



GADSDEN STATE
COMMUNITY COLLEGE

IDENTITY
GUIDE

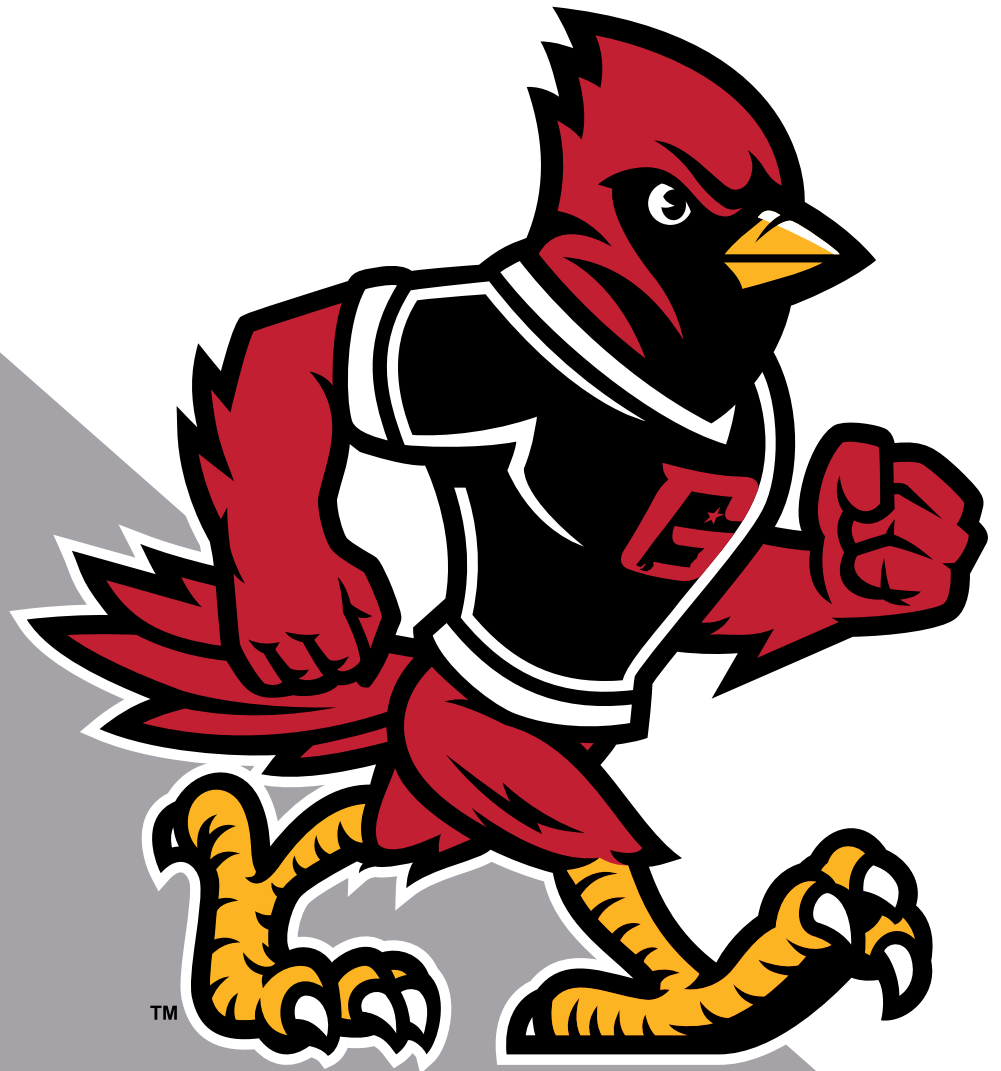




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Vision Statement

Gadsden State Community College will be the preferred choice for exceptional education and innovative workforce development which changes lives of our students, their families, and our world for good, forever.

Mission Statement

Gadsden State Community College empowers and prepares students from all backgrounds for success through exceptional education and innovative workforce development with a focus on community and global engagement resulting in a positive economic impact for all stakeholders.

Core Beliefs

We Believe In:

EXCELLENCE with a commitment to a culture that empowers all to achieve high standards.

ACCOUNTABILITY with a focus on continuous improvement through the use of data-informed decisions.

INCLUSION as we value and respect each other.

SERVICE as we keep the needs of others at the heart of our work.

INTEGRITY and the adherence to moral and ethical principles.



NON-DISCRIMINATION

Non-discrimination

Gadsden State is committed to nondiscrimination and equal opportunity for all applicants and members of its student body, faculty and staff. It does not discriminate on the basis of race, color, national or ethnic origin, religion, sex, age, disability or other factors prohibited by law in the administration of its educational policies, admission and recruitment policies, financial aid programs, employment policies or other school-administered programs. Further, the College administers all educational programs and implements the terms, conditions, and privileges of employment, free of sexual harassment.

Equal Opportunity / Equal Employment

Gadsden State Community College is an Equal Opportunity / Equal Employment Opportunity Institution accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone 404-679-4501) to award Associate Degrees.

LOGO & COLOR PALETTE



Logo Usage

The Gadsden State Community College logo is the graphic representation of the institution and the key element in the college's visual identity. In order to maintain consistency of image and branding, the logo must not be redrawn, re-proportioned or modified in any way. The creation and use of alternative logos is strictly prohibited. To access logo files, Gadsden State employees can visit N:\ALL\NEW LOGO. Before submitting the logo for print, read the following guidelines and seek approval from the PR & Marketing Department.



Logo Elements

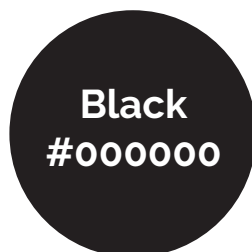
There are two elements to the logo: the logomark – G and the logotype – GADSDEN STATE COMMUNITY COLLEGE.

The logo may appear with or without the tagline "Watch Me Fly." The logomark (G) may be used alone as a design element but is not considered the GSCC logo unless the logotype (GADSDEN STATE COMMUNITY COLLEGE) appears with it.



Color Palette

Black, white, gray and red (Pantone 200) may be used on materials representing the College. On occasion, adding additional colors like Swoop's yellow may be used.





LOGO STANDARDS

Consistent and correct use of the Gadsden State logo enhances and supports the overall branding of the college. The following standards should be followed at all times concerning use of the Gadsden State logo. Contact the Public Relations and Marketing Department with any questions.

Use the logo emblem and logotype as shown on Page 5 – as a single unit. It should not be redrawn, digitally manipulated or altered.

DO NOT:

- Stretch, rotate or distort the logo.
- Use any artistic filters on the logo, such as a drop shadow.
- Use the logo in any color other than Pantone 200 (red), black or white.

Logo Colors and Typefaces

If the logo is to be used in color, the logomark (G) is to be in PANTONE #200 red, the logotype (GADSDEN STATE COMMUNITY COLLEGE) is to be in black, and the tagline (Watch Me Fly) is to be in PANTONE #200 red, black or white.

All three elements of the logo may appear in black when printing is limited to black only. All three elements of the logo may be reversed in white against a black or colored background.

The official typeface of the logotype, GADSDEN STATE COMMUNITY COLLEGE, is Felix Titling. No other type style should be substituted; neither should the spacing or kerning be changed without permission from the PR & Marketing Department.



OTHER LOGOS



Support organizations and programs may have their own logo (examples below). These are not to be used in other capacities. *(We know you like the Cardinal Foundation bird, but it is only for Cardinal Foundation use!)*





ATHLETIC DEPARTMENT BRANDING



GADSDEN STATE
ATHLETICS

Primary Mark



CARDINALS
GADSDEN STATE

Secondary Mark



GADSDEN STATE
ATHLETICS

Alternate Mark 1



CARDINALS
GADSDEN STATE

Alternate Mark 2



Mascot Head



Initial Mark

Circle Mark



NOTE: Athletic logos should be used for athletic/school spirit purposes only. They should not be used in signage or marketing materials without approval from the PR & Marketing Department. The Gadsden State logo (G) should be used in most instances.

Mascot Full Body





COMMUNICATIONS

Internal communications, such as memos or policy guides, do not have to utilize approved templates or be approved by the Public Relations and Marketing Department.

External communications, such as official notice to students, postcard reminders for special events, public invitations, program brochures, etc., should be created by the Public Relations and Marketing Department following the completion of the Request for Services form. You can find it on myGadsdenState under QuickLaunch.

Once created, a draft copy of the external communications will be sent to the person submitting the RFS for final approval. Recommendation for changes may be made. Edits will occur in the Public Relations and Marketing Department. The publication will be submitted again for final approval, if necessary.

Business Correspondence

All Gadsden State departments, programs and administrative units are required to choose between college stationary from the official options available at N:\ALL\Letterhead and business cards.

Letterhead/Envelopes

Printing of official College business stationery is outsourced. These materials are ordered through Staples and will be based on approved templates. Steps to complete the process are available here: N:\ALL\BIDS\Preferred Vendors Ordering and Requisition Instructions\Printing - Vendors.

Business Card

Printing of business cards is also outsourced. Business cards are to be ordered through Staples and will be based on the templates, which can be accessed at N:\ALL\BIDS\Preferred Vendors Ordering and Requisition Instructions\Printing - Vendors.

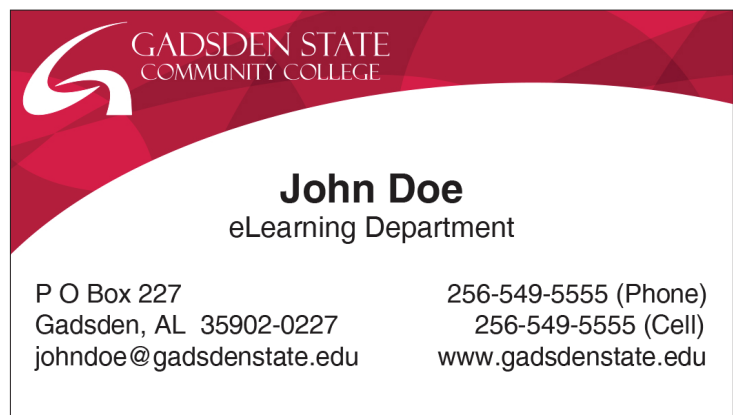
Cards may list either title/position OR department beneath the name--not both.

Degree credentials may be listed before OR after the name.

Optional items that may be included are campus/site, department and cell phone number.

Telephone number format will be 256-549-8221.

NOTE: If you are unsure about your title, please contact Human Resources for your complete title.




LETTERHEAD & ENVELOPES



All formal communications to students, faculty, staff and external audiences should use this template:

(Exceptions are made for Enrollment Services, upon approval by the PR & Marketing Department, for admissions letters and communications with incoming students.)




GADSDEN STATE
COMMUNITY COLLEGE
Department Name
P.O. Box 227 • Gadsden, AL 35902-0227 • www.gadsdenstate.edu


John Doe
[johndoe@gadsdenstate.edu](mailto: johndoe@gadsdenstate.edu) 256-549-5555 (Phone)
256-549-5555 (Cell)

All communications to students, faculty, staff and external audiences should use envelopes based on either of the following two template options.

(An exception is made for some incoming student communications, upon approval by the PR & Marketing Department.)



GADSDEN STATE COMMUNITY COLLEGE
Department Name
P.O. Box 227 • Gadsden, AL 35902-0227



GADSDEN STATE COMMUNITY COLLEGE
Registrar's Office
P.O. Box 227 • Gadsden, AL 35902-0227

OFFICIAL TRANSCRIPT ENCLOSED



NEWS RELEASES / CONFERENCES

News releases

The Public Relations and Marketing Department strives to build and maintain communication among the College, the community and the media. Our goal is to deliver important, timely and consistent information that affects and interests members of our community. All news releases will come from the Public Relations and Marketing Department. You may request a news release by submitting a Request for Services form on myGadsdenState when you have an event or activity that you feel merits one. Coverage by the media is not guaranteed.

All releases will be monitored and approved by the director of public relations and marketing.

The Public Relations and Marketing Department will prepare publicity releases upon request for offices planning campus activities and functions. When a request is made to prepare announcements, releases and/or provide a photographer for an event, a minimum notice of two weeks prior to the date of the event is preferred.

All media inquiries should be referred to the Public Relations and Marketing Department. The official spokesperson for Gadsden State Community College is the president. The president may delegate this service to the director of PR & marketing or appropriate dean at Gadsden State.

The Public Relations and Marketing Department maintains a complete contact list of all news media in our service area. Unless otherwise requested, all news releases will be sent to the appropriate media.

News conferences

All news conferences must be presented to the Public Relations and Marketing Department and approved by the president. All initial contact with the media must be approved by the Public Relations and Marketing Department and appropriate dean.

If a representative from the media should contact you directly, please have him or her contact the public relations director, or you may do so directly. When participating in a media interview, stay close to the topic of information requested. You are being interviewed for your area of expertise. If you do not know the answer to a question, you may ask for permission to get back to the media representative. Remember that you are representing the College, and you should be as professional as possible.

We respect the relationship Gadsden State has earned with the media and trust you will act as a good ambassador when representing the College. If you are being interviewed on camera, it is best not to wear stripes, checks or any busy pattern in your clothing. The videographer will give you helpful hints on where to look when speaking to the camera. PR & Marketing staff are available to prepare you for interviews.

PROOFREADING



It is the responsibility of the individual/department submitting a print project job request to designate a proofreader and a reserve for that individual. Proofreaders will sign off on the proof of each job requested. All content is the proofing responsibility of the department requesting the job.

The Public Relations and Marketing Department may be asked to proofread copy as an additional checkpoint but will not be responsible for final proofing or typesetting errors. The department will also proof for design and image quality. For major projects with multiple sections, different individuals may be assigned to proof each section, but there should be one person and a reserve who take responsibility for the entire job.

Proof Checklist

The following proofing checklist has been compiled as a reminder of common errors to double check during proofing. Please remember that this is not a complete list. Each job is different and has specific proofing requirements.

- Is the Gadsden State Community College logo included?
- Is the campus address included and accurate?
- Are phone numbers, contact names, extensions and e-mail addresses accurate?
- Are dates, times, place, directions and other instructions correct and clear?
- Have correct capitalization and punctuation been used?
- Are words spelled accurately and is grammar correct?
- Are spacing, alignment of margins, indents and page/column breaks formatted correctly?
- Are names and titles accurately identified?
- If there are photos, do the captions accurately represent the individuals/programs depicted?
- If this item is to be mailed, does the mailing panel include the correct return address and permit number?



MARKETING MATERIALS

In our efforts to maintain a unified brand, we follow a specific guide when designing a rack card, program brochure, flyer, promotional materials or other marketing pieces for external use. The Public Relations and Marketing Department reserves the right to exercise creative freedom when fulfilling requests for marketing materials.

- The Gadsden State logo will be included prominently on the material. Please refer to this style guide for proper logo usage.
- High-resolution photos of the college or of images related to your program will be used. Appropriate clip art will be used when the project warrants it.
- Your program's address, telephone number and web address will be used.

“Do I need permission from PR for this?”

WHEN PERMISSION IS REQUIRED

- When you design something that will be seen outside the classroom or office, including flyers, social media graphics, digital presentations, etc.
- When you are using it on promotional items

WHEN PERMISSION IS NOT REQUIRED

- When you design something that will only be seen by employees
- When you design something that will only be used in the classroom, ie presentations, lessons, office hours, etc.

PHOTOGRAPHY



If you are planning a department-specific project, you may submit a Request for Services to have professional, original photos shot by a member of the Public Relations and Marketing Department. All photos will be high-resolution, print-ready images. This means at least 300 dpi for print and 72 dpi for web.

You may also submit your own photography for consideration. The Public Relations and Marketing Department will determine if the quality of the photo meets print-ready requirements.

In addition to photos specific to the College, the Public Relations and Marketing Department has access to stock images that may be used to draw attention to a flyer, brochure or marketing piece. The Department reserves the right to exercise creative freedom when fulfilling requests for photography.

Photo/Video Release Form

It is important that anyone in a Gadsden State photo or video, who is not a Gadsden State employee, sign the official photo/video release form. The form should be on file in the PR & Marketing Department before the image is reproduced in print or online. Visit [N:\ALL\Letterhead and business cards](#) for a downloadable version of the release form.



AP STYLE

While building and maintaining a consistent brand image, it is equally important to correctly and consistently portray the College in editorial form. When writing in general, the PR & Marketing Department follows the AP (Associate Press) Stylebook.

See the supplemental AP Editorial Style Guide for examples on AP Style.

College Name

"Gadsden State Community College" should be used as the official title in all promotional materials. The name should be treated grammatically as a single unit.

"Gadsden State Community College is. . ."

Also acceptable after initial use: Gadsden State or GSCC.

Use lowercase when referring to a college in general and uppercase when referring to Gadsden State Community College.

Gadsden State Community College is opened today. The College begins the fall term.



A

accept, except

Accept means to receive.

Except means to exclude.

ages

Use figures for the ages of people and animals. Use hyphens for ages that serve as adjectives before nouns or ages that substitute nouns.

He is 32 years old. She is 9.

She is a 9-year-old girl. The toy is for 2-year-olds.

alma mater

alumna (female, singular)

alumnae (female, plural)

alumnus (male, singular)

alumni (male, plural or male & female combined)

audiovisual

C

Campuses

Ayers Campus

East Broad Campus

Gadsden State Cherokee

Valley Street Campus

Wallace Drive Campus

childcare

Course Titles

Course titles should be set in roman type without quotation marks.

He will take Introduction to Radiology in the spring.

coursework

D

Dates

Spell out March, April, May, June and July. Abbreviate all others. Spell out the days of the week. Write dates as follows:

March 22, 2020 (not March 22nd, 2020)

May 2020 (not May of 2020 or May, 2020)

1980s (not 1980's)

Degrees

Capitalize formal names of degrees. Periods are added to most degree abbreviations.

Associate in Applied Science (A.A.S.)

Associate in Arts (A.A.)

Associate in Science (A.S.)

Bachelor of Arts (B.A.)

Bachelor of Science (B.S.)

Master of Arts (M.A.)

Master of Science (M.S.)

Doctor of Education (Ed.D.)



Doctor of Medicine (M.D.)

Doctor of Philosophy (Ph.D.)

Juris Doctorate (J.D.)

She has an Associate in Applied Science.

Susan has a Bachelor of Arts in English and a Master of Science in chemistry.

James Johnson, Ph.D.

Lowercase generic terms for degrees.

associate degree (no possessive)

bachelor's degree

master's degree

doctoral degree

doctorate

She has an associate degree.

Michael has a master's degree in education and a doctoral degree in library science.

Her doctorate is in psychology.

Do not precede a name with a courtesy title for an academic degree and then follow the name with an abbreviation for the degree in the same reference.

Incorrect: Dr. Jason Roberts, Ph.D.

Correct: Dr. Jason Roberts or Jason Roberts, Ph.D.

Dimensions and Measurements

Use figures and spell out the words inches, feet, yards, etc.

Hyphenate adjectival forms that appear before nouns.

Heather is 5 feet 2 inches tall.

He is a 6-foot-1-inch man.

The basketball team has a 7-foot player this year.

The storm left 4 inches of rain on the ground.

Directions and Regions

In general, lowercase compass directions (north, south, east, west, northeast, southern, etc.).

Capitalize these words when they designate regions or refer to widely-known sections. (If in doubt, lowercase.)

Capitalize when the word is part of a proper name such as South Carolina.

He drove east. (compass direction)

She is from the West Coast, but now lives in the Southeast. (region)

I visited South Dakota last month. (proper name)

He attended a conference in Northeast Alabama last week.

The restaurant is located in Birmingham's Southside. (widely-known sections)



Dollars and Cents

For dollars, use figures and the \$ sign. Do not include the decimal point and two zeros if the amount is on the dollar.

For cents, use figures for amounts less than a dollar, and lower case and spell out the word "cents."

For dollar amounts of one million or more, use the words million, billion or trillion.

25 cents, \$52, \$69.40, \$120, \$2 million, \$2.35 million, \$4.25 billion

Note: \$1 million to \$3 million (not \$2 to \$5 million)

driver's license

E

email

Exhibit Titles

Exhibit titles should be set in roman type (without any quotation marks).

Always capitalize the first and last words; capitalize all principal words, including prepositions and conjunctions that are four or more letters.

Lowercase articles (the, a, an).

Lowercase prepositions and conjunctions that are less than four letters.

F

fieldwork

full time, full-time

Hyphenate when used as an adjective.

She works at Gadsden State full time.

He is a full-time student.

G

giveaway

grade point average (GPA)

Grades

Grades are capitalized and set in roman type. An apostrophe is not needed in plural instances.

She earned two As and one B this semester.

H

He or she (versus he/she)

If a student wishes to register early, he or she should do so online.



Headings and Subheadings

In headings and subheadings, always capitalize the first and last words.

Capitalize all principal words, including prepositions and conjunctions that are four or more letters.

Lowercase articles (the, a, an).

Lowercase prepositions and conjunctions that are less than four letters.

I

i.e., e.g.: i.e. is the abbreviation for id est (that is) e.g. is the abbreviation for exempli gratia (for example)

When using i.e. or e.g., always follow it with a comma.

it's, its: It's is a contraction for it is or it has.

Its is the possessive form of it.

It's hot today.

The company will release its quarterly report this week.

J

junior, senior

Abbreviate as Jr. and Sr. with full names, and do not precede by a comma. Do not set off II and III with commas.

George Smith Jr. will speak at the ribbon cutting ceremony.

Paul Wells III is the new director of operations.

L

Lecture, Lecture Series and Conference Titles

In running text, lecture and conference titles are set in roman type and placed in quotation marks. Lecture series titles are set in roman type (without any quotation marks).

There is an exception. If a lecture or conference title is part of a headline for a poster, press release, etc., it can be set in roman type without quotation marks.

M

Majors

Lowercase the name of an academic major unless the name is a proper noun such as English.

Capitalize the major if it is used as part of a department name.

Jane's major is biology and English. She works in the Department of Mathematics.

N

Names

On first reference, refer to a person by his or her full name. On subsequent references, use the last name only.



nonprofit

Numbers

Spell out numbers one through nine. Use figures for 10 and above. (Also see the “ages” and “dimensions and measurements” entries.)

Spell out a number when it appears at the beginning of a sentence, or revise the sentence to avoid beginning it with a number.

Revise a sentence when possible to avoid beginning it with a year.

O

ongoing

online

Oxford comma

The Oxford comma is not used in AP style. A comma is only used before “and” or “or” if the word precedes a complete sentence.

I enjoy reading books, playing tennis and riding horses.

Jennifer went to Disney World, and Jacob took a cruise to the Bahamas.

P

part time, part-time

Hyphenate when used as an adjective.

Susan works part time.

Mike is a part-time student.

percent (one word)

Use figures to express percentages. Also, use decimals (not fractions). For amounts less than 1 percent, precede the decimal with a zero.

3.5 percent

The instructor said 70 percent was a passing grade.

The tuition increased 0.5 percent.

Phone Number Format

256-549-8200, ext. 8224

Position Titles

Lowercase the position title of a person except when the title appears directly in front of the person's name.

John Doe, dean of academics, will oversee the meeting.

I will ask President John Doe when he arrives.

Never use two titles together. Dr. President John Doe

Long titles should appear after the name.



R

RSVP

Do not precede with the word "please" since RSVP is an abbreviation for the French sentence that means "please reply."

RSVP by Tuesday, Dec. 18.

S

Seasons

Lowercase the four seasons (winter, spring, summer, fall) unless they are part of a formal name.

Registration for spring semester will begin tomorrow.

The Fall Convocation will be held on Saturday.

T

Time

Use figures and a.m. or p.m., except when using noon and midnight.

When using noon and midnight, do not place a 12 in front of them.

For times on the hour, drop the :00.

The luncheon will be held from 11 a.m. to 2 p.m. on Friday.

Noon – 2:30 p.m.

12:30 – 2 p.m.

Titles of Books, Computer Games, Films, TV Shows, Plays, Radio Programs, Songs, Poems and Works of Art

Put quotation marks around all such works except the Bible and books that are primarily catalogs of reference materials, like almanacs, directories and dictionaries.

Lowercase articles (the, a, an) unless it's first word in the title.

Lowercase prepositions and conjunctions that are less than four letters.

Titles of Magazines and Newspapers

Lowercase magazine unless it's a part of the formal name.

Capitalize "The" if it begins the formal name.

Examples: Harper's Magazine, Newsweek magazine, The Gadsden Times

Tryouts



W

Website

Weeklong

Weights

Use figures and spell out the words ounces, pounds, etc.

Hyphenate adjectival forms that appear before nouns.

The puppy weighs 2 pounds, 3 ounces.

She had a 7-pound, 4-ounce boy.

workday

workforce

workplace

workweek

Y

year-end

yearlong



GadsdenState.edu