

DESIGN AND BRAND GUIDELINES

STARK STATE COLLEGE



Stark State
COLLEGE

Our brand is more than a logo.

If you have a need that hasn't been covered in this guide, contact the Marketing and Communications Office at marketing@starkstate.edu or a member of the team:

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Contents

- 1 Voice
- 2 Internal communication
- 3 External communication
- 4 Marketing and Communications writing style guidelines
- 6 Web communications
- 7 Graphic standards

DESIGN AND BRAND GUIDELINES

Stark State College

Our brand is more than a logo.

The Stark State College brand guide offers College employees guidelines for communication with the goal of implementing one voice to strengthen the Stark State brand. In keeping with best practices of professional communication standards at colleges and universities nationwide, as well as Stark State's own past practices, our written, visual and spoken elements unite to create a brand that's recognized, impactful and uniquely Stark State.

This brand guide contains specific illustrations, guidelines and examples of the approved usage of the Stark State College logo and other communication. Please read this manual and adhere to the guidelines for any official College communication.

Stark State's Marketing and Communications Office generally uses the Associated Press Stylebook as its style guide. If you have questions about AP style or other marketing topics, contact marketing@starkstate.edu or Marketing Director Robyn Steinmetz at rsteinmetz@starkstate.edu or ext. 4599.

Voice

Prospective students are the target audience for the vast majority of our communication, and today's students expect and prefer a more conversational style. That means formal phrases and industry jargon that may be familiar to us don't connect with our audience. More than 130 years of readability research shows that the easier your message is to read, the more people will read it. We want potential students to read and hear what we're saying, so we're striving to say it in a way that reaches them.

DESIGN AND BRAND GUIDELINES

Internal communication

Shared governance is a decision-making and communication process aligned with the College's strategic plan and committed to the advancement of our students, College and mission. Our internal communication methods include:

SSC Snapshot

Every Wednesday, the Marketing and Communications Office sends out the *SSC Snapshot* to SSC faculty and staff. The *Snapshot* includes news stories, pertinent updates, upcoming events, links to the *Stark Stater* and Career Services' *Hot Jobs* and more. If you have information you think belongs in the *Snapshot*, fill out the communications request form on *mystarkstate > communications tab > communications request form* or email marketing@starkstate.edu. The *Snapshot* is sent weekly during the fall and spring semesters and monthly in the summer.

Stark Stater

Every other Tuesday, the Marketing and Communications Office sends the *Stark Stater News* to all students to keep them aware of student communications. The *Stark Stater* includes important dates and deadlines for students, student activities, resources and more. If you or your students have information you think belongs in the *Stark Stater*, please fill out the communications request form on *mystarkstate > communications tab > communications request* or email marketing@starkstate.edu. *Stark Stater News* is sent bi-weekly during the fall and spring semesters and monthly during the summer. Occasionally, special editions may be need for announcements outside the normal publishing schedule, e.g., before the start of each semester for important news for students about welcome week.

@StarkState

The Marketing and Communications Office sends *@StarkState* to faculty and staff via email each month following the Board of Trustees meeting. This communication includes the president's report and an update from the provost.

Monitors

The Marketing and Communications Office manages the television monitor messages across campus. If you would like to share a message via monitor slides for events, fill out the communications request form on *mystarkstate > communications tab > communications request form*.

Marketing and Communications boards

The Marketing and Communications Office has several bulletin boards around main campus to display messages specific to students, such as registration deadlines. These boards are marked specifically for Marketing and Communications use only. Anything other than flyers/information posted from Marketing will be removed.

College tagline

Spend less. Earn more. Go further.

Our College's recruiting tagline is targeted to resonate with prospective students and their families. This succinct sentence trio emphasizes our commitment to affordability, training for in-demand careers and offering a pathway to a better future.

External communication

External communications must follow established procedures governing the dissemination and receipt of information at the College. For the College's policy regarding external communications, visit mystarkstate or starkstate.edu/policies.

Suggested voicemail script

"Thank you for calling Stark State College. You've reached the desk of (your name). I'm unable to answer your call at this time, but please leave a message and I'll return your call as soon as possible. (Insert any other information important to you.) Remember, at Stark State you'll spend less, earn more and go further."

Email signature standards

As official documents of Stark State College, your emails are public record and should contain a consistent brand signature. Your email signature should include your name, title, department, business phone number (your College-issued cell phone number is optional), the College tagline (Spend less. Earn more. Go further) and the website (starkstate.edu). You will be notified if other college-wide messages should be added at various times during the year (i.g., Register now.)

Include your full email signature when representing yourself as part of the College to external recipients; a less formal signature is acceptable for day-to-day emails between co-workers.

Do not include additions such as photos, inspirational quotes and graphics or other statements that reflect the individual rather than the College.

My Name

HR Approved Title • Department

pronouns: she, her, hers

330-494-6170 ext 1234 • S123

(optional) cell • (optional) fax

mname@starkstate.edu • starkstate.edu

6200 Frank Ave NW • North Canton, OH 44720



Spend less. Earn more.
Go further.



REGISTER NOW

Talking to the media

The media plays an important role in spreading the Stark State College brand and messages, making it imperative to have a unified voice from the College. Generally, our College spokespeople are Dr. Para Jones, Marisa Rohn and Robyn Steinmetz. Other faculty and staff members should not speak to the media **on behalf of the College** unless the conversation is first cleared through the Marketing and Communications Office. At times, you may receive "talking points" from the Marketing Office so that you feel comfortable answering questions from coworkers, students, business partners, friends about a particular issue making news. *When in doubt, always refer to the Marketing and Communications Office for guidance.*

Publications

All Stark State College publications marketing to an external audience should originate in the Marketing and Communications Office to maintain the integrity of the College's brand standards and to ensure key marketing messages are included. The Marketing and Communications Office is happy to write and design any publications or other marketing formats for you, so please reach out to us if you need assistance.

DESIGN AND BRAND GUIDELINES

Marketing and Communications writing style guidelines

A style guide promotes consistency across all Stark State publications. While classrooms likely follow other stylistic guidelines, the Marketing and Communications Office nearly always follows the rules set by the *Associated Press (AP)* in its *Stylebook*. If the *AP Stylebook* does not address the issue, the most current edition of *Webster's Collegiate Dictionary* is the next source of verification. We have adopted these style points to make our published information more impactful, consistent and easy to read:

- Use downstyle for titles of programs (e.g., mechanical engineering technology not Mechanical Engineering Technology). Likewise, use downstyle for department and division names.
- Treat names of specific offices or buildings as proper nouns and capitalize all parts of the name (e.g., Fire Science Tower, Dental Hygiene Clinic, Admissions Office.)
- Use Stark State College for the first reference to the institution; acceptable second references are: Stark State or the College (capital "C" to indicate which college.) Use the abbreviation SSC only after you have introduced it as a parenthetical reference after the first use of the full, formal name of the College (e.g., "Stark State College (SSC) today announced ...")
- Do not use the College logo in place of the name of the College.
- Our students earn an *associate degree* (no possessive).
- Titles following names are lower case while titles preceding names are upper case (e.g., Para Jones, president of Stark State College vs. Stark State College President Para Jones)
- With some deviations for style and space, we generally use periods in most abbreviations, e.g., M.A., M.S., Ph.D. per AP Style, we use all caps, but no periods, in longer abbreviations when the individual letters are pronounced: MBA. Use an apostrophe in *bachelor's degree*, a *master's*, etc., but no possessive in *bachelor of arts* or *master of science*.
- Do not use *Dr.* in references after the initial use.

- Although other style guides prefer the use of the “Oxford” or “Harvard” comma in a series, AP Style generally omits the comma before “and” in a sequence (e.g., “red, white and blue” *not* “red, white, and blue.”) However, AP allows inclusion of the final comma in a simple series if omitting it could make the meaning unclear:

The governor convened his most trusted advisers, economist Olivia Schneider and polling expert Carlton Torres. (If Schneider and Torres are his most trusted advisers, don’t use the final comma.) *The governor convened his most trusted advisers, economist Olivia Schneider, and polling expert Carlton Torres.* (If the governor is convening unidentified advisers plus Schneider and Torres, the final comma is needed.)

- Do not insert a comma between a person’s name and the abbreviations for “junior” or “senior” (John Smith Jr. *not* John Smith, Jr.)
- Place closing punctuation marks inside of quotes or closing parenthesis.
- Use of the words “email” and “online” should always be lowercase and never hyphenated. Capitalize “Web” but use lowercase for “website.”
- We generally do not use courtesy titles such as Mr., Ms., Miss or Mrs., although professional credentials at the doctorate level can be signified by letters after a name, e.g., Para Jones, PhD.
- Numbers one through nine are always spelled out (one, two, three) and numbers above nine are used as digits (10, 45, 200, 10,000).
- According to AP Style, the seasons spring, summer, fall, winter and derivatives such as springtime are lowercase unless part of a formal name, e.g., Stark State Spring Fling.
- The AP Stylebook recommends rephrasing a sentence to avoid the use of “he/she.”
- Generally, we designate morning and afternoon, a.m. and p.m. (lowercase, with periods) and use figures except for noon and midnight. Use a colon to separate hours from minutes: *11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.* Avoid redundancies, e.g., 10 a.m. this morning.

Advertising and public service announcements

All promotional advertising for Stark State College – digital, print, radio and television – is produced and placed by the Marketing and Communications Office, with the exception of advertised job openings. The use of key messages in all advertising efforts and adherence to all visual standards further Stark State’s identify. For assistance with your advertising needs, call or email Robyn Steinmetz.

DESIGN AND BRAND GUIDELINES

Web communications

Stark State's website (www.starkstate.edu) and social media sites are marketing tools that follow the writing style guidelines referenced above. Only material reviewed by the marketing and communications department may be published to the Stark State website. The complete web communications policy is on *mystarkstate* or starkstate.edu/policies. All websites, Web pages, wikis, blogs, social networking sites and other similar electronic communications published by students, faculty or staff and relating in any way to the College must be formally approved in writing in advance of publication by the marketing department. marketing@starkstate.edu

Web language

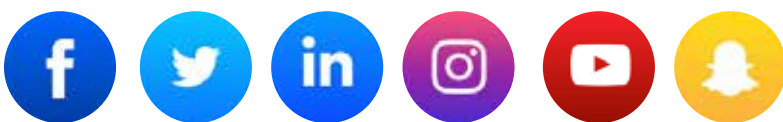
As one of our marketing tools, the targeted audience for Stark State's website is prospective students and their families. Our goal is to make our starkstate.edu a conversation with today's digitally savvy student who is comfortable with more graphics and less text, so we strive to eliminate industry jargon wherever possible and make our language compact, crisp and significant.

Social media

Social media has changed the way we communicate and continues to evolve every day. Stark State has official Facebook, Twitter and Instagram accounts, and the president has a Twitter account (@PrezParaJones). Offices, departments or student groups that wish to author a social media page associated with the College should first contact the Marketing and Communications Office for branding and communication guidance. See the "request for approval social networking site" document on *mystarkstate* > *employee* > *employee forms* > *marketing folder*.

Online fundraising

Fundraising or any other charitable giving efforts should be directed through the Stark State College Foundation. Charitable contributions to or on behalf of the Stark State College Foundation or any other 501(c)(3) organization whose mission is to support Stark State College can't be solicited nor accepted unless approved in advance by the Foundation.



Graphic standards

College logo

Our logo acts as a signature, an identifier and a stamp of quality, representing the College at the highest level. The Stark State College logo was carefully designed to reflect the College's philosophy and mission. The design is a representation of our dynamic and changing institution.



2C - preferred version
use on white or light
background



2C white letters
use on dark
background when
contrast is needed



1C blue letters
use on white or light
background when
colors are limited

To maintain consistency and professionalism as we use our logo, a few simple guidelines should always be followed:

- The logo is available in .png and .jpeg format for most uses. If you intend to reproduce the logo on apparel, contact the marketing department.
- The logo is available in vertical and horizontal orientation, but vertical is the preferred orientation.
- Our logo and associated type should not be re-created or used on non-College forms.
- The logo should not be separated from the logo type (show example)
- Do not alter the shape of the logo, add a rule line around it or reproduce in any colors other than red (PMS200) or navy (PMS281).
- Don't create department or organization logos that conflict or overshadow the Stark State logo.
- Any graphic identities incorporating the Stark State brand for department initiatives, identification, etc. must be developed with or approved by the Marketing and Communications Office.

- Reducing or enlarging the logo must be done proportionately – do not skew, stretch, distort, alter, add to or delete from the logo in anyway Examples:



For a copy of the official logo, go to *mystarkstate > employee > employee forms > marketing folder*.

For questions about logo usage, contact Beth Klein at bklein@starkstate.edu or ext. 4132.

DESIGN AND BRAND GUIDELINES

Color palette

This set of colors is recognizable as distinct to Stark State, and consistent use of this palette will ensure a cohesive expression of the Stark State brand. Our palette is selected from the Pantone Matching System, the printing industry standard.

primary



PANTONE 281
RGB 0 32 91
HEX/HTML 00205B
CMYK 100 85 5 36

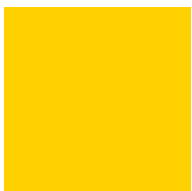


PANTONE 200
RGB 186 12 47
HEX/HTML BA0C2F
CMYK 3 100 70 12



PANTONE 3005
RGB 0 119 200
HEX/HTML 0077C8
CMYK 100 31 0 0

secondary



PANTONE 109
RGB 255 209 0
HEX/HTML FFD100
CMYK 0 9 100 0



PANTONE 382
RGB 196 214 0
HEX/HTML C4D600
CMYK 28 0 100 0



PANTONE 428
RGB 193 198 200
HEX/HTML C1C6C8
CMYK 10 4 4 14



PANTONE 430
RGB 124 135 142
HEX/HTML 7C878E
CMYK 33 18 13 40

Typography

Typography is one of the easiest and most essential ways to create a consistent visual voice for our brand. Our preferred fonts:

Helvetica

preferred sans serif font
or comparable font such as Arial

Helvetica Light

Helvetica Roman

Helvetica Bold

Helvetica Black

Century

preferred sans serif font
or comparable font such as Times

Century Regular

Century Italic

Century Bold

Century Bold Italic

College seal

The Stark State College seal symbolizes the long-standing traditions of Stark State College.

The College seal is used only on official College documents, such as diplomas and commencement materials. A high-resolution version is available from the Marketing and Communications Office.

Letterhead/envelopes

When sending out communication to students and external customers, always use the Stark State College letterhead. If you don't have access to the physical letterhead paper, the electronic letterhead is available on *mystarkstate > employee > marketing* folder. If you need physical letterhead or envelopes, email marketing@starkstate.edu.

Business cards

The requirements for business card information can be found on *mystarkstate > employee > employee tools > request business card > business card request form*. Please remember that your title must match the one on your contract issued by the Human Resources Office and that we list only credentials beyond a bachelor's degree. Due to space limitations, credentials are listed sans periods, e.g., EdD, CPA, MA.

Phone numbers

We use hyphens between digits in a phone number and the extension abbreviation is lowercase, e.g., 330-494-6170 ext. 4599.

PowerPoint presentations

A Stark State PowerPoint template is available for use by members of the College community for presentations related to the College. The template can be found on *mystarkstate > employee > marketing* folder. Templates also can be obtained by emailing marketing@starkstate.edu.

Presentation folders

If you need presentation or pocket folders, email marketing@starkstate.edu with details of the planned contents.

Display table guidelines

Contact marketing@starkstate.edu to discuss items available for display tables, including SSC tablecloths, pens and other giveaway items. All printed material distributed or displayed on a table must be approved or created by the Marketing Office.



Tabletop retractor

A tabletop retractor is meant to serve as backdrop or teaser with color graphics and photos with minimal copy to call attention to your information table. Each 15” wide x 3’ high retractor will maintain a consistent brand with those produced for other programs.

You supply pertinent and up-to-date information to “sell” your program, e.g., salaries, job outlook, flexible job schedules, etc. Quotes or testimonials from current or past students are recommended to interest prospective students. The content will be reviewed for style, grammar, tone, length, etc.

To help us portray your program accurately, supply internet photos/graphic images specific to your area to guide us – marketing will search stock photo sites for similar images (marketing will purchase final photos). You also may supply any existing photos you’d like to use (photos must be high resolution 300 dpi and sufficient quality). Time permitting, marketing may be available to shoot photos of facilities and/or faculty and students in action.

Your department is responsible for the cost of the retractor.

Program card

A program card is an eye-catching synopsis of your program and related images, graphs and/or student testimonials.

Provide the marketing department with the information you’d like to use to sell your program, and the content will be reviewed for style, grammar, tone, etc.

You’ll get a low-resolution proof to proofread and make necessary changes. Send us the changes along with your requested quantity (plan ahead for the number you may need for upcoming recruitment events and activities before ordering). We’ll make any changes and send a final for approval before printing.

Marketing will pay for printing and we typically print in quantities of 200 so you can update as needed with little to no waste. Be aware of keeping your content – including statistics and contact information – updated. For any changes to your document, contact the marketing department.

The finished card size will be 4.25” x 11” printed on #100 glossy cover stock.

