screened at 60%. It will always appear in capital letters with kerning dependent upon design area.

When using the tagline with the all-campus logo, the tagline must appear in upper case letters, screened at 60%.

Signatures can be developed for campus logos. Contact District Community Relations for the design.

Logo and Signature Usage

The official St. Louis Community College logos must be reproduced from authorized original illustrations. Altering the relationship between the collegram and logotype, and the signature, are not acceptable. The logo and signature cannot be redrawn, re-proportioned or modified in any way. Please use the art provided on CD or the Intranet, or contact District Graphics. Guidelines for clear space must be adhered to.

These are the only black and white logos and signatures that can be used to represent St. Louis Community College.

St. Louis Community College

St. Louis Community College

St. Louis Community College
COSAND CENTER

St. Louis Community College
MERAMEC

St. Louis Community College
FLORISSANT VALLEY

St. Louis Community College
WILDWOOD

St. Louis Community College
FOREST PARK

St. Louis Community College
FLORISSANT VALLEY FOREST PARK MERAMEC WILDWOOD

St. Louis Community College EXPANDING MINDS • CHANGING LIVES

St. Louis Community College
Expanding Minds • Changing Lives

St. Louis Community College
FLORISSANT VALLEY FOREST PARK MERAMEC WILDWOOD

3 - CLEAR SPACE AND CENTERING

The logo and signature should clearly convey our identity without competition.

When the logo is used in a design where other graphic elements such as text are placed near it, there should be free space, or clear space, around the logo. This clear space should be no less than one-half of the collegram's reproduced width. No text or separate graphics should be placed inside this "safety zone." The intention is to avoid overcrowding and to optimize the identity's impact.

For example, if the logo's collegram is 1" wide, then the clear space around the logo is 1/2".

St. Louis Community College

St. Louis Community College
COSAND CENTER

St. Louis Community College   EXPANDING MINDS · CHANGING LIVES

Centering Samples

Visual Center

8.5″ page
4.25 center of page

Literal Center

While both centering methods may be considered acceptable, the visual center will give your document the optically correct center of the page and give a more desireable, balanced look.

4 - CAMPUS LOGOS & USE OF COLOR

The logos should print in black or in black with a specific Pantone Matching System (PMS) color for the collegram and campus name. Specific colors are noted on the following page.

St. Louis Community College

FLORISSANT VALLEY FOREST PARK MERAMEC WILDWOOD

St. Louis Community College

COSAND CENTER

St. Louis Community College

FLORISSANT VALLEY

St. Louis Community College

FOREST PARK

St. Louis Community College

MERAMEC

St. Louis Community College

WILDWOOD

Primary and Complementary Color Palettes

A range of strong, complementary colors have been chosen for the St. Louis Community College color palette. These are the only acceptable colors for all printed material for the campuses. Gold foil is to be used for special, approved materials for Cosand Center.

When creating a districtwide publication, design using one or more of the colors in the primary palette. Use complementary colors as desired.

Primary Palette:
The primary palette for each campus is mandatory.

Original bright palette

Muted palette: This palette is used when desiring a more subdued look.

Complementary Palette:
The complementary color palettes have been chosen to be used with the bright and muted palettes, and to add consistency for campus identity. Complementary color palettes should be used as accents and should never dominate visually in any circumstance.
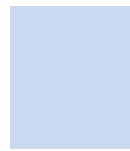
Cosand Center

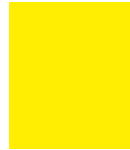| Pantone 457C | Pantone 4495C | | Pantone 2706C | Pantone 624C | Pantone 7536C | Pantone 683C |

Florissant Valley

| Pantone 286C | Pantone 302C | | Pantone Yellow C | Pantone 389C | Pantone 443C | Pantone 4495C |

Forest Park

| Pantone 185C | Pantone 1955C | | Pantone 460 C | Pantone 123C | Pantone 2725C | Pantone 303C |

Meramec

| Pantone 349C | Pantone 357C | | Pantone 100 C | Pantone 2705C | Pantone 4505C | Pantone 3025C |

Wildwood

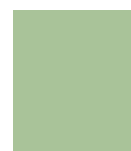| Pantone 1585C | Pantone 167C | | Pantone 7406 C | Pantone 7458C | Pantone 7494C | Pantone 4485C |

Use CMYK conversions when designing four-color publications. When proofing, adjustments may be needed due to conversion.

5 - LOGOS AND DEPARTMENT NAMES

Departments, services and centers must be clearly identified as being part of St. Louis Community College. This will be achieved by establishing a visual relationship between their names and the college logo when they appear on badges, presentations, printed materials, etc.

The visual relationship will be created through the size of type used for the names and the positioning in relationship to the logo. These are fixed arrangements appropriate to the application.

The department name must always appear in black type and aligned right. Font is Optima Regular.

The department logo is the preferred identity to use in all communications for internal and external publications, Web pages and video productions. To ensure that all uses of the logos with department names are consistent in design and quality, do not attempt to recreate or manipulate these logos in any way. See sections 6 and 7 for more information.

Do not create a logo or signature for college programs. The acceptable design is the logo with the department name. District Graphics will supply correct department logos upon request.

The creation of a logo or signature for college programs is not permitted.

St. Louis Community College
COSAND CENTER

St. Louis Community College
COSAND CENTER
Foundation

St. Louis Community College
FLORISSANT VALLEY

St. Louis Community College
FLORISSANT VALLEY
Access Office, Disability Support Services

St. Louis Community College
FOREST PARK

St. Louis Community College
FOREST PARK
Funeral Services

St. Louis Community College
MERAMEC

St. Louis Community College
MERAMEC
Horticultre Department

St. Louis Community College
WILDWOOD

St. Louis Community College
WILDWOOD
Administration

6 - PRINT USAGE

Merchandise

Logo use for assorted merchandise must follow the general graphic design standards. Optima Demi is used with the collegram.

If using the collegram and the logotype on merchandise, they must appear together as the official logo.

The collegram can be used alone without the logotype. This is an exception for merchandise only.

The tagline can be used on merchandise, and can be used apart from the logo. For example, a shirt or pen can have the logo on one side and the tagline on the other. The tagline must never compete with the logo; it is always secondary.

The material of the merchandise must never impede readability of the logo or tagline.

Reproduction Guidelines

Electronic files are available in Adobe Illustrator EPS (.eps), Adobe PDF (.pdf) and JPEG (.jpg) formats. These formats must not be altered in any way.

District Graphics will have the master files. To obtain the files, please contact the office. When requesting files, please be prepared to provide the information on how the logo or signature will be used and the file type requested by the vendor to ensure you receive the correct file format for quality reproduction.

Minimum Sizes for Publications, Advertisements, Brochures and Flyers

Minimum sizes must be adhered to in order to protect the integrity of the logo and signature.

Logo with four campuses: The minimum size is 2". This is the measurement of the rule below the collegram and logotype. The campus names must always appear in a point size greater than 6.

Logo with campus name: The minimum size is 2". This is the measurement of the rule below the collegram and logotype.

Logo with no campus identifiers: The minimum size is indicated by the size of the collegram, which should be no smaller than 1/4" tall.

Maximum Sizes for Publications, Advertisements, Brochures and Flyers

General guidelines for the maximum size of the logos are as follows. Keep in mind the clear space rule when placing the logo and determining logo size.

Tri-fold brochure, front and back panels: no larger than width of one panel minus the clear space

Flyer: 8-1/2" x 11" wide

Folder: 4" wide

1/4 pg. newspaper ad: designers should use their discretion.

Full page magazine ad: designers should use their discretion.

Forms: Place in the upper left corner of the form. Use the logo without campuses; size to fit.

Advertisements: Place at the bottom of the advertisement, right, left or centered. Size is at the discretion of the designer.

7 - INCORRECT LOGO USAGE

The logo must be used consistently. Do no rearrange or distort the elements of the logo or substitute other typefaces.

Do Not: Position any logo or signature on an angle or plane.

Do Not: Distort the proportions of any logo or logotype.

Do Not: Re-proportion or resize any part of any logo or logotype.

Do Not: Use any color other than what is specified in this manual.

Do Not: Place any college logo or signature on a dark background without making the logo or signature white.

Do Not: Place any college logo or signature on top of a photo, or artwork that has an image underneath it.

Do Not: Create a box around the logo.

Do Not: Add elements to the logo.

Do Not: Alternate the arrangements of the logo grid.

13

8 - FONT USAGE

When designing print collateral, the following guidelines should be used for headlines, body copy, type size and leading.

Primary font:
Optima
The entire family of Optima fonts can be used in publications and is not limited to use as the logotype.

Optima Light
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Demi
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Medium
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Bold
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Black
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Extra Black
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines: The preferred font is **Optima Bold** or *Optimal Bold Italic*.

Body Copy:
The companion body copy type is Gill Sans (light)
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The companion body copy type is Gill Sans MT
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The companion body copy type is Helvetica
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Headline Fonts:
Gill Sans Bold
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Palatino Bold
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy Font with Gill Sans:
Lucida Sans Roman
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy Font with Palatino:
Lucida Sans
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Body Copy Fonts:
Lucida Sans Roman
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Regular
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Palatino
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

High-end Script font:

Zapfino
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minimum and Maximum Sizes

Body copy, or the main copy: No smaller than 9-point type.

Accommodations statement and other disclaimers: No smaller than 7-point type.

Photo captions: 8.5 point italic regular, never bold.

Type size and corresponding leading: type/leading - 9.5/15 as a general rule, leading should never be less than three points larger than the type size: 12/15, 9/12, 18/21. However, designers should use their discretion based upon the design.

Example: Optima 9.5/15
St. Louis Community College expands minds and changes lives every day. A challenging learning environment points students in directions that lead to success. Since voters in St. Louis City and County established the college in 1962, nearly one million young persons and adults have attended, enriching their lives and contributing to the economic development of the metropolitan area.

Example: Gill Sans Light 9.5/15
St. Louis Community College expands minds and changes lives every day. A challenging learning environment points students in directions that lead to success. Since voters in St. Louis City and County established the college in 1962, nearly one million young persons and adults have attended, enriching their lives and contributing to the economic development of the metropolitan area.

Normal Headline and Body Copy Examples:

Optima Bold with Optima Light

Junior College District Is Established in 1961

At the request of concerned local citizens in 1961, the Missouri General Assembly passed legislation to permit the creation of a statewide system of junior college districts. On April 3, 1962, voters in St. Louis City and County established the Junior College District of St. Louis-St. Louis County (JCD) by more than a two-to-one margin and elected the charter board of trustees. The district was to be financed through a combination of local property taxes, state funding and student fees, a formula that remains in effect today.

Optima Bold Italic with Optima Light

Junior College District Is Established in 1961

At the request of concerned local citizens in 1961, the Missouri General Assembly passed legislation to permit the creation of a statewide system of junior college districts. On April 3, 1962, voters in St. Louis City and County established the Junior College District of St. Louis-St. Louis County (JCD) by more than a two-to-one margin and elected the charter board of trustees. The district was to be financed through a combination of local property taxes, state funding and student fees, a formula that remains in effect today.

Gill Sans Bold with Lucinda Sans Roman

Junior College District Is Established in 1961

At the request of concerned local citizens in 1961, the Missouri General Assembly passed legislation to permit the creation of a statewide system of junior college districts. On April 3, 1962, voters in St. Louis City and County established the Junior College District of St. Louis-St. Louis County (JCD) by more than a two-to-one margin and elected the charter board of trustees. The district was to be financed through a combination of local property taxes, state funding and student fees, a formula that remains in effect today..

Palatino Bold with Lucida Sans

Junior College District Is Established in 1961

At the request of concerned local citizens in 1961, the Missouri General Assembly passed legislation to permit the creation of a statewide system of junior college districts. On April 3, 1962, voters in St. Louis City and County established the Junior College District of St. Louis-St. Louis County (JCD) by more than a two-to-one margin and elected the charter board of trustees. The district was to be financed through a combination of local property taxes, state funding and student fees, a formula that remains in effect today.

9 - STATIONERY EXAMPLES

Standard formats for college letterhead and envelopes have been designed as an extension of our brand identity. Consideration was given to postal regulations, printing costs and capabilities and campus identities.

Letterhead, correspondence envelopes and business cards shall be designed by District Community Relations. The elements of the templates will not be altered in any way, nor is additional text to be added.

Ink: Use mandatory bright PMS colors assigned to each campus.

Letterhead: Two-color letterhead must be printed on 70# 8.5 x 11 Cougar Opaque (vellum finish). Printing of letterhead on photocopy paper should be avoided.

Margins for text can be set at 2.25 inches from the top; left and right margins are 1.5 inches; the bottom margin is 1.5 inches.

Acceptable fonts for letter writing are Palatino, Gill Sans Light, Times New Roman and Optima Light

St. Louis
Community
College

OFFICE OF THE CHANCELLOR

Zelema Harris, Ed.D. • Joseph P. Cosand Community College Center • 300 South Broadway • St. Louis, MO 63102-2800
Phone: 314/539-5150 • Fax: 314/539-5499 • www.stlcc.edu • zharris@stlcc.edu

Board of Trustees
Robert C. Nelson, President
Denise R. Chachere, Vice President
Dolores J. Gunn, M.D.
Margo G. McNeil
Joann L. Ordinachev, Ph.D.
Michael P. Rohrbacker

St. Louis
Community
College

WILDWOOD

OFFICE OF THE PRESIDENT - 2645 Generations Drive - Wildwood, MO 63040-1168 - 636-422-2008 - Fax: 314-984-2000 - E-mail: pmcintyre@stlcc.edu

...NG MINDS • CHANGING LIVES

• Forest Park • Meramec • Wildwood

EXPANDING MINDS • CHANGING LIVES
www.stlcc.edu

General Campus Letterhead

Departments may add the department name to the letterhead (see previous page for example). If one-color letterhead is desired, it must be printed in black and white, not the campus color.

St. Louis
Community
College

COMMUNITY RELATIONS • 300 S. Broadway • St. Louis, MO 63102 • 314-539-5000 • Fax: 314-539-5456

St. Louis
Community
College

FLORISSANT VALLEY

ALUMNI ASSOCIATION • Administration Building. Room 223 • 3400 Pershall Road • St. Louis, MO 63135 • 314-513-4548 • Fax: 314-513-4101

St. Louis
Community
College

FOREST PARK

5600 Oakland Ave. • St. Louis, MO 63110-1316 • 314-513-4200

St. Louis
Community
College

MERAMEC

11333 Big Bend Road • St. Louis, MO 63122 • 314-984-7500

St. Louis
Community
College

WILDWOOD

OFFICE OF THE PRESIDENT • 2645 Generations Drive • Wildwood, MO 63040 • 636-422-2240 • Fax: 636-422-2230 • E-mail: pmcintyre@stlcc.edu

Envelopes: Envelopes should be a standard #10 Wausau 28# or Cougar Opaque to match the letterhead and printed in two colors. The logo is placed in the upper left corner, 3/8" from the top and left trim. The return address of the campus is placed 1/4" below the logo in **8pt.** Optima. The department name is placed 9 points below the address in **9pt**. Optima Demi.

A one-color envelope will always be printed in black, not the campus color.

St. Louis
Community
College

MERAMEC

11333 Big Bend Road
St. Louis, MO 63122-5799

Office of the President

St. Louis
Community
College

MERAMEC

11333 Big Bend Road
St. Louis, MO 63122-5799

Office of Admissions/Records
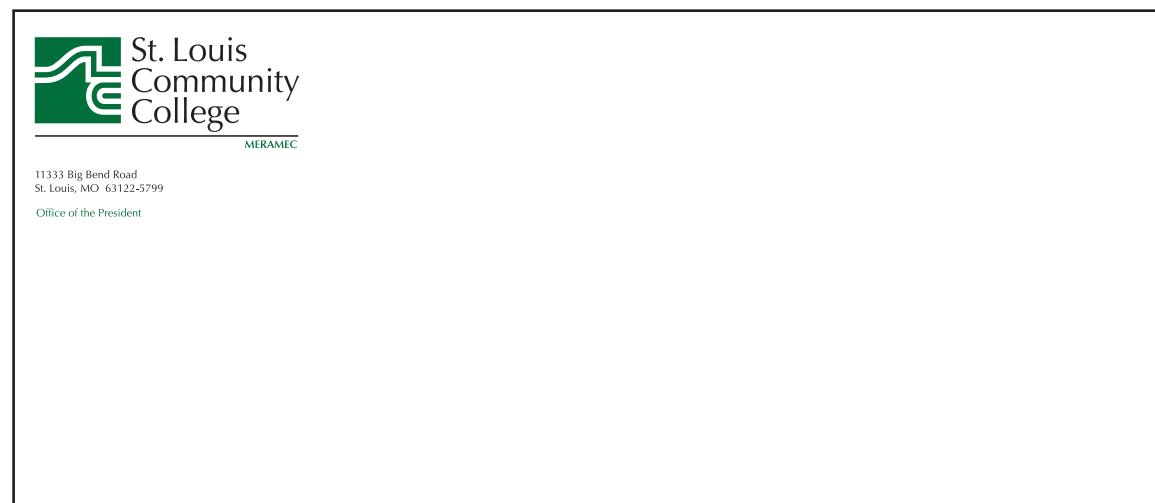
Notecards: Notecards reflect the new brand identity and the letterhead design. Folded, they measure 6 1/4 x 4 5/8. They are printed on 100# Cougar Opaque (smooth finish) and are two-color. The inside color is optional.
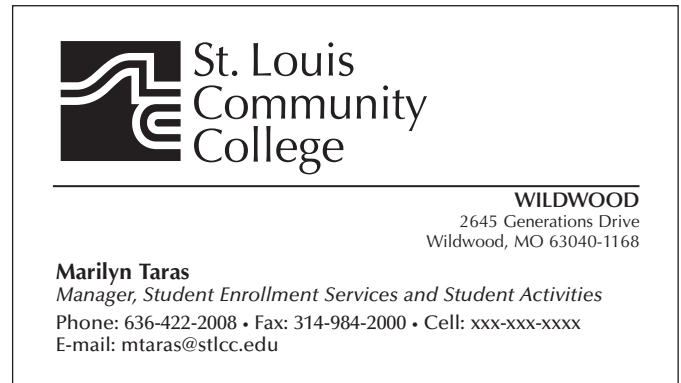
St. Louis
Community
College
COSAND CENTER

300 S. Broadway
St. Louis, MO 63102-2800

Office of the Chancellor

St. Louis
Community
College

OFFICE OF THE CHANCELLOR

EXPANDING MINDS • CHANGING LIVES

Florissant Valley • Forest Park • Meramec • Wildwood

Business cards also reflect the extension of our brand identity. They are 3.5" x 2" and are printed on 100# Cougar Opaque (smooth finish) or Wausau in two colors - black and the campus identifying primary bright PMS color.
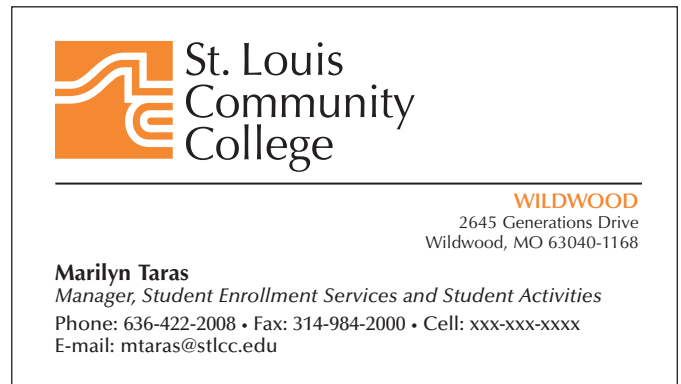
The logo is placed 1/4" from the top and left trim. The employee name and contact information is placed 3/8" below the location in **8.5 pt.** Optima Demi. Title/Department, phone and fax numbers and e-mail address are **7.5 pt.** Optima Light. Campus name is 8/7.5 and the location address is 6.5/7.5 Optima Demi and is placed 1-1/8" from the top and 2-1/4" from the left trim. The back of the business card will feature the college mission statement in Optima Bold and Regular and the Web address.

A one-color business card will always be printed in black, not the campus color.

St. Louis Community College

WILDWOOD
2645 Generations Drive
Wildwood, MO 63040-1168

Marilyn Taras
Manager, Student Enrollment Services and Student Activities
Phone: 636-422-2008 • Fax: 314-984-2000 • Cell: xxx-xxx-xxxx
E-mail: mtaras@stlcc.edu

Black and white

St. Louis Community College

WILDWOOD
2645 Generations Drive
Wildwood, MO 63040-1168

Marilyn Taras
Manager, Student Enrollment Services and Student Activities
Phone: 636-422-2008 • Fax: 314-984-2000 • Cell: xxx-xxx-xxxx
E-mail: mtaras@stlcc.edu

Two color

St. Louis Community College

CBIL
Center for Business, Industry & Labor

COSAND CENTER
300 South Broadway
St. Louis, MO • 63102-2800

Jane Doe
Manager, Student Enrollment Services and Student Activities
Phone: 636-422-2008 • Fax: 314-984-2000 • Cell: xxx-xxx-xxxx
E-mail: jdoe@stlcc.edu

Designed with division logo

10 - EDITORIAL STYLE GUIDE

I. College and Campus Names

Legal College Names
The legal name of the college is either St. Louis Community College or the Junior College District of St. Louis-St. Louis County. The preferred usage is St. Louis Community College.

Descriptive College Names
1. The descriptive name of the total institution, including Florissant Valley, Forest Park, Meramec, Wildwood, South County Education and University Center, the Downtown Training Center, the William J. Harrison Education Center and the Joseph P. Cosand Community College Center, is **St. Louis Community College.**

2. For second and subsequent references, use **college**, lowercase.

3. St. Louis Community College may be abbreviated **STLCC** on second and subsequent references. It also may be abbreviated in headlines and where graphically appropriate.

4. Do not use **the** before **St. Louis Community College** unless it is used as a modifying phrase referring to an office, department, program, etc.
    Example:
    Please refer to the St. Louis Community College graphic design standards manual.

5. For clarity and brevity, the word **at** may be replaced by a hyphen. Note: there are no spaces before or after the hyphen.
    Example:
    St. Louis Community College-Florissant Valley has been awarded a grant by the Bill & Melinda Gates Foundation that will support the improvement in the number of young people who graduate from high school and college.

6. The acceptable descriptive **names of the college locations** are as follows:

    St. Louis Community College at Florissant Valley
    St. Louis Community College-Florissant Valley
    STLCC-Florissant Valley (use on second reference)
    Florissant Valley campus

    St. Louis Community College at Forest Park
    St. Louis Community College-Forest Park
    STLCC-Forest Park (use on second reference)
    Forest Park campus

St. Louis Community College at Meramec
St. Louis Community College-Meramec
STLCC-Meramec (use on second reference)
Meramec campus

St. Louis Community College at Wildwood
St. Louis Community College-Wildwood
STLCC-Wildwood (use on second reference)
Wildwood campus

the St. Louis Community College Downtown Education Center
St. Louis Community College's Downtown Education Center
the Downtown Education Center

the St. Louis Community College South County Education and University Center
South County Education and University Center
SCEUC

the St. Louis Community College Joseph P. Cosand Community College Center
Cosand Center

the St. Louis Community College William J. Harrison Education Center
Harrison Education Center

7. Do not use the "at the cost of" symbol- @ -in the college and campus name:
   St. Louis Community College @ Meramec

8. The word **campus** may be used as a subsequent reference for Florissant Valley, Forest Park, Meramec or Wildwood.
   Example:
   Stop by the campus for more information.

9. Use **college location** when referring to all locations.
   Example:
   Call the college location nearest you for more information.

Geographic College References

1. When describing the area served by the college, the preferred usage is **the St. Louis Community College service area.**

2. Use the terms **collegewide** or **districtwide** to refer to the institution as a whole.

II. Acronyms

Like abbreviations, acronyms can save time and space when used properly. Generally, refer to Associated Press guidelines. The first reference should be written as the full title. The acronym is then used on second and subsequent references. Use only the full title when there is no second reference.

AACC	American Association of Community Colleges
ABE	Adult Basic Education
ACT	American College Test
ACCT	Association of Community College Trustees
ADA	Americans with Disabilities Act
AFL-CIO	American Federation of Labor and Congress of Industrial Organizations
AP	Associated Press
APP	Advanced Placement Program
CASE	Council for the Advancement and Support of Education
CASS	Cooperative Association of States for Scholarships
CBIL	Center for Business, Industry & Labor
CCID	Community Colleges for International Development
CLEP	College Level Examination Program
CWSP	College Work Study Program
ESL	English as a Second Language
GED	General Education Development Test
GPA	Grade Point Average
HEC	Higher Education Channel
IR	Instructional Resources
JCD	Junior College District
LT	Leadership Team
MCCA	Missouri Community College Association
MoPIRG	Missouri Public Interest Research Group
NCA	North Central Association
NEA	National Education Association
NJCAA	National Junior College Athletic Association
RCGA	Regional Chamber and Growth Association
ROTC	Reserve Officers' Training Corps
SAT	Scholastic Aptitude Test
SCEUC	South County Education and University Center
STLCC	St. Louis Community College
VA	Veterans Administration (no apostrophe)
WCD	Workforce and Community Development

III. Capitalization

Academic Terms
Buildings and Locations
People and Titles
Academic Terms

1. Capitalize the names of curricula, courses and programs but not the words "**curriculum, curricula, course** or **program**." Do not use quotation marks with course titles.
   Examples:
   the Advanced Filmmaking course; Biotechnology curriculum; ENG:101 College Composition I; Nursing program

2. Capitalize the names of degrees and certificates, but not the words degree or certificate.
   Examples:
   Associate in Arts degree in Mathematics; Human Services certificate

3. Capitalize the proper names of certificates of proficiency and specialization.
   Examples:
   Certificate of Proficiency in Human Services
   Certificate of Specialization in Real Estate

4. Capitalize abbreviations for degrees, such as **B.A., B.S., M.A., Ed.D., Ph.D.,** etc.

5. Capitalize the titles of forms and tests, but not the words **form** or **test**.
   Examples:
   General Educational Development test; Course Change form

6. Capitalize **division, department, office, lounge** and **building** when used in address block form but not when used in text.
   Example:
   Admissions Office
   St. Louis Community College-Meramec
   11333 Big Bend Road
   St. Louis, MO 63122-5720

   Example: Write to the Admissions office for more information.

7. Do not capitalize **spring, fall, summer** and **interim** when referring to semesters or sessions unless used in headlines or where graphically appropriate. Capitalize the semester when including the year.
   Examples:
   Classes will begin in the spring semester.
   The Spring 2008 class schedule is online.

8. Do not capitalize **the** preceeding a title unless it begins a sentence.
   Example:
   The St. Louis Community College Board of Trustees meets monthly.

9. Capitalize and enclose in **quotation marks** letter grades when used in body copy.
   Example:
   The student received an "A" on her paper.

10. Do not capitalize the **instructional program** when it is used to describe a particular student.
    Example:
    Mary Jones, a business administration student at St. Louis Community College-Forest Park, won a scholarship to Washington University.

Buildings and Locations

1. Capitalize **St. Louis Community College**, but lower case **college** on second reference. Lower case **college** when used in the generic sense.
   Example:
   The college will be closed Dec. 25.

2. Do not capitalize **office, lounge** or **building** except in address block form. (See item No. 6 under Academic Terms.)

3. Capitalize **room** when used with a figure or letter.
   Example:
   Room 103; Room A; Room 20, Science building.

4. Capitalize **geographic regions** of the country, but not compass directions.
   Examples:
   far West County
   They had to drive southwest to get to the Meramec campus.

People and Titles

1. Capitalize **titles** used before a name; lower case titles after a name. All other uses should be lower case.
   Examples:
   Chancellor Mary Smith
   John Doe, vice president for academic affairs
   The chancellor will discuss goals and objectives.

2. Capitalize the **formal names** of internal groups, committees and organizations, but not the words **committee**, **group**, **association**, etc., on second reference.
   Examples:
   The Compensation Committee will meet on Tuesday.
   The committee's agenda will include goal setting.

3. Capitalize **Board of Trustees,** but lower case **board** on second reference.
   Examples:
   The Board of Trustees met Thursday.
   The board met for seven hours.

4. Capitalize and write without periods or spaces the **call letters of radio and television stations**.
   Examples:
   KSDK-TV, KCFV-FM

IV. Figures

In general, follow Associated Press guidelines on numerals. To request a copy of the AP Style Guide, please contact District Community Relations.

1. **Do not begin a sentence with numerals**; use a word or spell out the figures. Numbers below 100 at the beginning of a sentence should be hyphenated when they consist of two words.
   Examples:
   St. Louis Community College offers more than 90 programs.
   Twenty-five students signed up for the class.

2. Spell out numbers below 10; use figures for 10 and above. Figures of four places or more need commas after every three places, reading right to left.
   Note: this applies to references to credit hours.
   Examples:
   The student took four classes.
   He was taking 12 credit hours during the day, plus a three-credit-hour course on Saturday.
   10,000; 1,386; 2,222,222

3. Spell out the words **first** through **ninth** when referring to sequence in time or location. Starting with **10th**, use figures.
   Examples:
   She placed second in the class rankings.
   She was 11th in line for the job.

4. Use figures for **days of the month**, omitting *rd, th, st* and *nd.*
   Examples:
   July 4, 1976   Independence Day is July 4.

5. Use figures with **million** and **billion** in all except casual uses; carry out only to two decimal places.
   Examples:
   A million dollars were spent.
   The computer system cost $2.38 million.
   The agency has a $10 billion deficit.

6. Use figures with **amounts of money** with the word **cents** or with the dollar sign. Do not follow dollar amounts with .00. Do not place a period before a figure when used with the word **cents**.
   Examples:
   The stadium charges $1 to park.
   Some candy bars cost 50 cents.
   He owed $37.50.

7. Use figures for **hours of the day** except noon and midnight. Do not follow full-hour increments with :00. Do not write 12 noon or 12 midnight.
   Examples:
   8 a.m.; 12:15 p.m.; 6-9 p.m.; 7:30-10 p.m.; 10:05 p.m.;
   11 a.m.-noon; noon-2 p.m.; midnight; 9 a.m.-2 p.m.

8. Use figures for **telephone numbers**. With area codes and 1-800 numbers, use figures with hyphens, not parenthesis or periods.
   Examples:
   314-539-9600   1-800-999-9999

9. Use figures for **percentages** except at the beginning of sentences.
   Examples:
   Only 1 percent of the students ride public transportation.
   Fifty-six percent of students earned scholarships.
   The participation rate of students in the program is 56 percent.

V. Terms and Titles

References to St. Louis Community College programs, personnel, buildings and services should be consistent to avoid confusion. Please follow these guidelines.

College Terms
Be consistent in the use of academic terms. The use of such words as **session** and **semester hour** and **credit hour**, if used interchangeably, may confuse the reader. The following list includes preferred academic terms related to St. Louis Community College.

associate's degree	collegewide
Associate in Arts degree	commencement
Associate in Fine Arts degree	credit hour
Associate in Applied Science degree	districtwide
Associate in Science degree	fall semester
Associate of Arts in Teaching degree	interim session
Certificate of General Education	intersession
certificate of specialization	laboratory
Certificate of Specialization in Real Estate	master's degree
certificate of proficiency	mathematics (not math)
Certificate of Proficiency in Human	maintenance fees (instead of tuition)
Services	postsecondary
bachelor's degree	prerequisite
campuswide	spring semester
career program	summer session
classified student	unclassified student
college transfer program	

Names and Titles
Buildings and Departments

1. Use the **correct and full name** of buildings, offices, departments, divisions, intercampus locations and services within buildings.

2. Use the proper name for the campus theaters on first reference. For subsequent references, the word **theater** is appropriate.
   Terry M. Fischer Theatre; Florissant Valley theater; the theater
   Mildred E. Bastian Center for the Performing Arts; the theater
   Meramec Theatre; the theater

3. Do not use forms such as office of or department of.
   Examples:
   Office of Admissions (incorrect)
   Admissions office (correct)

4. **Specific buildings** for each campus are as listed. References should be made to the Humanities building, the Engineering building, etc., with **building** lower case.

Florissant Valley
Administration
Business
Child Development Center
Communications
Emerson Center for Engineering and Manufacturing
Engineering
Humanities
Instructional Resources
Multipurpose Room
Physical Education
Science-Mathematics
Services
    Campus Police office
    Graphics
    Maintenance
    Print Shop
Social Science
Student Center
Training Center
Terry M. Fischer Theatre

Forest Park
East Wing
    A Tower
    B Tower
    C Tower
    D Tower
West Wing
    E Tower
    F Tower
    G Tower
Anheuser-Busch Dining Room
Art Annex
Children's Center
Jack E. Miller Hospitality Studies Center
Library
Mildred E. Bastian Center for the Performing Arts
Parking Garage
Physical Education
Student Center

Meramec
Administration/Clark Hall
Applied Science
Assessment Center
Business Administration
Child Care Center
Continuing Education
Communications North
Communications South
College Police office
Gers Greenhouse
Humanities East
Humanities West

Meramec (continued)
 Lecture Halls
 Library
 Physical Education
 Physical Plant
 Power House
 Science South
 Science West
 Social Science
 Student Center
 Theatre

South County Education and University Center

Wildwood
 No additional buildings at this time

William J. Harrison Education Center

Organizations/Groups

1. The college **employee groups** are as follows:
   - administrative
   - office and technical non-unit
   - faculty
   - physical plant
   - office and technical unit
   - professional
   - professional unit
   - classified

11 - INDICIAS

FIRST CLASS:
- 500 pieces or more
- Used for sensitive mailings: employee or student related information
- Is sent to the main post office in bulk, or to zip, no sort drops that same day

PRESORTED:
- 500 pieces or more
- Is sent through zip mail service for sorting
- Used for bulk mailings such as postcards, newsletters, etc.

For questions regarding the correct indicia, contact Highland Park Printing at ext. 9073.

CC	FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 4248	PRESORTED FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 4248	Cosand Center 300 S. Broadway St. Louis, MO 63102 314-539-5000
Cont. Ed	FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 2370	PRESORTED FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 2370	Cosand Center 300 S. Broadway St. Louis, MO 63102 314-539-5000
FP	FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 3564	PRESORTED FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 3564	Forest Park 5600 Oakland Ave. St. Louis, MO 63110-1316 314-644-9100
FV	FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 1250	PRESORTED FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 1250	Florissant Valley 3400 Pershall Road Ferguson, MO 63135-1408 314-513-4200
M	FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 3578	PRESORTED FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 3578	Meramec 11333 Big Bend Road St. Louis, MO 63122-5720 314-984-7500
WW	FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 938	PRESORT FIRST CLASS U.S. Postage **PAID** St. Louis, Missouri Permit No. 938	Wildwood 2645 Generations Drive Wildwood, MO 63040-1168 636-422-2000

12 - STATEMENTS

1. Accommodations Statement

   St. Louis Community College makes every reasonable effort to accommodate individuals with disabilities. If you have accommodation needs, please contact the Access office at the campus where you are registering at least six weeks before the beginning of the class. Individuals with speech or hearing impairments may call via Relay Missouri by dialing 711.

2. Non-Discrimination Statement

   St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination.

CBIL
Judy Koenig
Supervisor
Downtown Education Center
300 S. Broadway, St. Louis, MO 63102-2800
314-539-5360

Cosand Center
Patricia Henderson
Senior Manager of Employment
300 S. Broadway, St. Louis, MO 63102-2800
314-539-5214

Florissant Valley
Laura Sterman
Vice President, Student Affairs
3400 Pershall Road, St. Louis, MO 63135-1408
314-513-4250

Forest Park
Herb Gross
Vice President, Student Affairs
5600 Oakland Ave., St. Louis, MO 63110-1316
314-644-9114

Meramec
Stephen Petersen
Acting Vice President, Student Affairs
11333 Big Bend Road, St. Louis, MO 63122-5720
314-984-7607

Wildwood
George Wasson
Administrative Dean for Academic and Student Services
2645 Generations Drive, Wildwood, MO 63040-1168
636-422-2013

Section 504 / Title II Coordinator
Dr. Donna Dare
Acting Vice Chancellor for Education
300 S. Broadway, St. Louis, MO 63102-2800
314-539-5286

13 - CAMPUS ADVERTISING

In an effort to unify the advertising and promotional materials produced by the college, some standards have been developed. A distinctive brand has been created in conjunction with our ad agency and will be used primarily in materials produced at the district level. These materials will be made available to campuses for their use as needed. However, there are many situations in which the new brand is not applicable. In those cases, some basic standards have been developed.

Branded Examples
All recruitment ads and materials
Advertising pertaining to enrollment
Recruitment events
District-wide brochures
Academic Program ads and materials
Course schedules
College Catalog

Non-Branded Examples
Department promotional materials
Campus events
Campus Life activities
Athletics
Campus Services

Guidelines for Non-branded Advertising

The headline font is Optima Bold.

The headline should not be italicized.

Body copy fonts should be a choice of: Gill Sans, Helvetica, Lucida Sans, Palatino, or Goudy (see page 15 of the Graphic Standards manual).

A maximum of two fonts can be used in an ad (including Optima).

The "call to action" should be positioned toward the bottom of the ad and appear in a heavier weight than used for the body copy.

The STLCC logo is never part of the headline, it should be positioned near the bottom of the ad, positioned toward the left when possible.

The tagline "Expanding Minds, Changing Lives" is also not a headline. It should appear in reversed text in a solid black bar across the bottom of the ad and should use all upper-case letters and use the Optima font (see page 4 of the Graphic Standards Manual), or used as the signature (with logo).

Photos should feature happy people engaged in an activity or looking at the camera and smiling. All students, staff, and faculty should look happy to be here, and should never appear bored or disengaged.

Cut-out or "floating" photos of people should not be used. Full photographs showing context are preferred.

Non-branded ads should never use brand-specific elements including cut-out students, thought bubbles, or the Pill Gothic font.

When including logos from outside sponsors, their logos should not compete with the STLCC logo. They should not invade the clear space around the STLCC logo (see page 6 in the Graphic Standards Manual) and should not be larger than the STLCC logo.

Example of STLCC Non-Branded Advertising

Headline font: Optima Bold

Full photographs used. Students are engaged in activites and smiling.

Body Copy Font: Gill Sans

Just starting out?
Just starting back?

- 5 associate degress, with 11 college transfer options
- 90 career programs, with excellent job placement
- More than 3,000 Continuing Education classes

St. Louis Community College
MERAMEC

www.stlcc.edu
314-984-7500

EXPANDING MINDS • CHANGING LIVES

STLCC Logo placed at the bottom and toward the left. Campus logo used for campus advertising.

Tagline in a black bar at the bottom. Optima font, all capitals.

Call to action in a heaver weight than body copy (Gill Sans Bold). Placed near the logo.

35

Example of STLCC Branded Advertising

Promotion in black bar across top, Font: Pill Gothic Light, all capital letters

Headline in thought bubble. Headline expressed as a concern in the student's mind. Pill Gothic font, Light and Semibold, justified.

Single student photo, studio shot, background cut out and placed on watercolor background featuring campus colors.
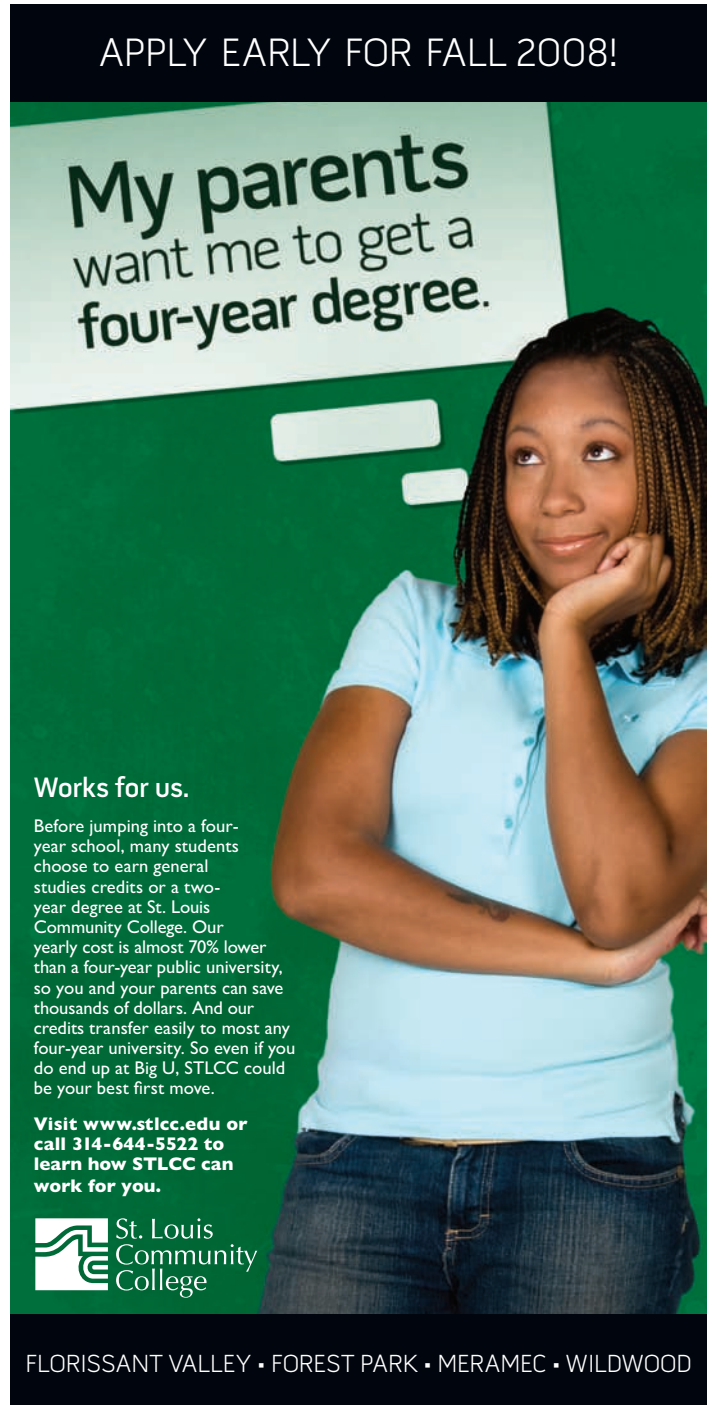
Subhead is the positive response to the student's statement. Pill Gothic Semibold font, smaller then headline

Body copy suports the statement in the subhead. Font: Gill Sans Light

Call to action follows body copy. Font: Gill Sans Regular

Logo follows the call to action

Campus names in a black strip across the bottom. Font: Pill Gothic Light, all capital letters.

APPLY EARLY FOR FALL 2008!

My parents
want me to get a four-year degree.

Works for us.

Before jumping into a four-year school, many students choose to earn general studies credits or a two-year degree at St. Louis Community College. Our yearly cost is almost 70% lower than a four-year public university, so you and your parents can save thousands of dollars. And our credits transfer easily to most any four-year university. So even if you do end up at Big U, STLCC could be your best first move.

Visit www.stlcc.edu or call 314-644-5522 to learn how STLCC can work for you.

St. Louis Community College

FLORISSANT VALLEY · FOREST PARK · MERAMEC · WILDWOOD

14 - FLYER AND POSTCARD GUIDLINES

Headline
Flyers and postcards need to have a headline with a message.
Example: "Summer 2008 Digital Photo at Meramec" is a title, not a message. An appropriate headline with message would read: "Register Now for Summer Digital Photography Classes at Meramec".

Body Copy
Body copy should not use abbreviations or lingo.
Copy should follow AP style guidelines.
A maximum of two fonts can be used (in addition to the use of Optima in the logo).

Call To Action
All flyers and postcards should include a call to action.
This includes the web site address and possibly a phone number.

Example: "For more information visit www.stlcc.edu"

The call to action should be positioned toward the bottom of the design and appear in a heavier weight than used for the body copy.

STLCC logo
The STLCC logo is never part of the headline.
It should be used to anchor the flyer and be positioned near the bottom, toward the left when possible.
The logo needs to include the collegram and logotype. The signature or campus name are optional.
The logo should not be altered, distorted, or added-to. (Refer to pages 11-13 of the Graphic Design Standards Manual.)

When including logos from outside sponsors, their logos should not compete with the STLCC logo. They should not invade the clear space around the STLCC logo (see page 6 in the Graphic Standards Manual) and should not be larger than the STLCC logo.

Use of the tagline "Expanding Minds, Changing Lives" is optional.
However, it is not a headline. If used it should appear either across the bottom of the design using all upper-case letters and the Optima font (see page 4 of the Graphic Standards Manual), or used as the signature (with logo).

Photos
Photos should feature people engaged in an activity or looking at the camera and smiling. All students, staff, and faculty should look happy to be here, and should never appear bored or disengaged.

Non-branded flyers and postcards should never use brand-specific elements including thought bubbles or the Pill Gothic font.

Flyer Example

8.5"

11"

Register Now for
Summer Digital Photography Classes at Meramec

PHOTO HERE

Two sessions of basic digital photography are offered at St. Louis Community College at Meramec:

Early summer 3 week session starts May 13-June 1, Monday thru Friday 3 p.m. - 9 p.m.
ART:172 CRN 21647

Regular summer 8 week session starts June 2-July 27, Monday and Wednesday 2 p.m. - 7 p.m.
ART:172 CRN 21390

St. Louis
Community
College
MERAMEC

for information visit
www.stlcc.edu/programs/digital_media

STLCC Logo
(located on lower left corner, if possible)

CALL TO ACTION
(bolder than body copy)

38

Postcard Example

Full photographs used. Students are engaged in activites and smiling.

Headline font: Optima Bold

Find what you're looking for at St. Louis Community College!

☑ **Options**
☑ **Flexibility**
☑ **Quality**
☑ **Value**
☑ **Open House***
July 9 & Aug. 2

www.stlcc.edu

St. Louis Community College
Expanding Minds • Changing Lives

FLORISSANT VALLEY • FOREST PARK • MERAMEC • WILDWOOD

Logo is displayed in lower left corner when possible. Replace with campus logo for campus advertising and drop tagline to black band below.

Tagline or campuses placed in a black bar at the bottom.. Font: Optima, all capitals.

Call to action follows message. Font: Gill Sans Bold, lower case.

Headline font: Optima Bold

Body Copy font: Gill Sans

Get it all at STLCC!

- Earn a transfer degree, train for a job, switch careers or update your skills.

- Choose from 11 college-transfer options and more than 90 career programs.

- Take day, evening, weekend or short-term classes close to home or work at any—or all—of our four campuses and three education centers.

- Get one-on-one attention and hands-on training in small classes from great professors.

- Spend nearly 70% less than you would at a four-year university or technical college—for the same or better quality education!

For more information, to apply online or register for classes, visit us at **www.stlcc.edu**.

Fall classes begin August 25.

St. Louis Community College

11333 Big Bend Road
St. Louis, MO 63122-5799

Campus logo placement. Campus address in Optima Regular.

Non Profit Organization
U.S. Postage
PAID
St. Louis, Missouri
Permit No. 3578

ECRWSS

Indicia must match campus address.

Current Postal Resident

Barcode must be included in recipient address label

Call to action may be shown in Gill Sans Bold.