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From the President

Guilford Technical Community College is the first place we want everyone in Guilford County to think of when they consider workforce preparedness. Sometimes we can present ourselves and the image of our college in person; however, often we cannot.

In many cases our promotional materials, publications, brochures, business cards, stationery and all other forms of communication are the only contact someone has with GTCC. Each element influences our identity and gives the public an opportunity to form an opinion and impression about who we are and what we do.

The proper use of writing style and the correct placement of graphics are vital elements in our communications. This manual was developed by our trained communications staff in the Marketing and Public Information Office to guide you in the creation of image-related materials. The Marketing and Public Information Office is available to you as a resource as you develop materials which may be viewed by the public. It is extremely important that you are prepared before contacting the Marketing and Public Information Office. Your preparation will enable the office staff to assist you in the most efficient ways possible. Please take advantage of the help the staff is able to provide, and follow the guidelines outlined in this manual closely.

The guidelines were designed to produce a consistent image for GTCC. Our college is one that should be known for its success in training people for the workplace. These guidelines should help us promote ourselves as a college that provides quality education – a quality education that works.

The guidelines in this manual are intended to enhance the image and identity of GTCC and we should apply them consistently.

Randy Parker
Who is
Guilford Technical Community College?
Our Vision
Creating Successful Futures.

Our Mission
Guilford Technical Community College provides access to lifelong learning opportunities for personal growth, workforce productivity, and community service. It serves all segments of Guilford County’s diverse population, delivering quality educational programs and services through partnerships with business, community groups, and other educational institutions.

Our Values
Students
Learning
Innovative Instruction and Targeted Services
Employees
Diversity
Honesty and Integrity
Institutional Effectiveness

Our Position
Guilford Tech has a broader, more profound and more productive impact on business, professional and personal lives in Guilford County than any other institution by raising the standard of living, and helping people retool their lives.

Tagline
Your Community. Your College. Your Future.
A Brief History of Guilford Technical Community College

In the fall of 1916, a group of prominent Guilford county residents convened to discuss the need for a “plan to combat tuberculosis.” On December 20, 1921 voters approved a $100,000 bond issue to build the Guilford County Tuberculosis Sanatorium. The sanatorium opened its doors in 1924. The combined practices of excluding those with the illness from the general population and an increase in cleanliness practices dramatically reduced both the cases of tuberculosis contracted and the deadliness of the illness and the sanatorium closed its doors in 1955.

In 1957, a proposal for a local Industrial Education Center was sent to Guilford County Commissioners to fill the need for industrial training. The Board of Education approved the proposal for the center at Jamestown and the sanatorium facilities were allocated by County Commissioners in 1958. Ed Kemp was appointed as Chairman and Bruce B. Roberts was named the first Director of the Guilford Industrial Education Center and what is now known as GTCC was born. The newly dubbed GIEC began the fall semester with 42 students enrolled in classes and ended with 593 students due to new programs added to the curriculum.

The 1960s brought about more change for the fledgling college. In 1963 control of the industrial education centers was shifted to the Department of Community Colleges. Local control was vested in an eight-member Board of Trustees. In 1965 Dr. Herbert F. Marco was appointed as the first president of Guilford Technical Institute and the newly named college was vested with the authority to grant the Associate in Applied Sciences Degree. The first student to receive an Associate in Applied Science degree from GTI was Mrs. Virginia Bangiola of High Point in 1966 and the first graduation ceremony was held on June 11, 1967. That same year the college’s second president, Dr. Luther R. Medlin was named. Other events of interest in the 1960s included; the first issue of the college yearbook was published, GTI’s first basketball team—the Green Hornets was formed and the college’s first Adult Education classes were offered.

The 1960s closed with GTI becoming a member of the Southern Association of Colleges and Schools and launching a new program in Aviation Technology.

The 70s weren’t quite as eventful; however, the college continued to grow. The Council on Dental Education of the American Dental Association announced an accreditation of dental programs and a county-wide bond referendum appropriated $3 million to GTI for construction projects. A hangar was leased from the Piedmont Triad Airport and the Guilford College’s downtown campus was purchased so the college could expand. This time also saw the third and fourth college presidents come and go.
The 1980s opened with the fifth president and continued growth. The State Board of Education approved the request of the college to add a college transfer program at GTI. In 1983 GTI celebrated its 25th birthday. Shortly thereafter the name of the college was changed to Guilford Technical Community College to reflect the newly offered college-transfer curriculum.

In 1991 Dr. Donald W. Cameron was appointed the 6th President of GTCC. Ciba donated $225,000 to GTCC’s Tech Prep Program in November 1994 and a National Science Foundation grant to bring Internet access to the college was received in 1995. Also in 1995 the State Board of Community Colleges approved a proposal to convert NC Community College System to semester system which was implemented during the Fall Semester of 1997.

The next two years were ones of growth with the Percy H. Sears Applied Technologies Center dedicated and Cline Observatory opened. In 1999 the Koury Corporation donated the largest gift ever made to GTCC- $500,000. Later that year the Koury Hospitality Careers Center was dedicated in appreciation of the corporation. The first School of Entertainment Technology in North Carolina offered by a community college was also established in 1999.

In 2000, the newly renovated Williams Health Careers Building for nursing and medical assisting programs was dedicated. The Gladys S. Sears Endowed Teaching Chair in Business Technology was established and the High Point Campus Gatlin Entertainment Technology Building opened in 2003. GTCC premiered its new athletic program in 2006 with men’s basketball and women’s volleyball. The student body chose the Titan as the school mascot after weeks of voting. The department of E-learning was established to fill a need in 2007. The year 2008 was a big one with the college celebrating its 50th anniversary. Growth continued in other areas as well in 2008 with the athletics program introducing women’s basketball and baseball to the roster of sports.

GTCC’s 50th Anniversary commemoration (2008) launched the most student focused period in GTCC’s history. The ingenuity to improve retention and graduation rates dates accelerated from more than a dozen pilot projects that distinguished the Achieving the Dream project. The Leah Meyer Austin Institutional Student Success Leadership Award (2010) recognized GTCC’s success as the nation’s outstanding Achieving the Dream College. GTCC was one of 15 colleges selected nationally to scale their key AtD inventiveness into the Developmental Education Initiative (DEI). A 3-year $733,000 grant focused on strategies to support students who need skills remediation. In May 2011, GTCC received a $495,000 planning grant to lead a cadre of five North Carolina community colleges for Completion by Design, a 5-year initiative funded by the Gates Foundation to develop completion pathways to help young, low-income students gain credentials that have labor market value or help them transfer to baccalaureate programs. GTCC is managing a two-year, $4.3 million Completion by Design grant from the Gates Foundation to implement those completion pathways. GTCC is one of ten community colleges to receive $879,711 in “Back to Work” state funds to prepare citizens facing long-term unemployment for new jobs. GTCC was recently honored for Exceptional Institutional Performance by the State Board of Community Colleges. The North Carolina Center for Global Logistics, managed by its new director Charles H. W. Edwards, has relocated to the GTCC Business and Industry Center adjacent to the Jamestown Campus. In September, GTCC received a $1.4 million grant to accelerate aviation training programs in North Carolina. Today, November 5, 2012, GTCC celebrates the installation of Dr. Randy Parker as its seventh president.
Top 10 Things You Should Know About Creating Marketing Materials
The Marketing and Public Information Office provides expert marketing, writing, editing, graphic design and support services free of charge to units on campus. This department has primary responsibility for admissions, student recruitment and fundraising materials.

Only approved trademarks may be used. No department or division on campus (with the exception of student groups) is permitted to create or use a logo other than the approved GTCC trademarks.

All student recruitment pieces must be created by the Marketing and Public Information Department. All publications listing courses and degree requirements must be approved through by the Publications Office and the Vice President of Instruction.

All off-campus advertising (with the exception of classified ads) must be approved in advance by the Director of Marketing.

Certain statements are required on all of the college’s printed pieces. All publications must carry a recycling statement if printed on recycled paper, and all publications, whether printed with state or non-state funds, must carry a statement about funding. All recruitment pieces must carry a nondiscrimination statement. All pieces promoting an event must carry an ADA statement.

All college promotional and marketing college publications (printed and electronic) must adhere to the editorial style guidelines described in this manual, Associated Press Stylebook and Merriam-Webster’s Collegiate Dictionary. All college publications, whether paid for with state or non-state funds, must adhere to the graphic standards described in this document.

Green it is one of the strongest elements of GTCC’s identity. When you are planning a piece that uses color, try to incorporate green into it. It is a strong visual cue to your audience that they are looking at something from Guilford Technical Community College.

All promotional items (keychains, pens, flash drives, etc.) must be submitted to the Marketing Department for approval before being produced. Please be aware these items cannot be purchased with state funds.

Remember to plan ahead for your marketing needs. Understand what you need, when you need it, how many you need and who the material is to be delivered to.

Image is everything – please respect these guidelines as misuse of the logos, trademarks and slogans of the college can be detrimental to the college’s image and reputation.
Section Three

Marketing Staff
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Marketing & Public Information’s Mission

Our mission is to be a customer-focused department who is available to assist all areas with their marketing and advertising needs. As we have many customers and limited resources, please plan ahead for your needs to allow our limited staff the time to manage your projects in a timely and professional manner.

The Public Information Office will be responsible for the complete production of all publications. This includes editing, rewriting, proofreading, designing, scheduling of printing, typesetting and photography, quality control checks, delivery, bulk mail services, competitive bid process and record-keeping. The Public Information Office will work with the Purchasing Department to see that the correct bid process is followed for all publications.

Services
- Web Design
- Print Collateral
- Graphic Design Services
- Advertising Expertise
- Photography Bank
- Tradeshow Booth (lending & assistance)
- E-mail Marketing
- Social Media
- Any other type of marketing service
Advertising

All advertising must be approved in advance by the Director of Marketing except classified advertising for job openings which is handled by Human Resources.

The Marketing and Public Information Office plans the advertising budget for GTCC for the year. In the event additional funds become available, requests for unplanned advertising will be handled on a case-by-case basis. Requests for both planned and unplanned advertising require the approval of the appropriate Vice President and the Marketing Director. Requests shall be submitted via the online Marketing Help Desk function found at www.gtcc.edu.

Earn Your Associate Degree in Information Systems Security.

Program topics include:
- Networking
- Operating systems
- Information policy
- Intrusion detection
- Security administration
- Industry standards to protect data

Day and evening classes available on the GTCC Jamestown Campus. For more information, contact Kevin Lee at (336) 334-4822 ext. 2249.
Printing

The Marketing and Public Information Office produces the non-credit course schedule(s), catalog, viewbook, curriculum brochures, President’s Report, mail-back card brochures and an admissions packet. The budget is planned to cover these items. In the event that additional funds become available, other printing projects will be handled on a case-by-case basis. Requests for planned and unplanned printing require the approval of the appropriate Vice President and the Director of Marketing.

Other printing projects may be produced by individual departments within their budgets. These projects must be approved by the appropriate division chair or vice president. All copy for the project must be submitted to the Office of Marketing and Public Information at least three weeks before the anticipated printing date. Producers of such projects must adhere to all appropriate bid procedures, which are handled by the Purchasing Office.

Institutional identification (including Affirmative Action / Equal Opportunity Institution designation, as appropriate) will be designed into all materials.

Note: Business cards are handled by the Purchasing Department.

Requests for Individual Department Logos

Unofficial and unapproved logos are prohibited. However, logos intended for plausible business-related reasons will be considered. These include “sub-branded” departmental logos. Designs must be submitted through the Help Desk system. Please allow at least two days for review of the designs. Please allow additional time if design assistance is needed. Contact the Marketing Department at 336-334-4822, extension 50248 for further guidance.
Types of Publications

1. Mission-critical publications: a group of publications that are considered crucial pieces of information for college operation. These publications will receive priority when planning the work of the Public Information Office. These publications include:
   - Catalog
   - Continuing Education Class schedules
   - Academic program brochures
   - Admissions packet
   - President’s Annual Report.

2. Supplementary publications: considered important to the college, but have a lower priority than the core publications. Examples include:
   - Department brochures
   - Posters
   - Postcards.

3. Periodic publications such as:
   - GTCC In The News
   - Foundation newsletters
   - Alumni newsletters.

4. Low-budget, internal (on-campus) promotional flyers, which are prepared independently of the Public Information Office, must follow these guidelines:
   - Use accepted college editorial style
   - Prominently display college logo and logo type
   - Use only approved logos.

5. Publications exempt from these guidelines:
   - Instructional materials
   - Business forms
   - Internal committee and departmental reports
   - Routine office correspondence
   - Research papers
   - Grant proposals
   - Student newspaper / newsletters.

6. Electronic Boards
   The Marketing Assistant will be responsible for the electronic boards on the Jamestown campus. The administrative assistant for the High Point campus and the Greensboro campus respectively will be responsible for the upkeep of the digital boards.
Section Five

Understanding Why a Publications & Style Guide Is Necessary
Graphic Identity

A graphic identity program helps an organization distinguish its print and electronic media from those of other institutions by conveying a look that is easily recognizable, particularly among sets of materials destined for the same audience. When graphic elements such as symbols, typefaces and colors are coordinated in a consistent manner, they convey a unified “family” image and enhance an organization’s ability to effectively communicate with others.

Uniform graphic standards, when carried to an extreme, can also hamper creativity and result in a look that is too uniform to be effective or to hold its appeal over time. Accordingly, GTCC’s graphic standards are not intended to apply equally to all types of visual design or to prescribe all aspects of a look. Instead, these standards aim to ensure that the use of certain unifying elements coordinate in such a way as to create a clear “family” look within sets of materials destined for the same general audience, as well as a coordinated look between all sets of College materials. The Marketing Department reserves the right to create graphics based on all information provided and with special consideration to the intended audience. Variance from these guidelines will be left to the discretion of the Director of Marketing on a case-by-case basis.

This standards and policies manual serves as a reference guide for members of the GTCC Marketing Department and other employees when producing college communications. It includes approved versions of the College logo, recommended type styles, and design guidelines for a range of materials.

In an effort to ensure consistency and accuracy throughout the design process, the Marketing Department requests that any office desiring assistance with marketing projects such as photography, print, web or video should consult the Marketing Department for design assistance and suggestions prior to the completion of a project.

The Importance of Design

The public’s perception of Guilford Technical Community College is formed by every GTCC element it sees – from the way the grounds crew cares for the campus lawn, to the way we choose to design a brochure. Every element is important in maintaining a consistent image for the College. The design of all published materials is crucial to building and maintaining GTCC’s identity.
**The First Step**
The first step in any design project is to identify the intended audience you wish to reach. Information about a college transfer program for a high school senior and information about a quilting class for senior citizens may require different designs in order for the message to reach the appropriate person. However, both designs must be consistent with the overall image and identity of the College.

**Image**
Image can be defined as the public’s perception, opinion or concept of something. All GTCC employees should be conscious of the College’s image, and how we are perceived. Such perceptions occur just as quickly through our written correspondence as through our personal contacts.

**Identity**
Identity is the set of characteristics by which something is recognized or known. It is also the characteristics that set something apart from other items which are similar. GTCC’s identity should be modeled after the College’s mission statement and workforce preparedness should be stressed.

**Maintaining Consistency**
GTCC is a diverse college with many opportunities for lifelong learning. While this diversity is a benefit to each person who comes in contact with GTCC, it can be confusing to someone hearing of the College for the first time. To avoid such confusion, consistency in design is needed.

Consistency can assist in making people comfortable with our college, our campuses, our programs and our people.

Consistency is also important so that people remember GTCC when they see something associated with the College. People are much more likely to have a positive recollection of our college if they come in contact with items which have a consistent style.

**Printed and Online Materials**
Materials are published to inform students, potential students, staff, faculty, donors, potential donors and the public about academic programs, courses, services, special events, college activities and institutional policies. These materials will meet high standards in writing, editing and design, and they will comply with the guidelines outlined in this manual.

**In Plain English**
This image policy ensures that all the college’s printed and electronic publications and advertising share a common look. This means that all pieces use a common typeface, treat the college trademarks and supporting logos similarly, and use text and design elements in a similar manner. This does NOT mean that all pieces are identical, only that they share visual elements that identify them as coming from Guilford Technical Community College.

The image policy also requires a common editorial style. As an institution of higher learning, we have a responsibility to use language correctly and consistently and to use it well. All college publications and advertising will adhere to the standards of The Associated Press Stylebook and the college style guide that is included in this manual. This image policy applies to everyone; adherence is expected and required of all college departments. One of the easiest ways to ensure that you are in compliance with the image policy is to work with Marketing and Public Information in developing your promotional and communication materials.
Section Six

Planning and Creating Marketing Projects
Plan Ahead
Give your department (and ours) plenty of time. Think in terms of months, not weeks. A typical brochure may take more than a month to produce and print. Look at the deadline of when you would like to have the project completed and work backwards. In other words, take into account production time for your project.

Make Some Upfront Decisions
Once you identify a need for materials, you must:

- Set a budget
- Define the purpose of the advertising
- Identify the types of media and specific outlets to be used
- Determine specifications for the materials
- Develop a production plan for the materials.

All of these issues should be resolved before reserving print media space or air-time. Do not underestimate the amount of time this phase can require. The Marketing Group will be glad to help you plan for this obstacles.

Submit a Help Desk Ticket
First, make sure that you have sent in a Marketing Help Desk ticket. Then schedule a time to meet with our staff (x50248) to discuss your publication needs. The Marketing Department will not accept a project via e-mail or phone call. All projects must be scheduled through the Help Desk so time, personnel and other resources can be allocated. Help desk can be accessed at www.helpdesk.gtcc.edu

Ask Yourself the Right Questions
Gather the following information together for the initial meeting:

- The purpose of the piece
- The audience for the piece
- A delivery date
- A budget
- The quantity you need
- How you plan to distribute the piece
- Prepared text even if it is just a guideline
- Ideas for photographs
  (and provide what artwork you have)
- Any collateral pieces.
Schedule the Appointment

Once you have submitted your work ticket, a meeting with the Marketing group will be scheduled as soon as possible. We can help you plan out a timetable, determine a budget, and create specifications. We can also assist in planning the publication, writing it, shooting photos, designing it, and assuring that it meets all the standards set by Marketing. In addition, the Department will handle the marketing review, and shepherd it through the academic review process and the bid processes. The only charge to your department budget will be the actual printing costs. All that is required on your part is to plan ahead.

Creating Preparation Materials

Prepare text in Microsoft Word without formatting except for paragraphs and headings and send as an e-mail attachment. Bring or send a hard copy (a printout) of the file to Medlin 384. Note: Do not send Microsoft Publisher files. It is software designed for department printing, but cannot be output at the Marketing Department, Duplicating Services or any outside printer. Assist in setting up photo shoots or obtaining photo subjects, if necessary. You will be asked to approve a mockup of your project. Remember that academic approval for student recruitment pieces is usually required. Approval by the Director of Marketing is required for all pieces.

Review subsequent mockups as needed and approve a final mockup. Approve the blue-line (the last-chance mockup) from the printer. The Marketing Department will check the quantity and quality of the delivered product and inform your office immediately of any problems.

Understanding Reservations: Space and Time

Reserving space in a printed publication or a broadcast time is an agreement to use and pay for the space or time. Typically once a placement is reserved, the advertiser cannot withdraw without paying some sort of a penalty.

A Briefing on Advertising

Advertising is usually most effective when it is repeated. Media outlets recognize this and often provide discounts to advertisers based on the volume of advertising they do. The college can save money by maintaining one overall account with an advertiser. Although a particular ad might be paid for by a particular department, the account should typically be listed under the name of Guilford Technical Community College.

Creating Ads

Reserving space is fairly simple; creating materials to run in that space is not. An ad’s effectiveness is determined not only by its placement but also by its quality. Consider carefully the time and resources that are required to develop the appropriate materials before space or time is reserved. Remember, once the space or time is reserved, the media outlet will expect require payment even if the ad does not run. Be sure to confirm all delivery specifications upon reserving space or time.

Advertising materials must also reflect the quality of the college. All non-classified advertising materials require the approval of the appropriate manager or vice president. The best way to assure that these approvals are received is to begin the process with the Marketing Office and use the resources that are available within this the department.

Paying for Your Advertising Project

Billing usually occurs at the time the media runs. Tear sheets are required for payment of print ads. College groups are encouraged to consider advertising as a way to promote their programs. However, the college requires that the Director of Finance or the director’s designee approve any space or time reservations for non-classified, off-campus advertising. This includes newspaper and magazine display ads, billboards, and radio and television spots.
**Writing Style**

As an institution of higher learning, we have a responsibility to use language correctly and consistently and to use it well. To ensure editorial consistency, we use three references (listed in order of authority): this style guide, the latest edition of *The AP Stylebook*, and *Merriam-Webster’s Collegiate Dictionary*. In all publications produced by the Marketing Department, the college’s editorial style supersedes all other editorial styles. Press releases or publications that are directed toward publication in the media must follow the guidelines of the Associated Press and should go through the Public Information Officer. The points that follow (see “Guilford Technical Community College Style Guide”), including exceptions and additions to AP style, are the ones most frequently encountered when preparing a publication. For a more thorough treatment, please refer directly to the *AP Stylebook*. For a succinct guide to writing well, pick up a copy of *Elements of Style* by William Strunk Jr. and E. B. White.

When writing recruiting and fund-raising materials, it is important to remember your audience. Adopt a familiar and engaging style. Use first and second person (we and ours, you and yours) to create a personal connection. Language and grammar should be correct and clear, but not necessarily formal. Avoid using jargon and passive voice. Avoid overly verbose terms and long-winded sentences. Have someone look over your work when you’re finished.

**Focus on the Benefits**

People targeted in your publication or advertising naturally want to know what’s in it for them; make sure you answer this question. You may have one of the best departments in the country in a particular field, but what does that mean to the student who enrolls in your program? What benefit will accrue to the donor who contributes a big gift? What will a professional get out of your seminar or symposium? Couch your offering in terms of what your audience wants. Don’t just list the features; explain the benefits. For example, a car may come with antilock brakes, air conditioning, leather seats, and a powerful V8 engine, but you should sell safety, comfort, luxury, and power. Similarly, small classes, professors with PhDs, and a variety of degrees offerings are all features. How do those features translate into benefits?

**Use of Jargon**

Jargon is the use of terminology that is understood only by certain groups. Academia is mired with jargon, and it has a purpose within its own circle. However, when used outside that circle, jargon serves only to cloud meaning. Write simply and clearly. Have someone else read your work (always a good idea) to identify confusing terms and phrases.

**Photography**

Nothing makes marketing materials pop like great photography. The Marketing Department maintains a very large database of approved photography that is print ready (300 dpi at current size). Please contact our Marketing Assistant at ext. 50581.
Section Seven

Media Inquiries and Media Relations Procedures

The Marketing and Public Information Office must coordinate news releases to the media; the design, development, placement and purchase of advertising and printing; release of information on Board or major administrative actions; and scheduled TV or radio coverage of college events.

News and Publicity Releases
All pertinent data about general news items shall must be submitted in writing to the Coordinator of Marketing and Public Information. Publicity requests for scheduled events shall be submitted to the Coordinator of Marketing and Public Information at least one month before the scheduled event. All media requests should must go to the Public Information Officer.
Media Contacts - Non-Emergency Situations

The Marketing Director will be the official point-of-contact person for information concerning college events and campus-wide activities. If he/she is not available, the Public Information Officer is the next direct contact. In all cases, you should attempt to notify both persons. This does not include emergency situations, student or campus violence, natural disasters, etc. The PIO or marketing director will discuss the specific issue with the college president or executive vice president first. Then a decision as to who within the college is best suited to address the questions and concerns will be made. The president and executive vice-president are the official spokesman for the college.

As a general rule, a representative of the Marketing & Public Information Office should accompany any media group around campus. If the media does not have an appointment or does not make the administration aware that they will be on campus, a representative of the college, preferably from the Office of Public Information, will meet them and attend to their needs. If you are contacted by the news media on campus, please contact the Marketing & Public Information Office as soon as possible.

Inquiries from the media should be referred to the Marketing Director and Public Information Office. As a good rule, when in doubt, refer to the Public Information Officer for guidance.
News Media Relations
Criteria for GTCC

We have attempted to establish some criteria for stories we submit to the news media. It is more difficult to get stories published in the printed media today than it was 52 years ago when our school was small. Yet, our growth alone is not what makes it more difficult to get items into the newspapers.

This situation is not unique to GTCC. Newspapers have less space to print news because of declining advertising revenues and more organizations competing for inclusion in that space. Thus, we should not send any media stories that we know pretty well up front will NOT be printed or broadcast. This would be “in-house” information that employees and students may want to know but the public has little or no interest in. This information already has or can be conveyed by our “in-house” network.

Getting a story on TV news is an even bigger challenge than getting a few lines in a newspaper since stations cover a much larger geographical area with their broadcasts than newspapers do in their circulation areas. The stories “pitched” should have broad interest, be to-the-point and be COMPELLING.

Also, no philosophy or rule fits all media. For instance, a story might be published in a weekly newspaper that has more news/feature space to fill than a daily newspaper that doesn’t have adequate space. With both newspapers and TV, consider the geographical area they serve and pitch stories that only a particular media would have an interest. Generally, never give the appearance of playing favorites with media outlets.

All of the above suggestions may already have been accomplished in recent years but the key to continuing to succeed with our media program is in MAINTAINING the philosophy we have established, or in recognizing when modification is needed.
STORIES NOT COVERED
• Stories about new employees, UNLESS the person is at least in the position of a department chair or higher or unless the person has a unique background that should be publicized. If in doubt, discuss this with the Marketing Director or others who can offer second opinions.

• Stories about the “Employee of the Month,” and other similar honors.

• Stories about events that are not open to the public. (There would be exceptions to this such as the celebration of our 60th anniversary, the opening of a new building or a new campus; or what would be considered a monumental or milestone event.) If events are not open to the public, the media has no reason to print or broadcast them. Common sense should prevail here.

• Departure of employees unless it is at least at the vice-presidential level or higher. Even then, it is a story of interest only if the person is gaining a better position elsewhere or is retiring.

• Stories with a negative or controversial tone. ALWAYS be positive.

• Feature stories about retirees who have worked here less than 25 years, UNLESS the retiree is at least a department chair or higher. Again, common sense must prevail. If a person has been here for several years and has done an outstanding job; brought acclaim to our school or in some way contributed in a superior way to the college, consider writing a story about this person. This is a judgment call – not something written in stone. NOTE: Even department chairs who retire may not receive a long feature story. Sometimes, a half-page or one page story is sufficient. Ask: “What is compelling about this person? Would I enjoy reading it?”

• Stories that are technically involved or in some way complicated without consulting an expert in that department or elsewhere who can simplify the story. The story should be easily understood by the writer AND the public. DO NOT be afraid to ask about that which you do not know.

• Stories that lack complete information. Please answer the traditional: Who, What, When, Where, Why, and How

HERE ARE THE KINDS OF STORIES THAT WE TRADITIONALLY WANT TO SEND TO THE MEDIA:
• New employees who are key appointments but not EVERY person hired by the college.

• New academic programs to be announced.

• Faculty and staff awards and honors to be announced.

• Faculty achievements to be publicized.

• Student awards and honors.

• Student scholarships to be announced.

• Stories on Dean’s List, President’s List and Honor’s List three times a year.

• Stories on new graduates three times a year.

• Advance publicity on visiting speakers to campus (at least two weeks ahead of the event, if possible).

• Advance publicity on special events on campus.

• Do pre-season stories on GTCC’s athletic teams and follow-up stories as the season progresses.

• Do advance stories on ground-breakings for new buildings.

• Be alert for various other stories at GTCC, especially about our people (students, staff and faculty) and our programs.

• The best stories are about people, especially overcomers or those who have unique accomplishments.

In the event of potentially negative news happenings on campus, coordinate with appropriate college officials in dealing with the news media. President Cameron or his designated person will usually be the spokesperson on such occasions.
Our goal for crisis communications is to provide accurate information, as promptly as possible, to help persons associated with the college (including internal and external audiences) assess the safety of individuals and facilities.

To ensure the accuracy of any information we provide, we assign responsibility for crisis communications to specific college leaders. Other college personnel should refer questions or requests for information to these authorized spokespersons.

**A CRISIS BEGINS AS A SITUATION**

On a college campus, situations are news. By providing information about these situations quickly and honestly, college leaders can help prevent inaccurate information and false public perceptions.

Situations may be conditions, crimes or emergencies:

- **Conditions** — This includes after-the-fact damage from natural disasters (hurricane, tornado, etc.) or from manmade disasters (accidental fire, structural collapse, explosion, chemical spill, etc.).

- **Crimes** — This includes after-the-fact damage from criminal acts (murder, assault, arson, etc.) resulting in investigation by law enforcement agencies.

- **In some cases, the crime may have occurred on campus. In other cases, the crime may not be related to college operations, but the person accused of the crime may be a student or an employee.**

- **Emergencies** — This may refer to either conditions or crimes that pose an actual and immediate threat to persons on college property — for example,
  - an active fire or a hostage situation.

When a condition, crime or emergency situation exists, college personnel will contact the main switchboard, which will alert the college crisis team and, if necessary, appropriate emergency personnel.

In addition, in an emergency situation, college personnel who are at the scene will take appropriate and immediate steps to prevent damage, if possible. If the situation presents a danger to both persons and property, **PROTECT PEOPLE FIRST.**

**THE CRISIS TEAM**

The college’s crisis management team includes the president, executive vice president, vice president for administrative services, chief of campus police, director of physical plant, and public information officer. Other personnel may be added to the crisis team at the discretion of the president or executive vice president.

If the crisis is based at the Greensboro Campus, High Point Campus, Aviation Center, or Small Business Center, the dean who is responsible for that location may be part of the crisis team.

Contact numbers for crisis team members (including home and vacation numbers) should be available at all times. The first person to identify a crisis situation will contact Campus Police. The responding officer will notify the chief of campus police and the president. If the president is not on campus, the senior administrator in charge will be notified. The president or senior administrator in charge will activate the crisis management team.

**THE OPERATIONS CENTER AND THE NEWS CENTER**

The chief of campus police is responsible for identifying a room or other facility that will serve as an operations center for the crisis team. The operations center must be in a secure location and should have access to electricity, telephones, water and restrooms. Cell phones and laptop computers should be available if the crisis team members cannot access campus offices and must work from a temporary location.

The public information officer, in conjunction with the executive vice president, is responsible for identifying an area that will serve as a news center. This area should be in a secure location and should not be near the operations center. The news center will serve as a central location for sharing news releases and scheduling news conferences. News media may have special needs, including telephone access (for e-mail) and parking (for satellite uplink trucks).
STEP #1: DETERMINE FACTS AND THEIR IMPACT

Crisis team members will assess the situation, identify damage that has occurred and identify ongoing threats that may result in additional damage. When appropriate, emergency personnel may be involved in this process.

The chief of campus police and the director of physical plant will evaluate property damage, will determine if any continuing threats exist and will report to the crisis team.

Area vice presidents will work through their management teams to compile information about persons in their divisions who were involved in the situation. This information should be double-checked and reported to the crisis team.

Information about persons who were involved in the situation should include:

- Full name
- Age (or birthdate)
- Address
- Program of study (for students)
- Job title (for employees)
- Type of involvement in situation (for example, “injured bystander”)

Other information can be included but may not be shared with news media.

The chief of campus police will determine the type of involvement (for example, injured bystander) for students, employees, and visitors.

STEP #2: TAKE ACTION TO PREVENT ADDITIONAL DAMAGE

Trustees, government officials, news media and others may want to visit and photograph damaged areas. The crisis team will take appropriate steps to secure damaged areas before granting access to these visitors.

Areas that are considered to be crime scenes will not be accessible to visitors.

Crisis team members will be aware of the steps being taken to secure damaged areas and will be able to share information about these steps with appropriate persons.

Details about the procedures of Step #2 are included in the college’s crisis management plan and are the responsibility of the security manager.

STEP #3: SHARE INFORMATION WITH APPROPRIATE AUDIENCES

When a situation is news, reporters will want to present the story to the public. It is GTCC’s policy to share factual information appropriately, quickly and completely. College spokespersons will be accessible to news media, so reporters do not have to go elsewhere to get information.

Who Is The Authorized Spokesperson?

In most cases, the president or executive vice president will serve as the primary spokesperson for the college. The public information officer typically will serve as the secondary spokesperson. The chief of campus police is the primary communicator with public service agencies.

Crisis team members may serve as authorized spokespersons. In addition, the president, executive vice president, or public information officer may authorize specific employees to speak on behalf of the college.

Different spokespersons may be used to communicate with different audiences. It is important to share information with internal audiences (students, parents, employees, trustees, donors) and external audiences (media, taxpayers). However, the same information may not be appropriate for all audiences.
What Information Can The Spokesperson Provide?

College spokespersons will share only facts that have been confirmed by members of the crisis team or by cooperating agencies. Crisis team members will agree on the key messages that constitute reasonable information.

In general, the spokesperson will provide basic information:

- What happened?
- Who was involved? (Identify persons by number and category — “23 students and one instructor” — until relatives have been notified. In crime situations, the college does not provide names.)
- Where did it happen?
- When did it happen?
- Why did it happen? (Confirmed causes may be shared; speculations may not.)

The spokesperson may also share information about “human” aspects of the crisis. This may include identifying persons who have acted heroically and crediting agencies that are helping the college to recover from the crisis.

If appropriate, the spokesperson may express sympathy for crisis victims and their families. When expressing sympathy, the spokesperson must be careful to avoid ascribing cause or assigning blame for the crisis.

In all situations, the spokesperson will avoid speculation:

- Don’t speculate on factors that may have caused the situation.
- Don’t speculate on the dollar cost of losses.
- Don’t speculate on impact beyond the college’s operations.
- Don’t speculate on dates that normal operations will resume.

Audiences expect the spokesperson to communicate “what is,” not “what might be,” so they consider all statements to be fact. As a result, speculations create expectations that the college may not be able to fulfill.

What Is The Role Of The Public Information Officer?

The public information officer manages crisis communications strategy for the college. He or she serves as the first point of contact for news media and prepares messages for other audiences (employees, parents, trustees, etc.).

To prepare for a crisis situation, the public information officer may take these steps:

- Provide media training for key personnel and student speakers.
- Gather stock photographs of campus buildings and key personnel.
- Develop fact sheets for campus buildings and key personnel.
- Assemble the materials necessary to operate a public information office in a temporary, off-campus location (cell phone, laptop computer with fax modem, necessary files) if public information offices are damaged or if campus access is restricted for any reason.

In a crisis situation, the public information officer will determine if the facts can be communicated best by news release, by news conference or by “availability” (in which the spokesperson does not present a prepared statement but is present at specific times to answer questions from the media). He or she will work with the president and other members of the crisis team to determine what information should be shared and which audiences should receive the first communications.

The public information officer will prepare fact sheets for use by campus telephone operators and others who will receive questions from the public. He or she may write announcements for the college Web site or for a telephone information line.

To ensure that the college is protected against inaccurate or misleading news reports, the public information officer may take these steps:

- Keep a time-logged record of information given to reporters.
- Accompany news media when they are visiting on college property.
- Return calls for information through switchboards, not through direct extensions, to confirm that the individuals who placed those calls are employed by the companies with whom they claim affiliation.

When a situation is hazardous and news media cannot safely access campus facilities for still or video photography, the public information officer may arrange for a representative photographer to capture images for use by all news media.
What Should A News Conference Include?

Reporters go to news conferences to get news. News conferences will be scheduled only when new information is available. The spokesperson will speak at scheduled times, to ensure that all news media have equal access.

The public information officer will organize information in “bites.” This can help audiences to understand information. It can also help control the flow of information and permit ongoing communication. Each news conference will provide new “bites” of information.

The spokesperson will use a prepared statement. This statement will be distributed to all appropriate media after the news conference.

Ideally, the spokesperson will respond to questions by saying, “We’ll address that at the next news conference.” This approach will provide time to research the questions and provide accurate information. The public information officer will record the questions and include responses in the next prepared statement.

When a news conference is scheduled, it will be the primary means of distributing information. The public information officer will avoid returning individual media calls when a news conference is scheduled.

Questions about a criminal investigation should be referred to the appropriate law enforcement agency. Questions about the medical condition of an individual should be referred to the appropriate health care facility.

The public information officer may request that a security officer provide assistance during the news conference, especially if there is a large or disruptive crowd.

What Should An “Availability” Opportunity Include?

Usually, an “availability” means that a spokesperson from the college is available to answer questions from news media. This is a simple question-and-answer session; no statement is presented.

Sometimes, an “availability” means that reporters and photographers will have access to an area of the college that is usually restricted or closed.

Like a news conference, an “availability” is scheduled for a specific time and location, and the public information officer may request the assistance of a security officer.

STEP #4: REPAIR DAMAGE

Property damage may take weeks or months to repair. Intangible damage — perception of college locations as safe and stable — may take longer to repair. The public information officer will continue to share information appropriately to ensure internal and external audiences that college operations are returning to normal.
Promotional Items

All college trademarks, including the college name, are federally registered trademarks. In order to protect the college’s licensing agreements and graphic identity standards, promotional items must be designed and reviewed for compliance with these agreements and standards. In addition, promotional items can only be purchased from vendors who are licensed by the college to produce GTCC logo items. Please contact the GTCC bookstore for assistance. The marketing department cannot purchase premium items.
Section Nine

Digital & Electronic Boards
**Jamestown Campus**

**Digital Signage Policy**

Only registered student organizations, campus governance units, academic units, campus departments/offices, and college committees are permitted to submit content for the digital signage system.

All announcements and messages are to be concise, having no more than 15 words. Please submit content without grammatical or spelling errors. The creation of copy for display on the Digital Signage system is the responsibility of the group presenting the information to the campus community. Content must be submitted electronically to the Marketing Department through the HelpDesk System a minimum of five (5) business days (subject to change) prior to the first date the content is to be displayed on the Digital Signage system. Content submissions must include the first name, last name, and phone number of the submitter, the date the content should start running on the Digital Signage system, the date it should stop and the message itself.

The Marketing Department reserves the right to address concerns or make suggestions related to Digital signage content in an effort to reinforce the educational mission of the College.

Digital signage content that promotes or advertises the occurrence of a series of regularly scheduled meetings, activities or events will not be approved for display.

Advertisement of commercial products or services on the Digital signage system is prohibited.

The use of solid red backgrounds in digital slides is reserved for Emergency Communications only. Digital signage content submitted with a solid red background will not be scheduled for display.

Digital signage content that infringes on the copyrighted or trademarked works of others will not be approved for display. Copyrighted and trademarked material may include, but are not limited to: logos, digital images, photographs, paintings, movies, videos, and written works.

To optimize the management of Digital Signage content, Marketing reserves the right to determine what content to display at which Digital Signage locations(s) and determine the duration, dates, and times content is displayed.

Messages must be deemed as “business necessary” and messages submitted can be rejected based on the decision of the Marketing and Public Information Office. Content that violates Digital Signage policy or does not meet the minimum Digital Signage requirements will not be approved for display.

**Video Monitors**

Marketing assists with the development of content on the Jamestown Campus video monitors, however each area will be able to post local content.

Each individual department will have a contact that is responsible who sends major announcements to Marketing to be posted on electronic monitors on the Jamestown campus. These requests will be handled through a HelpDesk system where announcements and the details of the request are tracked. In particular, we need to know when the announcement should go up and when it should come down. We also need a contact person for the announcement. Marketing reserves the right to decline posting an announcement if it is deemed inappropriate. In these cases, the contact person submitting the ticket must appeal to their vice president.

In emergency situations, both the management information system department and/or Campus Police have the authority to override any and all video monitors on any GTCC campus superseding all announcements running during the time of emergency.
Section Ten

Guilford Technical Community College Specific Stylebook

This section is designed to ensure consistency of style and usage in GTCC publications. It is not comprehensive, but it does answer many of the commonly asked questions related to the style of GTCC publications. For answers to other style questions, refer to the Associated Press Stylebook. While other stylebooks exist, the AP Stylebook is recommended for any publication that will be developed at GTCC. Associated Press recommends Webster’s New World Dictionary when attempting to answer word usage questions. There is an excellent online dictionary resource that may be used – www.thefreedictionary.com.

When a conflict exists between the guidelines outlined in this manual and the AP Stylebook, the rules in this manual take precedence over AP rules.

Style Guidelines

Affirmative Action
All publications which could potentially reach an external audience must include an affirmative action / equal opportunity statement. Two versions of this statement are acceptable. They are:

Guilford Technical Community College is dedicated to equal opportunity within its community. GTCC does not practice nor condone discrimination, in any form, against students, employees or applicants on the grounds of race, color, national origin, religion, sex, age or handicap.

GTCC is an affirmative action / equal opportunity college.

Age Distinctions
College students are men and women, not boys and girls or kids or children.

Alphabetical Order
When a list of names is published, generally it should be listed alphabetically by last names. Exceptions can include listing officers of an organization before the members.

Awards & Honors
The official title of awards and honors should be capitalized. President’s Award; Who’s Who Among American Junior Colleges.
Buildings
On first reference the full name of all campus buildings should be used. Example: the Luther R. Medlin Campus Center. On second reference the building name can be shortened. Example: Medlin Campus Center or Medlin. Two or three letter abbreviations for buildings should not be used unless the publication also contains a key defining what each abbreviation means.

Capitalization
In general, avoid unnecessary capitals. Use a capital letter only if necessary under one of the rules in the AP Stylebook or this style manual.

Classes
Lowercase freshman, sophomore, junior and senior. Do not abbreviate. Students at GTCC are not to be classified with these distinctions. It is acceptable to say a student is in the first year of a program, or the second year of a program.

Contractions
Formal writing style does not allow use of contractions; however, informal writing style is often appropriate if your audience includes students. In such a case contractions are acceptable.

Data
Data is the plural of datum.

E-mail or e-mail (see the AP Stylebook)
Our e-mail correspondence should reflect the same professionalism as our written documents. Please ensure that you are using proper grammar, punctuation and spelling.

Events
Full names of events should be capitalized, such as College Opening, Student Presentations Day, Spring Job Fair.

Include
The word “include” should be used when examples are given. If a complete list is provided, “include” is not the appropriate term. Example: The group (of eight people) includes Rae Marie Smith, Ron Wolf and Pat Wood. The committee members (total of five) are Joe Badick, Ken Busick, Dr. Karin Pettit, Nancy Summerell and Brenda Wood.

N.C. Community College System
The North Carolina Community College System can be referred to as the N.C. Community College System, as N.C. serves as to modify the type of community college system (see AP Stylebook).

Numerals
A numeral is a figure, letter, word or group of words representing a number. Generally, spell out numerals zero through nine. Numbers 10 and above should be expressed as figures.

Over
“Over” refers to spatial relationships. Example: The plane flew over the city. When referring to numerals, “more than” should be used, not “over.” Examples: The plane flew over the city. Enrollment increased by more than 50 students.
Piedmont
“Piedmont” is used to describe the area of North Carolina that runs from Wake, Durham, Orange and Alamance counties in the east through Mecklenburg, Gaston and Lincoln counties in the west.

Sexist language
Language which can be perceived to be sexist should be avoided. Refer to police officers or law enforcement officers, not policemen; mail carriers, not mail men; fire fighters, not firemen; sales clerks, not sales girls. If possible avoid the use of he / she, him / her, his / her. Try reconstructing the sentence to refer to the plural pronoun (such as they, them, their) and make sure all elements in the sentence agree. Sex-neutral terms include presiding officer, the chair, head, leader, coordinator and moderator.

Time
Use figures to indicate time except when referring to noon and midnight. A colon should be used to separate hours from minutes; however, if you are referring to the top of the hour, minutes are not used. Use lowercase a.m. and p.m. with periods as shown. Examples: 11 a.m., noon, 12:30 p.m.

Program Titles
When referring to a degree-granting program at GTCC, refer to the latest issue of the General Catalog for correct program title. A program’s full title should be capitalized.

Course Titles
Also refer to the General Catalog for proper course titles. Complete course titles followed by the course number in parentheses are recommended for first use of a course in a publication. Abbreviated versions of the full title or the course number itself can be used in subsequent uses. When the full course title is used, it should be capitalized. In the general mention of a course of study, do not capitalize unless it is a language course. Examples: Medical Terminology II (MED 108), Principles of Marketing (MKT 239). He is enrolled in marketing, biology and English classes.

Board of Trustees
Board of trustees should be capitalized only when preceded by Guilford Technical Community College or GTCC.

College Name
When referring to the College, Guilford Technical Community College should be used on first reference. On second and any subsequent references GTCC is preferred. GTCC is preferred to Guilford Tech because the logo and other outside image items use only the four initials of the college’s name. When used alone and with a clear antecedent, the word “college” is capitalized if it refers to Guilford Technical Community College. Lowercase “college” when used in a generic sense. Capitalize full names of other colleges and universities.

Job Titles
Job titles should be lower case, such as “president”. Job titles should follow a person’s name and be set off by commas. Example: Ruth Wooten, division chair of Health and Business
Section Eleven

College Design Elements

All college trademarks, including the college name, are federally registered trademarks. In order to protect the college’s licensing agreements and graphic identity standards, marketing collateral and promotional items must be designed and reviewed for compliance with these agreements and standards.

Color choices
The official color for Guilford Technical Community College is PMS 342. Complementary colors are lighter and darker tones of green, black and white.

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Typography and Fonts
In general, you should limit your use to three different fonts per publication. Avoid script or highly decorative fonts as they are difficult to read.

Headlines
Headlines should be at least 1.5 times the point size of the body copy. In most cases headlines should reflect the benefit to the reader or provide the most important point of the body text for which the headline stands.

Serif Type
Serif Type is type which contains fine lines that finish off the main strokes of a letter, as at the top and bottom of some letters. Serif type should be used for body copy (text). People are used to reading serif type in school textbooks and newspapers; therefore, they accept it more readily.

Sans Serif Type
Sans serif type does not contain serifs, or the fine lines that finish off the main strokes of letters. Sans serif type should not be used in body copy (text). Sans serif type can be used in headlines.

Reverse Type
Limit the use of reverse type as it is often difficult to read. If it is to be used, sans-serif type may be best.
Approved College Fonts

The official fonts for GTCC is Times New Roman, Arial and Helvetica. The GTCC “word mark” is Times New Roman bolded. The GTCC Marketing Department reserves the right to use additional fonts as necessary for individual campaigns.

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Usage of College Logos

The appropriate use of the logo is defined by the Marketing and Public Information Office.

- The logo must be used appropriately.
- The logo is merely a signature of the college and is not to be used as the major design element on the cover of publications. This logo is the only approved logo for the college and the only one that is to be used by departments.

- Specialized logos for each department are not acceptable. If a department requires a logo, it must be submitted to the Office of Marketing and Public Information and approved by the Director of Marketing.
- The logo should be surrounded by the appropriate amount of white space (sometimes called clear space because it does not have to be white). White space is defined as space which does not contain any printed matter. This should be 0.25” around each border of the logo.

Unacceptable Logo Usage
Please adhere to the following:

- The logo is never to be combined with any other element.
- The logo should appear only one time on any one publication, and it should not be the dominant element in any design.
- To ensure quality reproduction, the logo should never be printed smaller than as it appears on the business card.
- The logo should not be used in headlines.
Digital Files
Camera-ready copies of the College logo are available from the Office of Marketing and Public Information.

Approved Complementary Colors
The following complementary colors are approved for use with the college logo is lighter and darker shades of green, black and white. The use of other colors is not permitted.

Athletic Logos
These athletic logos can be used on merchandise or giveaway items when proper licensing guidelines have been met. Athletics marks logos are may not be for use on student recruitment pieces. Please contact the Office of Marketing and Public Information for additional information.
GTCC Foundation Logo

Guilford Technical Community College Foundation, Inc.

Historical Icon

Marketing Statement (which can change)
Your Community. Your College. Your Future.

Official Seal
The college seal should be used only on official documents such as diplomas and degrees. It is not to be used as a graphic representation of the college, and should never be used as a decorative item in a publication.

- The seal must be reproduced in one color.
- The seal is never to be screened or have a drop shadow.
- The seal is not to be covered by any other element.
- Elements of the seal cannot be separated and used.
- The size of the seal must be used no smaller in size that would be located on a business card.

Slogan (Vision Statement)
Creating Successful Futures

Photography
All photographs used in college publications shall reflect the diverse population of GTCC’s enrollment. Photos should include actual students, faculty and staff members when available. All photos should include representatives from different genders, races, and age groups. Only high-quality photographs should be used in GTCC publications.

- “Grip and Grin” photographs or staged group shots should be avoided if at all possible.
- Photographs should show action and should provide a good two-dimensional representation of the College.
- When using photographs in your publications, make note of the campus’s diversity. GTCC is a diverse college with students, faculty and staff from many races and cultures. The photographs you use should reflect this diversity.
- A letter of release must be signed by all people that are captured in a photo.
**Web Site Design**
All web site designs are created by the Office of Marketing and Public Information. All other designs must be approved at the Vice President level and must be reviewed by the Director of Marketing and the Webmaster.

**Business Cards**
Business cards are handled by the purchasing department.

**Letterhead**
The official electronic letterhead is available from the Office of Marketing and Public Information. This will help to alleviate the need for “printed” letterhead. The college mails thousands of letters each year. Each is guaranteed to reach its intended audience, and each can leave a lasting impression of the college on its receiver. We view each piece of mail as a way to promote the college’s identity; therefore each mailing must adhere to certain standards which maintain the consistent image/identity of the college. The college has a prescribed format for all stationery, envelopes and memorandum forms which are always imprinted with the college logo, addresses and phone numbers. All stationery and corresponding envelopes are printed use black and PMS 342 on approved paper stock. Other design elements may be used on a limited basis for special events; however, the approval and the direction of the Marketing and Public Information Office are required for any stationery which deviates from the preprinted standard. All such stationery must be approved before it is printed.
E-Mail Digital Signature
Our college sends out thousands of e-mails per day as an institution. Our digital signature provides a lasting impression for those who communicate with electronically. Here is the proper format for a digital signature.

Name
Title
Guilford Technical Community College
Your Campus (Jamestown, High Point, Greensboro, Aviation)
601 High Point Road (Your physical address)
Post Office Box 309
Jamestown, NC 27282
336.334.4822, extension 2392
E-Mail address
Web site address (www.gtcc.edu)

Use Arial regular, 10 pt.

Other Organizational Templates
Form templates are available in the Marketing and Public Information section of www.gtcc.edu.

PLEASE DISCONTINUE THE USE OF ALL OTHER LOGOS AND BRANDING ELEMENTS OTHER THAN THOSE PORTRAYED IN THIS MANUAL.
Section Twelve

Social Media Policy
About

GTCC (the “College”) may establish official College social media networking sites to facilitate information sharing and collaboration. Social media communications tools may be used for official College business such as marketing to potential students; communicating with prospective and current students, alumni, and employees; educating the public about the College and its mission, programs and events; and for emergency communications. The Director of Marketing and Public Information shall coordinate with the Chief Information Officer to establish and maintain appropriate College procedures governing use of social media by College employees, independent contractors, and students (collectively, “College Community Members”) and shall ensure that these procedures are readily accessible by such College Community Members.

Procedures:

1. Social networking sites created by College Community Members shall follow the same general guidelines as those for creators of web pages. Some social networking sites are used for official College business, while others are personal sites reflecting College Community Members’ opinions and viewpoints. Examples of social networking sites and services, used both professionally and personally, include but are not limited to blogs, forums, Facebook, Twitter, LinkedIn, Flickr and YouTube.

2. Information published on social networking sites shall comply with all existing College policies, including but not limited to the College’s Information Security and Confidentiality policy (II 2.0355). This also applies to comments posted on other blogs, forums or social media and networking sites.

3. Social media activities shall not interfere with an employee’s or independent contractor’s work commitments. Employees and independent contractors who access social networking sites and services on non-working time with their own personal computing equipment should do so in a responsible and professional manner.

4. College Community Members’ online presence reflects the College’s image. Information posted online shall remain professional in nature and shall be conducted in accordance with the College’s communications policy, practices and expectations. College Community Members are not permitted to use the College’s name or official logos, graphics, or information or to state or imply any official association with the College in any sites created outside the College’s resources without the prior written consent of the Director of Marketing and Public Information; provided, however, College Community Members may factually state their association with the College as an employee (staff member or faculty member), independent contractor, or student, as appropriate, without the prior written consent of the Director of Marketing and Public Information. Neither should College Community Members claim or imply that they are speaking on behalf of the College. Any social media operated under the College’s sponsorship is subject to collection and preservation policies of the state. Information posted on personal social media sites that identifies an affiliation with the College must have a disclaimer that views expressed are those of the author and do not represent the views of the College. The College reserves the right to request that College Community Members avoid certain subjects, withdraw certain posts, and remove inappropriate comments from any social media services and sites, and any other websites.
5. College Community Members must not use social media services or sites, or any other websites, to dis-parage the College or other College Community Members. They may not harass, bully or intimidate others. Behaviors that constitute harassment and bullying include, but are not limited to, comments that are derogatory with respect to race, religion, gender, sexual orientation, color, or disability; sexually suggestive, humiliating, or demeaning comments; and threats to stalk, haze, or physically injure another College Community Member. Employees engaging in such behavior will be subject to appropriate sanctions in accordance with applicable policies such as IV 4.070 Anti-Harassment and IV 1.052 Disciplinary Action Including Termination. Students will also be subject to related applicable policies such as III 2.010 Student Conduct.

6. Social media are public spaces and any discussion of confidential College issues is prohibited.

7. Establishment of social media sites must follow the following guidelines.

   a. The Marketing Department will establish and maintain the College’s official social media sites. Other areas of the College desiring to establish departmental sites must obtain permission from the Director of Marketing and Public Information prior to creating social networking sites. Once approval has been given, the webmaster will register the account with the social networking service requested, record the username and password, and notify the requestor. Username and password may not be changed. The requestor will be responsible for maintaining the service and may contact the webmaster for assistance as needed. The webmaster will maintain account records in case content needs review or someone other than the original requestor assumes responsibility for the site.

   b. The College’s YouTube channel is used by faculty and staff as a media repository for videos such as class demonstrations or speaker presentations. eLearning maintains this service and can assist faculty and staff in providing such content to online classes or the public. Students may also use the service by following the guidelines maintained and provided by the eLearning department.

   c. When student organizations use College sponsored social media for communication, the Director of Student Life will monitor the sites on a regular basis to ensure that all forms of communication are appropriate and do not portray the College in a negative or false way. If such information is found, the Director shall remove the communication.

8. College Community Members are personally and solely responsible for any legal liability arising from or relating to their use of social networking services and sites in violation of this Policy. Each College Community Member agrees to indemnify the College for any and all claims brought against the College arising from or related to such College Community Member’s violation of this Policy.

February 16, 2012
Section Thirteen

Listing of Difficult Terms and Word Usages
abbreviations: The current trend is moving away from the use of periods with abbreviations, but there are numerous exceptions, including initials and titles. Most acronyms (NC, CASE, GTCC, SRC) do not take require periods. Consult The AP Stylebook or the dictionary when in doubt. The plural of an abbreviation or acronym is formed by adding s if it contains one or no periods (CDs, MDs, PhDs) and by adding ’s if it has two or more periods (U.S.’s). Note: Words should typically be spelled out in running text, not abbreviated, although there are, again, many exceptions.

academic year: Use four-digit years separated by an en dash (e.g. 2005–2006).

actor: Use for men and women.

actress: Use “actor” instead.

ADA statement: Required placement on all documents promoting events open to the public.

“Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact Student Support Services at least 48 hours prior to the event at 336-334-4822.” Lead time for contacting the office may vary.

advisor: This spelling supersedes “adviser” as the preferred spelling in college publications.

affirmative action: All student recruitment publications must have the following statement:

“Guilford Technical Community College is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, creed, sexual orientation, or disability. An equal opportunity/affirmative action employer that accommodates the needs of individuals with disabilities.” Employment and student recruitment advertisements and posters use the abbreviated statement: “An equal opportunity/affirmative action college that accommodates the needs of individuals with disabilities.”

alumnus: Alumnus (masculine singular), alumna (feminine singular), alumni (masculine plural), alumnae (feminine plural). Use “alumni” when referring to a mixed group.

alumni association: Capitalize when referring to Guilford Technical Community College’s alumni association – the Titan Club.

ampersand (&): Always spell out “and” instead of using the ampersand unless it is part of a proper name of an outside entity (e.g., BB&T).

apostrophe: Use ’ not ‘ for abbreviated numbers (class of ’08).

associate’s degree: Names of degrees are not capitalized.

bachelor’s degree: Names of degrees are not capitalized.

Board of Trustees: Use GTCC Board of Trustees on first reference.
Capitalization:
• Capitalize the proper names of colleges, schools, divisions, and departments (College of Education, Department of Maritime Studies).
• Capitalize titles when they are used as part of a person’s name (President Cameron, Professor Smith, Officer Doe).
• Capitalize named professorships and fellowships.
• Do not capitalize the names of academic programs, majors, minors, or concentrations.
• Do not capitalize degrees (associates of science, bachelor of arts, master of science).
• Do not capitalize subject names unless they are proper names (history, biology, French).
• Do not capitalize titles that come after a name or that stand alone (the chancellor, a history professor, the director).
• Do not capitalize the informal names (often used on second reference) of schools, divisions, departments, and other units (the college, the health sciences division, the anthropology department, the admissions office, the library). Exception: you may capitalize on second reference if the informal form could cause confusion.
• For example, “college publications” could refer to printed materials or to the department, so it should be capitalized.
• Do not capitalize the compass directions north, south, east, or west (including northern, southern, eastern, and western) if not part of a proper name.
• Do not capitalize fall semester, spring semester, or summer session.
• Do not capitalize freshman, sophomore, junior, or senior.
• Refer to students as first-year or second-year students.

catalog: not catalogue.

c: The prefix “co” is not hyphenated (cochair, coauthor, coeditor) unless it would create a compound word that might be misleading or difficult to read (co-edition).

coliseum

college-wide: But campuswide, statewide, citywide, nationwide.

comprise: Literally, it means “embrace” and is not used with “of.” Correct: The college comprises the Schools of Art and Design, Music, Communication, and Theatre and Dance. Incorrect: The Schools of Art and Design, Music, Communication, and Theatre and Dance comprise the college. (The larger unit department comprises the smaller one.)

cost statement: All publications must identify the source of the funds used to print them. Those printed using funds from the state must carry the statement “x copies of this public document were printed at a cost of $n, or $n/x per copy.” Pieces printed using private funds carry the statement “Printed with non-state funds.” Exceptions: Forms and invitations do not usually carry it the statement as we do not need to justify their cost; since or because they are a part of doing business. Display ads also do not need it the statement.
courses: Course numbers, titles, descriptions, and prerequisites must appear exactly as they do in the current college catalogs.

coursework
courtesy titles: Do not use these courtesy titles (Mr., Miss, Mrs., and Ms.) in most text. Include the titles of doctors and clergy with their name on first reference. Use only the last name on second reference. Examples: Dr. Jane Doe taught the class. Doe is an expert in her field. Rev. John Doe conducted the service. Doe is the church’s second minister.

curriculum vitae: “Curricula vitae” is the plural. Save “vita” for informal use.

data: Takes a plural verb (The data show significant variations.) The singular form is datum.


degrees: Academic degrees are lowercase when spelled out (baccalaureate degree, bachelor’s degree, bachelor of arts, master’s degree, master of science, doctoral degree, doctorate, doctor of philosophy). Note the plural form: bachelor’s degrees, master’s degrees, doctoral degrees. Abbreviated without periods (BA, BS, MA, MS, PhD, MD, CAS), the plural form is formed with “s” (BAs, BSs, MAs, MSs, CASs, PhDs).

disAbility Access Services - lowercase “dis” capital A.

distance education: Without a hyphen in all uses.

distance learning: Without a hyphen in all uses.

doctoral or doctoral: An adjective (doctoral degree).

doctorate: A noun (She is pursuing a doctorate.)

eLearning: Lowercase e, capitalize L.

Guilford Technical Community College: Guilford Technical Community College is preferred to GTCC on second reference; however, both are completely acceptable. Do not use the acronym GTCC (unless as part of a logo on a cover or title page; use the full name.

GTCC: Acceptable on second reference to the college.

GTCC Foundation Inc.

e-mail: Use the hyphen.

Emerita: The feminine form. The plural is “emeritae.”

Emeritus: The masculine form. The plural is “emeriti” (appropriate for a group of men and women).

ex-officio

facilitate: Weak jargon; use “help,” “make possible,” “aid,” or “assist,” or get more specific about the activity in question.

faculty: Can mean one teaching staff member (singular: “The faculty is one of the best in the country.”) or staff members (plural: “The faculty are all very concerned.”), Use it consistently within a document.
fall: Lowercase the season unless specified as a specific term (Fall 2009).

fiscal year: GTCC’s fiscal year runs from July to June. Use an FY 2008–2009 to denote the fiscal year starting July 1, 2008 (although FY 2009 is technically correct). The FY 2008-2009 format mirrors the academic year format.

foundation curriculum: Refers to the general courses students have to complete to graduate. Always lowercase.

fractions: Fractions are spelled out in running text (one-half, two-third, three-quarters, five-eighths). Note that hyphens are used when spelling out fractions.

full-time: Always hyphenated.

fund-raiser: Always hyphenated.

fund-raising: As an adjective and as a noun.

grades: Letter grades are capitalized in roman type. (She got a B in ENGL 1100.)

grade point average: Write as a whole number to the first decimal (3.4). Abbreviated “GPA” with no periods. If a listing of averages includes some to the second decimal, then all averages in that section should be listed that way: “The grade point averages in the group were 3.40, 3.25, 3.00, 2.75, and 2.50.”

half-time: Always hyphenated as an adverb or adjective.

Halftime: When referring to the period between halves of a sporting event.

healthcare: Noun is not hyphenated.

health-care: Adjective is hyphenated.

home page

i.e.: Means “in other words”; e.g. means “for example.” Follow with a comma.

inc.: Do not use a comma before “Inc.” (E.g., “GTCC Foundation Inc.”)

initials: Initials are abbreviated with periods and have space after each period (A. J. Fletcher, T. J. Jarvis).
Internet: Capitalize in all uses.
lists, vertical / bulleted: Vertical lists are best introduced by a grammatically complete sentence (i.e., a sentence that is still a sentence all by itself, without the help of the list) followed by a colon. No periods are required at the end of entries unless at least one entry is a complete sentence, in which case a period is necessary at the end of each entry. Items in a list should be similar in their syntax. If items are numbered, a period follows each number, and each entry begins with a capital letter whether or not the entry forms a complete sentence. Bulleted lists are considered appropriate mainly for instructional or promotional material and are treated the same as numbered lists in terms of capitalization and punctuation. A group of unnumbered items each of which consists of an incomplete sentence should begin with a lowercase letter and requires no terminal punctuation. If a list completes the sentence that introduces it, items begin with lowercase letters, commas or semicolons are used to separate each item, and the last item ends with a period. Such lists are often better run into the text rather than presented vertically.

master’s degree: Use the apostrophe.

millennium

money: Use numerals for any specified amount. Delete the “.00” unless cents are a part of the dollar amount. For amounts less than a dollar, spell out the word “cents” and use lowercase letters (5 cents, 98 cents). Use the $ sign and decimal system for larger amounts ($1.01, $3.50). For dollar amounts, use the $ sign and the numeral(s). (The fee was $20.) For consistency, include the .00 in a series of amounts if cents are included. (The totals came to $515.75, $4,200.00, and $18.50.) For specified dollar amounts, the word takes a singular verb. (He said that $1,000 is enough for the down payment.) For amounts in millions, use the $ sign with numeral(s) up to two decimal places followed by the word million, or use the $ sign with all numerals for specific amounts. (The new building will cost $12.24 million dollars. The new building will cost $12,243,000.)

more than / less than: Use to denote quantity (number of students, dollar amount, etc.). Do not use “over” or “under,” both of which denote a location. See also over / under.

multi: Not hyphenated as a prefix (multicampus, multipurpose). See Section 7.90 in The Chicago Manual of Style for treatment of words formed with prefixes or refer to the AP Styleguide.

names: Use a person’s professional title (if appropriate) and first and last name when that person is first identified in copy. On second reference, use only the last name. (Professor Jane Doe, Doe; Dean John Smith, Smith). Do not use a comma before Jr., Sr., II, III, IV, etc. See also courtesy titles, state names, titles.

newsletter: not news letter

non: The prefix “non” is not hyphenated (nonstudent, nonthesis, nondegree, nonnegotiable, nontraditional, non-profit, noncredit).
numbers: Generally, spell out both cardinal and ordinal numbers up to nine/ninth. Use figures for 10/10th and above. (Note: College editorial style now generally follows the Associated Press style for numbers.) Always use figures with percentages, ages, semester hours, and grade point averages (10 percent, 3 semester hours, 3.4 GPA, 3 years old). Try recasting rather than beginning a sentence with a number. Do not use “over” and “under” when describing quantity; use “more than” and “less than” or “fewer than.” Examples: Using the largest number as a guide, treat numbers alike in a series and in a sentence if they refer to the same thing. (We offer 104 associate’s degree programs, 74 diploma programs, and 4 certification programs. The class of 20 students was separated into smaller groups of 5 students each.) Do not use both a figure and a word (“three classes” not “three (3) classes”). For numbers of four digits or larger, use a comma (1,500; 26,000). Very large numbers can be expressed with figure and word (345 billion). Exceptions are dates, temperatures, and SAT scores. Spell out references to centuries from first through ninth; use figures for 10th and beyond. Use figures for decades (the 1960s, the ’60s). The plurals of numbers are formed by adding an “s.”

online: Adjective and adverb

over / under: Use to denote location (e.g., “under the bridge”), not quantity. See also “more than / less than” entry.

page numbers: Required on documents more than four pages.

part-time: Always hyphenated

percentages: Use a numeral and spell out the word “percent” (25 percent). Use the percentage symbol (%) only in tables.

post: The prefix “post” is not hyphenated (postgraduate, postdoctoral, postwar).

recycled paper: North Carolina encourages the use of recycled paper for publications printed with state funds. These publications must carry the statement “Printed on recycled paper.”

regions: Capitalize regions (e.g., the Southeast). Uppercase compass points when part of a formal name but not when it’s used as an adjective (e.g., West Berlin, eastern North Carolina).

résumé

Social Security number

spring: Lowercase the season unless it refers to a specific term (Spring 2009).

state names: Spell out names in text unless accompanied by a city. For proper abbreviations, check the AP Style Guide. Please remember that the abbreviations for state postal codes are different from city and state references.


theatre: The English spelling is always used in GTCC publications. It is the spelling used in our academic departments and on our buildings, so we use it universally to maintain consistency.

Titan Club: GTCC’s alumni association.
**titles of works**: The names of books, plays, magazines, newspapers, movies, and television and radio series are italicized. Chapter titles, articles, and the names of single episodes of television and radio programs are placed in quotes. Titles of long musical compositions (operas, symphonies) are italicized (The Marriage of Figaro).

Titles of songs and other short compositions are enclosed in quotation marks (“The Entertainer”). Musical works with no distinct title identified by their musical form (sonata, canon) are set in roman type (Canon in D, Sonata in E-flat, Symphony in B Major). Titles of blogs are placed in quotes.

**transition**: A noun, not a verb. You cannot transition to something; you must make a transition.

**verbed nouns**: Do not use nouns as verbs no matter how trendy. Transition, dialogue, conference, outreach, obsolete, juror are all examples of misused terms.

**Web site / Web addresses**: Printed in roman type (not bold or italics). You may leave off “http://.” Sentences that end in a Web address should also end with a period. Microsoft Word and other programs often automatically identify Web addresses and format them as hyperlinks (underlined and in a different color). Be sure to delete this unnecessary formatting before printing.

**well**: Compound adjectives using well (well known, well respected, well dressed) are usually not hyphenated when they follow a noun or when they stand alone.

**winter**: Lowercase the season.
Document Conclusion

This style guide is intended to help maintain brand consistency for Guilford Technical Community College. Our office hopes that this document helps to alleviate some of the misunderstandings of which logo to use and how to use it.

This guide is not meant to hinder creativity within our college publications, however as a college community, we need to send a clear and strong identity message to our students, staff, faculty and most of all, our community. The GTCC brand is very strong within Guilford County and the Piedmont Triad region. We wish to continue this strong tradition of academic excellence and the promise of education for any student that wishes to pursue it.

CORRECTIONS OR CHANGES
Please submit any corrections, changes, or suggestions to:
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