



identity guidelines

Georgia Perimeter College



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MARKETING AND PUBLIC RELATIONS
POLICIES AND PROCEDURES

The policies and procedures section of this manual is designed to assist achieve print, graphic media, photography, videography and Web content initiatives and to bring consistency and greater visibility to GPC's marketing and communications efforts.

These policies and procedures provide a roadmap to deliver the message that great things are happening at Georgia Perimeter College. The Office of Marketing and Public Relations sets the goals around which the public image of the college is represented:

- To promote GPC's mission, goals and values
- To support the creation of internal and external communication tools
- To expand public awareness
- To develop positive public perceptions
- To drive marketing initiatives

Following the policies and procedures will speed up the delivery of excellent services necessary to achieve our vision as a dynamic and creative learning environment focused on student success.

- The GPC logo must appear on all print, electronic and media produced by any department for any college related purpose.
- The Office of Marketing and Public Relations copyrights and owns all moving and still images taken by school the photographer and videographer. No matter how they are initiated or by whom, they become the property of GPC once they appear in our print publications or on the Web site.
- Still and moving images which belong to Georgia Perimeter College, its staff, faculty and students may not be reproduced for personal gain. They may be reproduced only with the prior written consent of the director of marketing and public relations, photography or videography coordinators.
- Only GPC employees may request services of the MPR office. Any external request must come through a GPC employee or department representative.
- All design, photography or videography requests may not be met by the Office of Marketing and Public Relations given the limits of time, resources or intent to fulfill the mission and strategic goals of the college.
- At such times a request cannot be met, design, publication, media or Web services staff may recommend a freelancer (to be paid for by the requesting department).
- All members of the college community—students, faculty, staff, alumni, donors and friends—are encouraged to recommend stories and photos for promotional purposes. Whether a recommended idea is used depends on various factors including college priorities, newsworthiness, timeliness and availability of resources.

Members of the marketing and public relations team provide different skills in response to inquiries and to support the communication needs of departments and other programs at GPC.

The director heads the Office of Marketing and Public Relations and oversees the following areas:

Design Services Design services provides graphic design solutions for all print and digital projects, coordinates design and print production of official GPC documents including, but not limited to: *In The Loop*, *The Chronicle*, *College Annual Report*, recruitment and admissions material and departmental print needs such as program of study brochures, flyers, posters, catalogs, schedules, etc.

Media Relations Media relations serves as a portal through which accurate and consistent information passes. The staff writes media releases and distributes them, via an electronic database management system known as VOCUS, to a master list of media sources. Media relations is also responsible for editing brochures and other promotional material generated by the Office for Marketing and Public Relations.

Photography Photography provides images to market the institution to the college's faculty, staff and the public through a variety of media including Web, newspaper and print publications.

Publications Publications writes, edits and supervises production of all college publications in order to maintain and assure professional quality and timeliness.

Sports Information Sports information is responsible for the production of athletics communications and publications, both in print and on the college Web site, and news releases to promote Georgia Perimeter College athletics.

Videography Videography chronicles on tape and other electronic media, moving images to support college-wide special events, courses, lectures, seminars and other academic programming needs.

Web Content Web content edits and posts the homepage messages and sections, including the homepage photo and caption, events calendar and news releases. Web content edits and updates the marketing and public relations Web site and oversees the production of of online publications such as *In the Loop* online and online advertising campaigns. The staff advises college faculty and staff on how to communicate online in a user-friendly manner and ensures that Web pages conform to the standard college approved look and feel.

How does the Office of Marketing and Public Relations choose a project?

MPR promotes aspects of the college based on the college's strategic priorities. All requests from the college community are honored on a first-come, first-served basis. If the office is unable to meet a request, a staff member may recommend a freelance professional, who may be hired by the requesting department to complete the project.

Who may request services from MPR?

Only GPC employees may request the services of this office.

How does an individual or department gain permission to use the GPC logo?

Access to use of the GPC is located on the college Web site at:

<http://www.gpc.edu/mpr>

This password can be obtained by contacting the assistant director of design services. Once issued a password, a client can access various formats and sizes of the GPC logo.

How long does it take to produce a new brochure or print project?

New projects require approximately four to six weeks to design. This turn around time varies depending on the size and complexity of the project. Print production increases the turn-time and varies depending on the size and scope of the project.

How is a new design project initiated?

The department (client) requesting a new project assigns a "project manager" to oversee all design and print production. This person obtains a print request form from the Office of Marketing and Public Relations and then contacts the assistant director of design services to discuss design and print requirements. All project correspondence from this point forward is coordinated through the design services department to the department project manager and to other department staff related to the project. In most cases, the MPR graphic design team will not

begin a project until the client furnishes final text. Under special circumstances, if a design is requested before final text is furnished, the text is written to fit the design.

Can a department design its own print material?

An individual or department may design its own print material in advance of printing. Nevertheless, all materials officially representing Georgia Perimeter College and/or containing the GPC logo or mascot in any form must follow the GPC Brand Guidelines and be approved by the Office of Marketing and Public Relations before being printed.

May an individual or department use a photo taken by the college photographer for purposes other than those associated with the college?

All requests to use a photograph taken by the college photographer must be approved in advance and in writing by the director of the Office of Marketing and Public Relations or the photography coordinator. Photographs taken by the college photographer may not be used for personal gain. All images are owned and copyrighted by Georgia Perimeter College and are taken to promote the college. Any reproduction, duplication, transmission or publication of material without permission from the Office of Marketing and Public Relations is strictly prohibited.

OFFICE OF MARKETING AND PUBLIC RELATIONS	678-891-2680 (phone) 678-891-2966 (fax)	pubrel@gpc.edu
Chief Public Relations Officer and Director: Barbara Obrentz	678-891-2685	barbara.obrentz@gpc.edu
Administrative Assistant: Gwen President	678-891-2680	gwendolyn.president@gpc.edu
Assistant Director for Design Services: Kathryn Jordan	678-891-2687	kathryn.jordan@gpc.edu
Graphic Designer: Michelle Abeyta	678-891-2688	michelle.abeyta@gpc.edu
Graphic Designer: Anda Teverzczuk	678-891-2681	andrea.teverzczuk@gpc.edu
Coordinator for Marketing and Public Relations, Continuing and Corporate Education: Jenn Banks	678-891-3013	jennifer.banks@gpc.edu
Marketing Assistant, Continuing and Corporate Education: Leon Bracey	678-891-3021	leon.bracey@gpc.edu
Assistant Director for Media Relations: Beverly James	678-891-2686	beverlyjames@gpc.edu
Media Relations Specialist: Roger Barnes	678-891-2693	roger.barnes@gpc.edu
Assistant Director of Photography and Creative Imagery: Bill Roa	678-891-3956	william.roa@gpc.edu
Assistant Director of Publications and Sports Information Director: Wade Marbaugh	678-891-2682	wade.marbaugh@gpc.edu
Publications Specialist and Editor, <i>In The Loop</i> Newsletter: Carol Lynn	678-891-2683	carol.lynn@gpc.edu
Publication Specialist Rebecca Rakoczy	678-891-2691	rebecca.rakoczy@gpc.edu
Sports Information Writer: Justin Read	678-891-2698	justin.read@gpc.edu
Videography Coordinator: Chip Howard	678-891-3957	john.howard@gpc.edu
Web Content Coordinator: Rosemary Jean-Louis	678-891-2694	rosemaryjeanlouis@gpc.edu

Design services coordinates design and print production of official GPC documents including, but not limited to: *In The Loop*, *The Chronicle* and the *College Annual Report* recruitment and admissions materials and departmental print needs such as brochures, flyers, posters, catalogs, schedules, etc.

All materials officially representing Georgia Perimeter College must be designed and/or approved by the Office of Marketing and Public Relations. This includes all materials containing the college logo or mascot in any form. Independent designs must follow style guidelines and be approved by the MPR Office.

- Requests for projects to be coordinated and/or produced through GPC design services are considered based on the extent to which they support the strategic priorities of the college. Requests are prioritized and entered into a project queue based on the following factors:

- Date the project is received
- Project deadline
- Complexity of the project
- Where the project falls among GPC's strategic priorities.

It is possible that not all requests may be met, based on time and resource constraints. At these times, a person from Design services may recommend a freelance designer (to be paid for by the requesting department).

- An average of four to six weeks is required to complete design projects. This timeframe may vary depending on the size and complexity of the project. Print requirements will be factored separately.
- Only GPC employees may request GPC's design services. GPC students, Foundation members and other "friends of the college" must work through a GPC employee, who will serve as the primary contact.
- A point person representing the department or committee initiating the design or print request must be assigned to each project. This person will serve as the liaison between the department or committee and the Office of Marketing and Public Relations. This person is the only one authorized to provide final project approval and the go-ahead to print.
- Any changes or delays on the client's part, after the client and designer have agreed upon a production schedule and point person, could delay the delivery of the project. Changes or delays may affect the projects' place in the queue.
- In most cases, the design team will not begin a project design until the client furnishes final text. Under special circumstances, if a design is requested before final text is furnished, the text will have to be copy-fitted into the design. Major text and layout changes usually require adjustment to the production schedule.

- If the client gives final approval for a project and then discovers an error after the piece is printed, the client will assume responsibility for all costs associated with reprinting.
- If the error is due to a mistake on the part of the printer, the client may request to have the printer:
 - Assume some of the printing costs if the piece cannot be reprinted
 - Assume all of the reprinting costs if the piece can be reprinted
- If the error is due to a mistake on the part of design services, the Office of Marketing and Public Relations will assume responsibility for any costs associated with reprinting. Depending on the nature of the error and time constraints, the client may also choose to:
 - Accept the piece as is
 - Divide the printing costs between the client and the Office of Marketing and Public Relations

Please follow these procedures:

- The designer will work with printing services, the purchasing office or outside vendors to identify project costs.
- The client must obtain approval of the general budget, goals, audiences and copy from the appropriate department(s) and individual(s) to begin a project.
- The client will work with design personnel to complete a project form (Appendix I). This form establishes:
 - Purpose of the project (audience)
 - Delivery deadline
 - Budget
 - Quantity
 - Responsibilities regarding coordination of text, photography, design and printing
 - Approvals needed
 - Production schedule which identifies approval points for text, layout, and final piece cost
- The client must submit completed Print Request Form (Appendix II) to the project designer with the appropriate account number and signature of the budget manager.
- The client will provide final approved text in a digital word file as well as printed version. Text should be emailed or provided on disk. A printed copy should be sent to the design services office through interoffice mail.
- The client will receive an initial proof via email, fax, or hardcopy (or other means appropriate to project). The designer will contact the client confirming the proof has been received.
- The Office of Marketing and Public Relations and the client will proof the project simultaneously. The client will give final approval or request corrections and additional proofs. The designer will communicate with the client if edits are made internally. It is the client's responsibility to ensure the designer receives approvals and requested corrections to meet the project's production schedule.

- If necessary, a designer will send additional proofs to the client and continue internal proofing until the client gives final written approval.
- Once the client gives final approval, the designer will re-confirm cost, quantity and delivery date with client.
- The designer will work with printing services and/or the outside vendor to ensure the project is delivered to the client on time. If there is a problem with delivery, it is the responsibility of the designer to let the client know as soon as possible.

Media relations serves as a portal through which accurate and consistent information passes.

Individual members of the media relations team provide coverage for different aspects of the college. The staff writes media releases and distributes them, via an electronic database management system known as VOCUS, to a master list of media sources. Media relations is also responsible for editing brochures and other promotional material generated by the Office of Marketing and Public Relations.

Policy

Media relations is responsible for recommending, organizing, capturing and directing media relations activities. Media relations serves as a clearinghouse for information about programs, events, faculty and staff. The department may also provide research, contacts, or subject matter experts to support media requests. The following procedures explain the department policies regarding the flow of information:

Procedures

- All external media inquiries should be channeled through media relations.
- All “official” news, as directed by GPC’s president, in the form of news releases, statements, reports, reactions responses, etc., must be initiated or approved in advance by media relations. No college department should communicate “official” news or information without first contacting and receiving approval from the director of marketing and public relations or the assistant director of media relations.
- News and information pertaining to internal departmental programs may be communicated directly to the media office using a template and format provided by media relations. Copies of information sent to the media should be provided in writing to the assistant director of media relations at the same time the information is provided to the media. (Appendix III)
- Upon request, the assistant director of media relations will offer guidance or advise faculty or staff on methods for dealing with the media.
- Employees who write letters to the media pertaining to their academic expertise should identify themselves using their college title and address. Employees are instructed to use a private address if the letter contains a personal opinion related to a nonacademic topic.

Film Crews

Policy

Media relations will coordinate campus visits by reporters, film crews and photographers (preferably in advance), notify college personnel that visitors are on campus and guide visitors to the appropriate office.

Procedures

- Reporters, film crews and photographers should register with a public safety office and/or the Dean's Office before being directed to appropriate departments. If an employee has invited the media on campus, media relations should be notified.
- A public safety representative or a representative from the Dean's Office should contact media relations or the Office of Marketing and Public Relations at 678-891-2680 when a media representative appears on campus.

Policy

Media relations is responsible for publishing newsworthy items and events or assisting with writing and delivering news stories to internal and external constituents.

Procedures

The department participates in media relations activities by implementing the following procedures:

- Conducting research
- Posting media releases on the college Web site or delivering them to the assistant director of media relations
- Forwarding periodic updates to be used in comprehensive media sourcebooks (Board of Regents, targeted magazine and periodical editions)
- Producing and distributing a record of where GPC is in the news in a timely manner

Campus Emergencies

Policy

Media relations will respond quickly to media inquiries, especially as they relate to emergencies and inclement weather.

Procedures

- The GPC president, executive vice-president or his/her designee will inform the assistant director of media relations of any college-wide or individual campus emergency. Media relations will direct the media's access to college administrators who are dealing with the emergency and act as the liaison with the media for all official college correspondence.
- Media relations will notify major broadcast networks and the college webmaster about early dismissal, late arrival, or campus closings based on inclement weather—campus-wide and/or on an individual campus basis. College personnel are directed to access information on school closings via the college Web site or by tuning into the major networks.

Policy

Media relations will assure that major college events (groundbreakings, dedications, MLK, commencement, graduation, etc.), are coordinated in an appropriate manner. Media staff may accept requests to chair or participate on event committees at the discretion of the assistant director for media relations and/or the director of marketing and public relations.

Procedures

- Faculty and staff are asked to submit requests to publicize events such as campus celebrations, festivals, symposia, workshops and fine arts activities to media relations via email.
- Media relations will construct news releases and coordinate the dissemination of information through appropriate print and electronic media channels, including the college Web site, internal and external publications and media kits. Media relations should be notified as early as possible of these special events and will participate in the event as time permits. Media relations should also be notified of any plans to include elected/appointed officials or other VIPs in any college-related event.

Policy

Media relations staff may be called upon for special projects assigned by the vice president for institutional advancement or the director of marketing and public relations.

Procedures

- Requests for participation on special committees or to accept special assignments should be made in writing to the assistant director for media relations.
- The assistant director for media relations will make assignments to media relations staff.

Policy

Media relations will assist with the publication and distribution of Speaker's Bureau information.

Procedures

- Speaker's Bureau participants should register on the Speaker's Bureau section of the GPC Web site (in development). Media Relations staff will regularly update the Speaker's Bureau site and provide appropriate contacts to media and organizations requesting a subject matter expert.
- In cases where an employee is asked to appear as an official college representative, comment on an official policy or position, prior approval should be received from the director of marketing and public relations.

Policy

The assistant director for media relations will work with the GPC Web content coordinator to post news articles to the Web site and/or to implement changes to the GPC Marketing and Public Relations Web site as needed.

Procedures

- Any faculty, staff or student may submit a news article to the MPR news site by following the instructions listed on the MPR Web site. The article will be reviewed and released to the public once the assistant director for media relations or the director of Marketing and Public Relations has approved it. The news release format must follow the template and Associated Press Stylebook guides. Photos to accompany stories must be 50 kb or smaller (preferably 20 kb). The Office of Marketing and Public Relations maintains the right to reject articles which do not promote the strategic objectives of the college.
- The assistant director for media relations will solicit comments, information and technology requirements from subject matter experts.
- The assistant director for media relations will work with other marketing and public relations team members to provide content, design and layout for the site.

Photography provides images to market GPC to the college's faculty, staff and the public through a variety of media including Web, newspaper and print publications.

- Requests for GPC's photography services are honored based on the priorities of the college. All other requests will be processed on a first-come, first-served basis.
- Requests are prioritized and entered into a project queue based on the following factors:
 - Date the project is received
 - Project deadline
 - Complexity of the project
- It is possible that not all photography requests may be met based on time and resource constraints. At these times, a person from photography services may recommend a freelance photographer (to be paid by the requesting department).
- If a scheduling conflict occurs, a freelance photographer may be hired by the Office of Marketing and Public Relations, or a freelance photographer may be recommended for possible hire by the requesting individual/department. (See the Videography section for further explanation).
- Only GPC employees may request GPC's photographic services.
- Cost associated with prints or CDs requested by the client will be the responsibility of the client.
- Any changes and or cancellations of a photo shoot must be communicated immediately to the photography coordinator. Failure to do so may result in charges to the requesting party if a freelance photographer is involved.
- All photo shoots are limited to two hours. In the event that the photo shoot requires additional time, the requesting party must specify an estimate of the time required to complete the photo shoot.
- Evening and weekend photo shoots are provided only if there is no other time available to photograph the event or subject.

- All images taken by the college photographer are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, transmission or publication without written permission from the Office of Marketing and Public Relations is prohibited.
- No images taken by the college photographer may be used by a third party as a tool to promote an agency, organization or individual, publication.
- Any subject under 17 years of age must have a parent or guardian's permission in writing to be photographed by a GPC photographer. (Appendix IV)

Please follow these procedures:

- Clients must complete a Photo Request Form (Appendix X) and submit it to the photography coordinator 10 days prior to an event or photo shoot. Six weeks notice is required for major projects.
- The Assistant Director of Photography and Creative Imagery will communicate with the appropriate media relations or publications staff member in the Office of Marketing and Public Relations concerning use of the requested photo.
- Upon receipt of the Print Request Form, the client will be notified by email that the request is scheduled or cannot be met.
- Any changes and or cancellations must be communicated immediately to the Assistant Director of Photography and Creative Imagery Failure to do so may result in charges to the requesting party if a freelance photographer is involved.

Guidelines

MARKETING AND PUBLIC RELATIONS POLICIES AND PROCEDURES

Please follow these guidelines:

- Images submitted for publication must meet a standard suitable for publication.
- Photos submitted must be original work. Photos of paintings or any other copyrighted materials are prohibited from being published.
- Person(s) appearing in the images may need to sign a Photo Release Form.
- Images to have to be sharp, with plenty of detail. The resolution has to be at least 250 to 300 pixels per square inch or ppi (dpi- old school.)
- Images have to be color-corrected for reproduction quality.

Call the editor of the publication before requesting services from the photography department, if a photograph is needed for a program or a college publication.

The LOOP

editor:

Carol Lynn 678-891-2683; email: carol.lynn@gpc.edu

The Chronicle

editor:

Wade Marbaugh 678-891-2682; email: wade.marbaugh@gpc.edu

Media Releases

assistant director media relations:

Beverly James 678-891-2686; email: beverly.james@gpc.edu

Story Recommendations

All members of the college community—students, faculty, staff, alumni, donors and friends—are encouraged to recommend stories and photos for publication.

- Whether a recommended story is published depends on various factors, including, but not limited to college priorities, newsworthiness, timeliness, availability of story resources and availability of writers and photographers.
- Marketing and public relations writers are responsible for providing story ideas to the editors of publications, especially for topics covered in their writing beats. Other members of the office also are responsible for recommending stories.
- The editor of a publication is responsible for sorting through recommended stories, adding other ideas and composing a story list for the upcoming issue. For major publications, the editor will present the list to the director. The director will approve the list or suggest changes and present the list to the vice president of institutional advancement.

Publications is responsible for writing, editing and supervising the production of all college publications in order to maintain professional quality and timeliness.

The assistant director of publications is responsible for supervising production of the publications and assuring professional quality and timeliness.

Definitions

The term “publications” refers to both print and electronic versions of printed documents. Some examples of publications are *In The Loop* (the faculty and staff newsletter), *The Chronicle*, college catalog, recruitment materials, *College Annual Report*, *GPC Storybook*, scholarship brochure, athletics brochure, and media guides. “Publications” also denotes electronic-only college publications. Electronic publications include, but are not limited to, Web pages, CD, DVD and email publications.

The term “editor” refers to the editor or person responsible to coordinate a publication. The director of marketing and public relations will assign an editor for each publication. For example, if a department requests a brochure that requires research, writing, and much coordination with the department such as the Foundation scholarship brochure – the director will appoint an editor. The director will not assign an editor if design services can produce the brochure with the text supplied from the department.

The term “exceptional circumstances” refers to an urgent situation when normal procedures cannot be followed in order to make an unbreakable deadline, such as delivery of a publication to be used at an upcoming event. Examples of exceptional circumstances include, but are not limited to: an unavailable decision-maker to meet a hard deadline decision; or when an administrator has ordered a project without providing adequate time for production and a decision must be made to meet a hard deadline.

The term “major publication” refers to any of the following publications: recruitment materials, *The Chronicle*, *College Catalog*, *GPC Storybook*, *College Annual Report*, *In The Loop*, and important special publications arising from time to time.

Please follow these procedures:

- When the story list is approved by the director, the editor will assign writers to the stories and give notice of the deadline date. Except in exceptional circumstances, editors will assign stories in a timely manner, providing ample time for writers to complete the stories. In exceptional circumstances, the editor will consult with the writer and writer's supervisor to reach an agreement on whether the writer can complete the story under a tight deadline. The director will resolve any disagreement. If the writer is unavailable, the editor will find a freelance writer to perform the work.
- The assistant director for publications—or an editor in exceptional circumstances—will be responsible for obtaining freelance writers, when necessary. The assistant director for publications or editor will first consult with the director to assure that the office budget permits hiring a freelancer. The editor will obtain a quote from the freelance writer providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.
- The Assistant Director of Photography and Creative Imagery will obtain freelance photographers for publications, if necessary. Editors or the photography coordinator will first consult the director about any budget restraints. In exceptional circumstances, the assistant director for publications may obtain the freelance photographer after consulting with the director. The photography coordinator, or assistant director for publications or editor in exceptional circumstances, will obtain a quote from the freelance photographer providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.
- The assistant director for design services will obtain freelance graphic designers for publications, if necessary. Editors or the assistant director for design services will first consult the director about any budget restraints. In exceptional circumstances, the assistant director for publications or editor may obtain the freelance graphic designer after consulting with the director. The assistant director for design services, the assistant director for publications or editor in exceptional circumstances, will obtain a quote from the freelance graphic designer providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.

- Occasionally, an editor may need to obtain a freelance art director to manage the project and direct many of the editorial functions normally performed by the editor. The assistant director for publications or, in exceptional circumstances, editor will first consult with the director to assure that the office budget permits hiring a freelance art director. The assistant director for publications or editor will obtain a quote from the freelance art director providing a set fee for the project. The director will sign the quote. The editor will provide a photocopy to the freelancer.
- The editor will assign photographs for a publication or assure that the writers do so. Photographs will be assigned in a timely manner to allow the photographer ample time to arrange the photography.
- In consultation with the editor, the assistant director for design services will make graphic design assignments in a timely manner.
- The assistant director for publications will assure that publications are bid out for printing. The assistant director for publications or other appropriate individuals in the office, according to experience and the demands of the project, may prepare bid specs, submit the bid and communicate with a printer.
- Writers, photographers and graphic designers are responsible for submitting copy by deadlines. The editor may grant an extension of a deadline. Writers, photographers, and graphic designers will notify the editor if other projects will prevent that person from meeting a deadline. The editor may consult with that person's supervisor or request the director determine which projects take priority.
- The assistant director for publications will notify vendors and other departments, and provide production schedules for publications that require their services. Examples are the mail house for labeling and mailing, Institutional Advancement for providing database addresses to the mail house, plant managers for mail account maintenance, central warehouse supervisor for receiving delivery and payroll department for group lists to be used in distribution

to faculty and staff.

- For major publications, the editor will provide both initial text and graphic design proofs to the director, who, after approving or making revisions, will present them to the vice president for institutional advancement. Upon design approval, proofs, the editor, and graphic designer will proceed with final preparations for sending the publication to the printer. For minor publications, and in exceptional circumstances for major publications, the final preparations will begin when the director of marketing and public relations has approved the proofs without approval of the vice president for institutional advancement.
- If publications and design services disagree on a copy issue, the director will resolve the matter. In exceptional circumstances, the editor's decision will prevail.
- The assistant director for publications, in consultation with the assistant director for design services, will assure that a printer's proof is acceptable and the project is ready to print. For major publications, the director must approve the printer's proof. In exceptional circumstances, the assistant director for publications and the assistant director for design services, or director may instruct the printer to go to press.
- The assistant director for publications or the editor will assure that the office manager will coordinate distribution of a publication to faculty and staff, using the group lists provided by the payroll department.
- The assistant director for publications or the editor will assure that appropriate publications are posted to the college Web site. Actual posting may be delegated to members of the office with the appropriate experience and training. Web-posting procedures will be developed as publications move to the Web.
- All publications published through the Office of Marketing and Public Relations are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, or Web reproduction without written permission from the Office of Marketing and Public Relations is prohibited.

Sports Information

Sports Information follows the same policies and procedures set forth in the media relations and publications sections of this manual.

The assistant director for publications will supervise the sports information director in performing the duties of the department. In the absence of the sports information director, the assistant director for publications will assume his or her duties.

Videography chronicles on tape and other electronic media, moving images to support college-wide special events, courses, lectures, seminars and other academic programming needs.

- Requests for video services are honored based on the strategic priorities of the college. Requests are prioritized and entered into a project queue based on the following factors:
 - Date the project is received
 - Project deadline
 - Complexity of the project
- It is possible that not all videography requests may be met based on time and resource constraints. At these times, a person from videography may recommend a freelance videographer (to be paid by the requesting department).
- Requests for services must be made directly to the videography coordinator since these services are uniquely customized programs made to client specifications. Communication between the client and the coordinator is essential to ensure the correct details and information are shared and the appropriate video support is provided.
- Projects initiated by a college committee must have one person assigned as the client who will direct the project and give final approval.
- Only GPC employees may request GPC's video services. Partners and friends of the college require special permission. GPC students must work through a GPC employee who will serve as the primary contact for the Office of Marketing and Public Relations.
- Videography strives to comply with federal copyright law, US Title 17, and requires a client to obtain written approval to use any copyrighted video or audio components included in a project. See the USG Web site, <http://www.usg.edu>, for more information regarding the Board of Regents policy regarding copyright issues.
- All recorded images are owned and copyrighted by Georgia Perimeter College. Any reproduction, duplication, broadcast or web streaming without written permission from the Office of Marketing and Public Relations is prohibited.

- In some circumstances, the client may be required to pay costs for unusual requests (i.e. rental of equipment not owned by the college, or hiring freelance support). The videography coordinator will inform the client of any needs and associated costs, and obtain the client's approval before proceeding.
- Videography will provide three DVD or VHS (client's choice) copies of the completed program to the client. Outside vendors may make additional copies or copies on other video formats at the client's expense.
- Evening and weekend shoots are provided only if there is no other time available to shoot the event or subject. Evening shoots should be scheduled at least one month in advance. Weekend shoots should be scheduled at least two months in advance. Failure to schedule evening or weekend shoots within these time frames may result in the event not being covered by Video Services.
- The length of time it takes to complete a video project varies due to the size and complexity of the project. The videography coordinator will provide an initial estimate on project delivery date. Any changes or delays on the clients' part could delay the delivery of the project.

Videography and photography support are reserved for GPC-sponsored events. Events that occur at GPC, but are not GPC sponsored, are evaluated for support on a case-by-case basis.

- Examples of such events include but are not limited to: political events such as rallies and debates, charitable functions, outreach programs, etc.
- Requests for videography and photography of non-GPC sponsored events submitted at least 30 days prior to event. The request must state specifically the support requested and the reason for the requested support. The request must include contact name, phone number, email address and organization. While GPC is proud to be a part of the community, the college remains a neutral participant and cannot be perceived as taking sides or favoring causes.
- The videography coordinator, and photography coordinator in consultation with the director of marketing and public relations, will determine what, if any, support videography and photography services may provide. Factors included may be, but are not limited to; date/time, uniqueness of request, value to GPC, availability of staff.
- Important note: Videography and photography support for non-GPC events are considered the property of GPC. GPC reserves the right to use all documents (audio, video, written, other) created on or for said event as the college sees fit.

Web content helps the college staff and faculty communicate online in a user-friendly manner and ensures that Web pages conform to a standard college-approved look and feel.

The department assists with:

- Planning/Outlining Web sites
- Copywriting Web pages
- Serving as the liaison between the Office of Marketing and Public Relations and the Office of Information Technology Web team
- Posting online video
- Promoting Web pages

The department oversees the following areas:

- Editing the homepage photo and caption (prior approval required)
- Editing the homepage Event Calendar
- Editing and posting media releases (prior approval required)
- Writing and posting strategic messages on the homepage (prior approval required)

The following information serves as a guide to college-approved graphic and editorial standards for the Web site.

All departments, faculty and staff are responsible for building their own Web pages. Departments should designate a Web publisher and Web authors. The Web publisher is responsible for using software to build and maintain the pages. (The Office of Information Technology offers courses on how to build a page.)

The Web authors are responsible for writing, editing, and approving content written by others that will appear on the pages. Both should consult with the Web content coordinator to ensure pages are organized and written in a user-friendly way.

Both publishers and authors should contact the Office of Information Technology in order to be added to the college Web site directory and site navigation bar.

The college Web site will soon be managed by a Content Management System which ensures uniformity of colors, fonts, graphics and a universal navigation system, which appears at the top of all GPC Web pages.

- Training on the use of the Content Management System will begin shortly after the system launch. It is strongly recommended that all department Web content managers attend a CMS training session as well as a session to learn how to write Web content.
- All department pages represent the college. All pages should have the same look and feel. The colors that are used throughout the GPC Web site are as follows:
 - Add new color numbers when determined
Maroon: #A30234
Blue: #11155E
Gold: #FFC324
- The Web site font is called Trebuchet MS and is used throughout the entire site. Note: Since not all browsers may be able to read this font, Arial has been adapted as the alternate.

Please follow these procedures:

- The OIT department has created Web page code to make building pages with the GPC look and feel easy. How does it work?: Copy and paste the Web page code into the Web page building software. Follow the instructions on what changes to make to the pages.
- For more on the GPC look and feel code, consult the OIT Style Guide and/or contact the training department. It is best to attend a Web design course in order to receive an understanding on how to use the code.
- For additional technical assistance, note that there is an instructional technologist on every campus who is trained to assist with the technical aspects of building Web pages. Contact the campus instructional technologist for more help.
- Permission must be given if graphics, photographs or material written by other authors are posted on department Web sites. Copyright laws apply to Web pages.
- College Web pages must be accessible to persons with disabilities as directed by the Office of Disability Services. You may test whether your pages meet this requirement by visiting <http://www.cynthiasays.com/Default.asp>. Following the site instructions on how to test your pages.
- Before publishing: Test your pages on different browsers like Internet Explorer, Mozilla Firefox, Safari for the Mac and Netscape Navigator before publishing. Make sure links are working properly.

People don't read Web pages the same way they read print pages. Most people scan pages looking for certain pieces of information or a link to further information.

- Keep text brief and write in chunks (small paragraphs) with the key points appearing at the top of the page
- Break up long documents into several Web pages, with links going from one document to the other.
- Keep pages simple. Include a graphic or photo when it is pertinent to the Web page subject.

The homepage photo (also called header photo) is the main photo on the homepage.

- The Web content coordinator will post and write homepage photo captions (most likely taken by the college photographer).
- Homepage photos generally show:
 - Students in action
 - Faculty and staff events
 - Notable faculty, staff, and students
 - Campus beauty shots
 - Sports events
- Photo ideas for a homepage photo should be submitted to the Web content coordinator. Note that the request is subject to approval and not all requests will be approved. Note that the photo should conform to these dimensions:
 - Header photos are 468 × 219 pixels. In order to post them to the web, the photo should be reduced to up to 35KB.
 - The photo should be shot in a wide angle horizontal style.
- Photography and Web content can edit the photo to fit the above proportions and size if the photo is acceptable. Submit a request to the Web content coordinator. Note that the request is subject to approval and not all requests will be approved.

There are two ways to submit items to the Events Calendar:

1. Send a request to the Web content coordinator 48 hours in advance. Send requests directly to: rieanlou@gpc.edu. Include the following information:
 - Title of event
 - Brief description of event: (Up to 25 words please)
 - Target audience: Choose one of the following categories or all: Current Student; Future—Student; Faculty/Staff; Visitors/Friends
 - Location
 - Date of event
 - Time of event
 - Contact information
 - Contact person's phone number
 - Contact person's email address
 - Contact person's website (if applicable)
 - Provide an event category: Choose one: Community Event, Current Students, Faculty/Staff, Future Student, Visitors/Friends
2. Designate a Web calendar editor from your department. The Web content editor will give your department editor a tutorial on how to enter material into the calendar and the style for the copy.

BRAND FOUNDATION

In Georgia Perimeter College's 44 years of service, through changes in name, location and administrative, our defining mission and values have remained constant while rapidly expanding. The College pioneered open-door admissions, personalized approaches to teaching and community-related courses and activities. Today, online classes, flexible schedules, English as a Second Language classes, disability services, and strong student support services meet our diverse students where they are, putting education within their reach.

Students of all ages, from high school joint enrollment to senior citizens, study here for credit and non-credit courses. Our four campuses serve more than 21,500 students, sending more of them to four-year colleges and universities than any other Georgia institution. At a time when many colleges and universities seek to narrow the students they enroll, we seek to make education possible for even more Georgians.

As pivotal as our role, GPC remains the most affordable college education in Georgia. Faculty focus on high-quality teaching and student success. Confident in their preparation for a career or further education, graduates are guaranteed admission to a growing array of four-year colleges and universities, public and private, in Georgia and beyond. Moreover, GPC embraces a commitment to public service and engagement to improve the quality of life in the communities we serve.

Alumni, faculty, staff and students can take justifiable pride in these 44 years, in the brand story you have helped to create. GPC's resilience, adaptability, commitment to students and to the community, as embodied by each of you, will shape our future.

Georgia Perimeter College is accessible and affordable with award-winning faculty and small classes—the best learning environment to help students succeed.

The GPC brand and its related attributes position the college as a quality institution—affordable, accessible and responsive to its audiences, GPC values their time and seeks to enable students to succeed.

The GPC brand includes these attributes:

- transferability
 - accessible, understandable, easy to engage
 - affordable
 - award-winning faculty, quality education, quality instruction
 - small classes, personal, student-centered, values the individual
 - best learning environment for students' success: supportive, clear, respectful and sensitive to students' needs, understanding what is essential for students to succeed.
-

Student success is the foundation of all we do at Georgia Perimeter College. The platform of student success is supported by these four pillars, or key messages, of our brand.

Accessibility Through guaranteed admission, flexible schedules, multiple campus locations, online classes, student support services, ESL, disability services, and other programs, GPC seeks to be accessible to students of all ages and abilities within its service areas.

Affordability Georgia Perimeter College provides the most affordable college education in Georgia. Through its Foundation, the college continues to increase funds for scholarships, while offering a wide array of state and federal financial aid programs.

Transferability GPC is pioneering a growing number of Transfer Admission Guarantee (TAG) agreements with four-year public and private colleges and universities, within and outside of Georgia. These agreements offer GPC graduates guaranteed admission if they fulfill specific academic requirements in their coursework here.

Award-Winning Teachers Teaching is our primary mission. Student learning is GPC's best measure of success, and faculty are dedicated to high quality instruction.

As a team, Georgia Perimeter College will be recognized as a dynamic and creative learning environment focused on student success, guided by the values of trust, excellence, integrity, civility, passion, diversity and efficiency.

Georgia Perimeter College transforms the lives of our students to thrive in a global society.

As a diverse, multi-campus two-year college, we provide relevant, responsive, learner-centered higher education that facilitates the achievement of academic, professional, and personal goals.

We embrace excellence, teamwork, and quality service that link the college's human capital with our communities to enhance economic, social, and cultural vitality.

As a key point of entry for students into higher education in Georgia and as the major provider of associate degrees and student transfer opportunities, Georgia Perimeter College supports the Strategic Plan of the University System of Georgia.

GPC's brand symbolizes what the College stands for in the hearts and minds of all who know us. We want to be known for these core values:

TRUST

We believe trust is the pinnacle of our core values and essential to success. Our competence and character builds trust with ourselves, between each other and throughout our organization.

EXCELLENCE

We strive for excellence in all that we do in order to model success for our students. Excellence in teaching and service provides the foundation on which our students will achieve success.

INTEGRITY

We hold firm to our integrity. We take responsibility for our actions and we stand by our commitment to support our students, colleagues and community.

CIVILITY

We foster a collegial environment that cultivates mutual respect, enhanced problem-solving, open communication, and teamwork. Civility builds trust among employees, students and members of our community and promotes cooperation across organizational boundaries.

PASSION

We are passionate about the success of our students, colleagues and community. We show our passion through our quality work, creativity, teamwork, outreach and engagement with our communities.

DIVERSITY

We welcome and embrace the diversity of our community, organization and student body. We respect all individuals for their ideas, perspectives, commonalities and differences.

EFFICIENCY

We are committed to individual and organizational efficiency. As an efficient organization, we will increase the resources and capital of our organization, remain affordable and accessible to our students and remove barriers to success.

1. We will strengthen student success.
 2. We will create and foster a culture of teamwork, leadership, quality service and continuous improvement.
 3. We will enhance the economic, social, and cultural vitality of our communities.
 4. We will expand access and enrollment capacity.
-

VISUAL IDENTITY

logo guidelines & examples

4.1

college symbol

VISUAL IDENTITY

The GPC symbol includes an orb and a solid bar beside it. The orb expresses the perimeter of the community from which the college serves students. The orb has a sense of energy and motion, expanding toward the top right corner, where it breaks the bounds of the square background, indicating growth, momentum, and expansion: the ever-widening circle of community, knowledge and learning.



This is the primary Georgia Perimeter College logo. It consists of two parts: the name of the college, or wordmark, and the orb symbol. This is an update of the logo designed when the name of the college became Georgia Perimeter College.

Consistent and correct use of the logo is the foundation of a high quality image for the college. A strong, consistent image builds awareness of GPC and supports the college's growing reputation for quality and service.

Georgia Perimeter College controls the use of its logo carefully to manage its image and brand.

Download a logo for your department at www.gpc.edu/mpr/logo.html.



symbol without wordmark

The 'orb symbol' portion of the logo can be used without the wordmark under certain circumstances.

Use of the orb symbol by itself is allowed only on a case-by-case basis and must be evaluated by Marketing and Public Relations. Please contact them directly to obtain permission.



The use of the primary wordmark and symbol appears below.

In the wordmark, the top of the capital "G" and the baseline of the word "College" align with the top and bottom of the orb symbol. The amount of space between the outside of the vertical gold bar and the orb (marked as "x" below) must be the same as the space between the right edge of the orb and the inner edge of the "P" in the wordmark.



You may find the primary version of the logo will not work in some situations. Below are two alternate versions, designed to accommodate other space or size requirements.

In the horizontal version, note that the space between the wordmark and the orb is double the space in the standard version.

These two versions must be used only if the layout does not permit use of the primary logo version. For example:

Problem: Logo size is very small and type in primary logo is illegible.

Solution: Use *alternate rectangular version*, as type is larger in this version than the primary version

Problem: Logo must be used in a very horizontal format

Solution: Use *horizontal version*



alternate rectangular version



horizontal version

logo guidelines & examples

alternate configurations, special use

This GPC logo is for internal use only. Within the college, GPC is the familiar reference.

Outside the college, these letters alone may be meaningless, and the small type spelling out the college's full name may be too small to be read.

Note that the spacing between the orb and the wordmark is double the spacing in the standard version.



special use version

logo guidelines & examples

clearspace specifications for standard and alternate configurations

VISUAL IDENTITY

The GPC logo must always have a clear space around it, where no other elements appear (no typography, other logos, graphics or photos may intrude upon the logo.)

Also, be careful not to place the logo too close to the edge of the paper, a folded edge or a cut.

The clear area in the standard version is twice the height of the "P" in the wordmark as shown below. For alternate versions, this requirement decreases to the same space as the height of the "P."



standard rectangular version



alternate rectangular version



special use version



horizontal version

logo guidelines & examples

color specifications for standard and alternate configurations

The three colors of the logo are the primary GPC colors.

This configuration must always be used when the project involves three or more colors and the logo appears on a white or tinted (less than 20%) background. This is done for brand recognition and consistency.

One-color communications may use the version below. Under no circumstances may any other colors or tints of a color be used.



three-color rectangular version
PMS 1955C (burgundy), PMS 123C (gold), PMS Black #5C



one-color rectangular version
PMS 1955C (burgundy)



one-color rectangular version
black

Each program of study, department and office at GPC is a critical part of college. To ensure GPC receives recognition for the contributions of each part, special versions of the logo pair school, department and office names.

Each program of study and department must use the logo in the manner below.

Note that the line separating the wordmark and the name of the program of study, department or office is double the space between the orb and the wordmark. The thickness of the line stroke is always .25. Further, the same distance must be allowed as a margin between the line and the top of the capital letter in the name of the school, office or department.

The program of study, department or office name appears in Minion Regular Italic.

The stacked two line version of the logo is never to be used without the program of study/department/office name.



department configuration
type for the school/department/office is Minion Regular Italic



office configuration



program of study configuration

logo guidelines & examples

specifications for program of study/department/office configurations

These versions may appear in one- or three-colors as shown below.

Be sure to keep the same clearspace requirement around all areas of the logo when used in this version, too. Unless the logo is printed in black, the wordmark and the line below will appear in Black #5C. The school, department or program will appear in PMS 1955 (burgundy).

Color Variations



three-color version
PMS 1955C (burgundy), PMS 123C (gold), PMS Black #5C



one-color version
PMS 1955C (burgundy)



one-color version
black

Clearspace



school/department/office configuration

logo guidelines & examples

minimum size for all logo configurations

VISUAL IDENTITY

The minimum sizes for the following logos are based on the type size.

The smallest type size should not be less than 7 pt. in all versions of the logo. The one exception to this is the alternate horizontal logo. In this case the logo should not be smaller than .2" high to maintain the readability of the mark.

Minimum size:
.375" high



Minimum size:
.30" high



Minimum size:
.375" high



Minimum size:
.45" high



Minimum size:
.25" high



logo guidelines & examples

reversing out of a color for all logo configurations

VISUAL IDENTITY

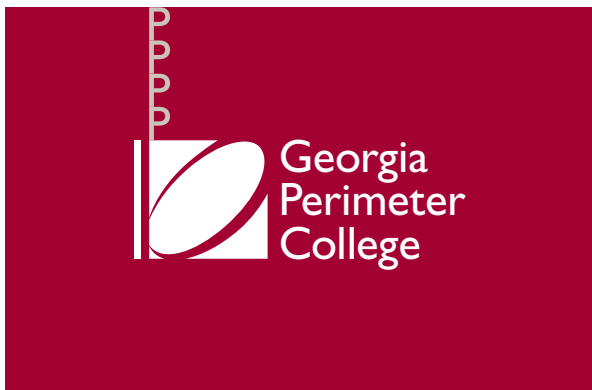
The logo may be reserved out of black or any of the colors in the GPC brand palette with the exception of PMS 127 (Cream) and PMS 7500 (Light Khaki).

When reversing the logo out of a color background, be sure the logo is large enough for the wordmark and symbol to be read clearly, and that there is sufficient contrast.

Reversing out of a shape of color When reversing out of a square or rectangular shape of color, the area of color for the logo reversal must be at least twice the clearspace for the logo (please see Sections 4.7, 4.10 and 4.18 for clearspace specifications). The logo may not be reversed out of any shape other than a square or rectangle.

Reversing out of a bar of color A bar of color for logo reversal must span the entire length of the layout. The bar of color must be at least the clearspace required for the logo.

Any exceptions to the above must be approved by MPR.



logo reversal out of a rectangle of color



logo reversal out of a bar of color

logo guidelines & examples

using screens with all logo configurations

The logo must appear in one- or three-colors.

If the logo is placed on top of a background color screened at 20% or less, the logo must print in its solid color form.

If the logo appears on a dark background color screen of 50% or more, the logo must be reversed.

Logo usage against screens between 20% and 50% is not suggested.

This applies for all logos within the system.



three-color logo on a 20 percent screen of color



one-color logo on a 20 percent screen of color



reversed logo on a 50 percent screen of color



one-color logo on a 20 percent screen of color

logo guidelines & examples

4.14

using photography with all logo configurations

VISUAL IDENTITY

The logo must print in one- or three-colors or be reversed in white.

If the logo is placed on top of or reversed out of a photograph, the area surrounding the logo must have very little pattern and provide distinct contrast so the logo appears legible and stands out noticeably. The logo should be of substantial size to identify the item clearly.



reversed logo on a photo



three-color logo on a photo

logo guidelines & examples

unacceptable color and photo use with all logo configurations

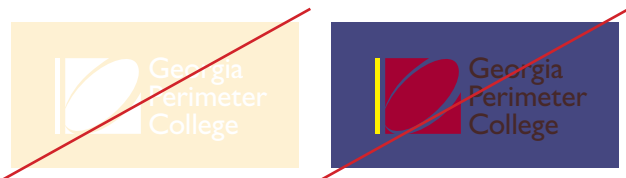
Whether the logo prints in one- or three-colors, or is reversed, it must appear against a background of sufficient contrast to provide clarity. Be sure to follow the color guidelines for use of the logo.



Do not use unacceptable colors for the entire logo or for parts of the logo. This includes unacceptable use of brand colors. Do not add any effects such as bevels or drop shadows to logo.



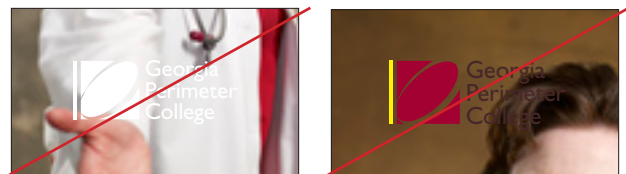
Do not reverse the logo out of unacceptable colors. Do not reverse only part of the logo out of a color.



Do not reverse the logo out of a tint or screen lighter than 50 percent. Do not use a color or black logo on a tint or screen 50 percent or greater.



Do not place the logo on busy backgrounds of either photography or vector art. Do not reverse the logo out of a light-colored background. Do not put a color or black logo on a dark background, unless there is sufficient contrast



The tagline “Two Years That Will Change Your Life” is to be used in all instances when space allows. The tagline emphasizes the college’s mission to transform the lives of students.

The tagline must appear with the primary logo only, as shown in Section 4.18. The tagline must always be typeset in Minion Regular Italic, in upper and lower case, on one line with no breaks. A period is not used with the tagline. Any other proposed usage must be presented to and approved by GPC. Please see Section 4.17 to 4.18 for more detail.

Two Years That Will Change Your Life

The tagline may only be used with the primary logo as shown below. Any other proposed use of the tagline with or without the logo must be presented to and approved by GPC.

The distance of the tagline from the logo is the height of the "P" in the wordmark. The tagline must be aligned with the edges of the logo at all times.



primary logo version with tagline

The logo with tagline may be reproduced in one- or three-colors, or black.

Acceptable PMS colors for the logo are listed below. The color of the tagline must always match the color of the type in the wordmark. For reverses and use of the logo on photography, follow the guidelines in Sections 4.12 and 4.14.

The clearspace around the logo and tagline is twice the height of the "P" in the wordmark. Minimum size is .65 inches or tagline type at least 6 pt.

Color Variations



Two Years That Will Change Your Life

three-color version
PMS 1955C (burgundy), PMS 123C (gold), PMS Black #5C



Two Years That Will Change Your Life

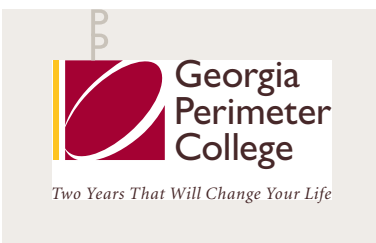
one-color version
PMS 1955C (burgundy)



Two Years That Will Change Your Life

one-color version
black

Clearspace



logo with tagline

Minimum Size

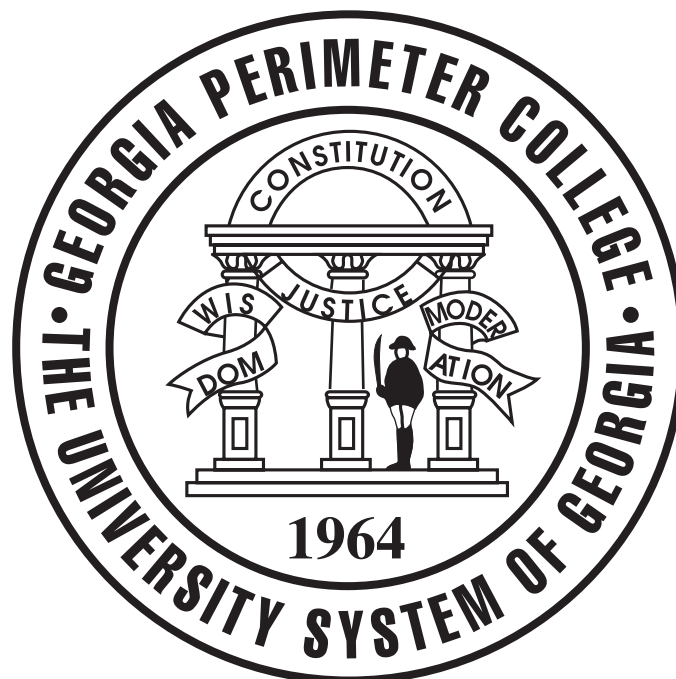


Two Years That Will Change Your Life

logo guidelines & examples

college seal

The Georgia Perimeter College seal should be used only for official college occasions and documents, such as the school diploma, and its use is reserved for these purposes. For questions on use of the seal, please contact the assistant director of design services.



logo guidelines & examples

All versions of the Georgia Perimeter College name, symbol, logo and seal are trademarked and protected as the sole property of Georgia Perimeter College. Licensing to use the logo or representations of the Georgia Perimeter College name must be granted by the college's authorized representatives.

Please contact the director of marketing and public relations.

One of these two primary colors must be dominant within the design of each piece. These are the official colors for Georgia Perimeter College. The specifications below provide for printing on coated paper (C), uncoated paper (U), or Web-based graphics.

Using consistent colors is another important way to bring coherence and impact to GPC's image. One of these two primary colors, burgundy or gold, must be dominant within the design of any communication from the college. These are the official colors for Georgia Perimeter College. Black #5 is the primary neutral for GPC. Black #5 is used for all applications on coated and uncoated paper. This color is used for the type in the logo and other graphic elements.

PMS means Pantone Matching System, a standard for mixing inks which includes printing color chips to specify and compare colors. The specifications below provide for printing on coated paper (C), uncoated paper (U), or Web-based graphics (RCB).

CMYK refers to four-color process inks, which are cyan (C), magenta (M), yellow (Y) and black (K). Full color photography and most full-color printing use this process. By providing the information below to your printer, you can ensure the college's standards are met.

The image program for GPC calls for white as the standard paper for college communications. Please contact the Office of Marketing and Public Relations for approval to use an alternate paper.

Primary Colors



Burgundy

PMS 1955 C
8 / 100 / 47 / 39
PMS 1955 U
10 / 95 / 44 / 26

141 / 27 / 61



Gold

PMS 123 C
0 / 21 / 88 / 0
PMS 115 U
0 / 12 / 94 / 0

253 / 200 / 47

Primary Neutral



Black #5

Black #5 C
37 / 60 / 35 / 80
Black #5 U
49 / 65 / 64 / 41

68 / 49 / 53

To provide variety in tone and appearance, an array of accent and neutral colors have been created by design professionals to complement GPC's three official colors. These colors should be the first choice beyond the official colors in designing print or electronic communications. Burgundy or gold must always be the dominant color when using accent colors. Accent colors should never be used without the GPC primary burgundy or gold.

The palette of neutral colors provides options for a calm, quiet background, sidebar or color block.


The primary, accent and neutral colors are intended to be used in varied combinations, offering many choices within a consistent image and identity

If a communication need requires the use of other colors outside of these, contact the Office of Marketing and Public Relations for approval.


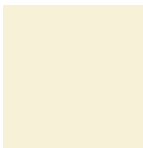




If a foil is called for a matte silver is preferable. Please contact MPR to verify the usage of any other foil colors.

Georgia Perimeter College's identity does not include the use of metallic or fluorescent ink colors.

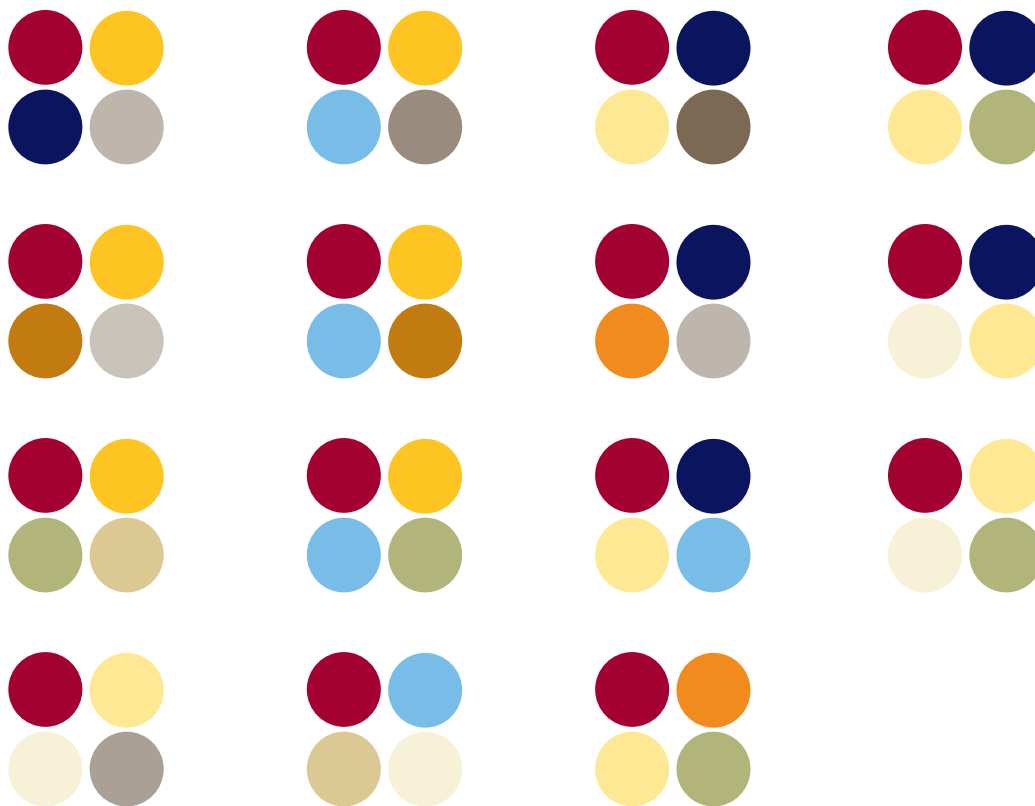
Accent Colors

					
Orange	Tan	Pale Yellow	Green	Light Blue	Dark Blue
PMS 717 C 6 / 60 / 100 / 3 PMS 717 U 0 / 53 / 97 / 6 217 / 94 / 0	PMS 7511 C 5 / 48 / 93 / 23 PMS 7511 U 9 / 45 / 97 / 25 178 / 111 / 22	PMS 127 C 0 / 5 / 57 / 0 PMS 127 U 0 / 5 / 62 / 0 242 / 223 / 116	PMS 5777 C 22 / 7 / 51 / 22 PMS 5777 U 28 / 11 / 51 / 4 163 / 168 / 107	PMS 292 C 58 / 11 / 0 / 0 PMS 292 U 54 / 10 / 0 / 0 99 / 177 / 229	PMS 288C 100 / 72 / 2 / 12 PMS 288U 100 / 65 / 1 / 17 0 / 44 / 119

Neutral Colors

					
Khaki	Light Khaki	Black	Warm Gray 11	Warm Gray 9	Warm Gray 7
PMS 4525 C 6 / 9 / 39 / 16 PMS 4525 U 8 / 10 / 44 / 15 198 / 188 / 137	PMS 7500 C 0 / 2 / 15 / 3 PMS 7500 U 3 / 4 / 27 / 2 225 / 216 / 183	0/0/0/100 30 / 30 / 30	Warm Gray 11 C 23 / 32 / 31 / 64 Warm Gray 11 U 52 / 48 / 52 / 9 103 / 92 / 83	Warm Gray 9 C 17 / 25 / 25 / 49 Warm Gray 9 U 15 / 21 / 22 / 46 130 / 120 / 111	Warm Gray 7 C 14 / 19 / 21 / 38 Warm Gray 7 U 11 / 16 / 18 / 37 152 / 143 / 134

The following are examples of color pairing between the primary colors and the accent colors. These are not the only color combinations, but just gives suggestions for usage. Again, accent colors should never be used without the primary burgundy.



Minion was designed by Robert Slimbach in 1990 for Adobe Systems. Minion is an elegant typeface inspired by classical, old style typefaces of the late Renaissance, a period of beautiful, and highly readable type designs.

Gill Sans was designed by Eric Gill and released by the Monotype Corporation between 1928 and 1930. Gill's alphabet is more classical in proportion and contains his signature flared capital R and eyeglass lowercase g. Gill Sans is classified as a humanist sans serif, making it very legible and readable in text and display work.

Headlines Use Minion Regular only. All lowercase or capitalizing the first letter of each word is preferred. Do not use all capital letters or capitals with small capital letters.

Subheads Use Minion Regular, Semibold or Bold or Gill Sans Light or Regular. Any use of capital and lowercase letters for subheads is allowed, as long as the document is consistent.

Body Copy Use Minion Regular or Gill Sans Light or Regular.

Captions Use Minion Italic or Gill Sans Light Italic or Regular Italic.

Use only the typefaces displayed below. Under no circumstances can any form of Gill Sans Bold or Extra Bold be used. Any variations from these standards must be approved by MPR.

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Minion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

These typefaces represent basic system fonts, standard on any computer, that can be used when the primary typefaces for GPC are unavailable.

The substitute for Minion is Times New Roman. Times New Roman, was drawn by Victor Lardent and initially released in 1932. Times New Roman continues to be very popular, particularly for newspapers, magazines, and corporate communications such as proposals and annual reports.

The substitute for Gill Sans is Arial. Arial was originally known as Sonoran Sans Serif. It acquired its current name when Microsoft started to include it in Windows. A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans serif faces. Arial is an extremely versatile family of typefaces which can be used with equal success for text setting in reports, presentations, magazines etc, and for display use in newspapers, advertising and promotions.

Only the typefaces below are permissible. Please note the same guidelines apply to these alternate faces as the primary faces they replace.

Times New Roman (for Minion Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold (for Minion Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic (for Minion Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular (for Gill Sans Light and Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular Italic (for Gill Sans Italic Light and Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web site pages use type in two different ways.

Larger, more permanent headings and design elements are created as graphic files provided for the viewer in the intended typeface. Because Web users dislike waiting for pages to load, good Web design keeps these graphic elements to a minimum. Also, words displayed as graphic elements cannot be found by search engines.

Most of the text on Web pages is coded to appear in common fonts or typefaces standard on most computers. This allows the text to be easily changed or updated, as well as identified by search functions.

Gill Sans Light and Regular are the preferred graphic display faces. Display faces are best used for headings and standing titles, promotional items, and navigation. We do not recommend using Gill Sans for subheads or body copy. Use Gill Sans as an accent only.

Trebuchet MS Regular and Bold are the preferred typefaces for text coded in HTML, including headlines or titles, subheads, body copy, navigation, or any text that may need to be updated throughout the site. Most of the copy on a site should be displayed in HTML format and easily updatable.

Display/Graphic Header Face

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HTML Face

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trebuchet MS Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

APPLICATION AND IMPLEMENTATION

The “Mosaic” concept for the GPC “look and feel” is inspired by several very important ideas:

1) In its most literal sense a mosaic is a collection of many pieces of unique colorful tiles or ceramic pieces that are carefully arranged to create a much larger holistic picture. Mosaic works beautifully as a metaphor for how a student gathers the many pieces of educational experience at GPC to form a greater vision of dreams and aspirations for life. Whether it is a challenging class that fulfills a requirement towards a desired goal, a teacher who inspires a new way of thinking, an advisor who provides support during challenging times or a classmate who becomes a lifelong friend, these collective experiences create the student success stories for which GPC is known.

2) The mosaic metaphor works on a very personal level by visual storytelling through descriptive words and pictures within the squares, showing the characteristics and successes that make up GPC students today. This feature is designed to raise public perception and awareness of GPC as a high quality, sought-after educational experience to which students can relate and see themselves.

3) The mosaic metaphor also powerfully communicates the broad diversity within the GPC community – in age, race, ethnicity, educational ability, involvement and aspirations. All these diverse qualities, as well as many others, strengthen and enrich the educational experience of GPC students.

4) Finally, the mosaic metaphor can represent a collection of stepping stones suggesting that for every GPC student, education is the path to transformation.

Graphically, the mosaic-like squares and rectangles (or tiles) can be arranged in an infinite number of configurations providing the ultimate in flexibility for layout. The tiles can be filled with images, a color with a singular word for emphasis or simply with a color.

Color Tiles The tiles can be used at different sizes depending on the desired effect. When used larger, the tiles become the focal point on a page. When used smaller, they become textural and suggest stones in a path. The important feature is to have a variety of sizes and colors, with imagery and words to communicate a bigger collective idea. Space between tiles must be even throughout the layout. Tiles can be squares or rectangles only, no other shapes.

Color Tiles with Type Type may be placed within the mosaic tiles. When the text is a headline in a large area of color, Minion is the suggested typeface. When the type is used secondarily to the headline, Gill Sans Light, Minion or Minion Italic must be used. Please see Section 5.3 for rules on the kinds of type permitted in these tiles.

Mosaic Bar The Mosaic Bar may be used in combination with any other element, and can extend partially or entirely across a layout. The mosaic bar must always be two lines of tiles high and cannot deviate from the official graphic.



Mosaic Color Tiles



Mosaic Color Tiles with Type



Mosaic Bar

A primary word is used in a layout combined with the mosaic tiles for storytelling.

There are two types of headlines: standard and descriptive (an adjective). Examples of standard headlines are names of workshops, events, speakers, or anything else the collateral is promoting.

Descriptive headlines are a single word that describes the target audience for the collateral. A suggested list of adjectives can be obtained through Marketing and Public Relations.

Both types of headlines must be in Minion Regular, in either all lowercase or title case. The type must appear in one of the three primary GPC colors, or be reversed out of a tile in one of the three primary colors.

When an adjective is used as the dominant element, a subhead is used to immediately relate it to the student and to the content.

Typography can also be used as a graphic element secondary to the headline. The type can either be standard information or an adjective that relates to the topic of the piece. The word must be reversed out of a color tile and must be in Gill Sans Light.

20th annual
**mathematics
conference**

Standard Headline in Minion Regular, all lowercase

gifted.
see yourself here, see yourself succeed

Adjective Headline in Minion Regular, reversed out of a tile, with subhead

**Developing
Diverse Caregivers:**

Rewarding Careers That Touch and Change Lives

Standard Headline in Minion Regular, reversed out of a tile, title case

adventurous

Secondary typography in Gill Sans Light, reversed out of a tile

use of curved edge

APPLICATION AND IMPLEMENTATION

A subtle but important element of the graphic treatment is a carefully chosen, singular tile with one rounded corner to provide a visual enhancement but with a meaningful purpose.

The rounded corner would only appear on a top left or bottom right corner. It is intended to provide a definitive link to the GPC logo square with the oval ring inside. The treatment is understated but connects the new brand look with the legacy of the College mark.

The rounded corner can appear on either a photograph or color tile. For most applications, only one rounded corner is to be used on a single layout or page.



Photo with curved top left edge



Photo with curved bottom right edge

rule lines

APPLICATION AND IMPLEMENTATION

Rule lines are used in this system to:

1. organize and define areas
2. provide a delicate contrast to the heavier tiles and typography
3. frame the headline area on a printed piece

Rule lines must be .25 in weight and print in Warm Gray 11C. They must also always be horizontal in the layout, never vertical.

They can either extend partially or completely across the layout.

Please see print collateral pages, Sections 5.10 to 5.17 for examples.

Rule lines must be .25 weight and Warm Gray 11 or its equivalents

statement of style

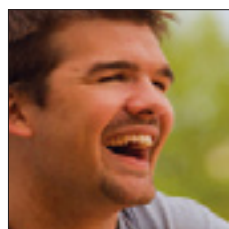
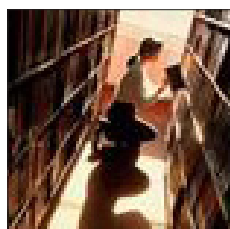
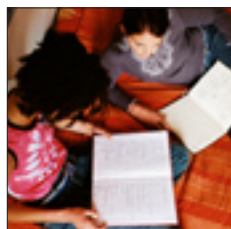
APPLICATION AND IMPLEMENTATION

Photography is the primary means of visual storytelling within the portfolio of brand assets. Images can express not only the rich diversity of the College community through age, race and ethnicity but also the emotions, aspirations, inspiration, transformations of GPC students, faculty, and staff. A powerful picture can often say more than a paragraph of words in today's visually stimulated society.

The goal is to capture the energy and emotion of a moment. People intensely engaged in an activity, genuinely interacting or spontaneously reacting communicate a story. Try to avoid subjects looking directly into the camera and images will look more natural.

When selecting photography, choose images that are tightly cropped to the subject. Composition is everything. Asymmetry, dramatic perspective and uncommon angles all make for a more powerful photo. Even a mediocre image can be improved with an interesting crop. Try to avoid the centered subject surrounded by lots of dead space.

Photos should have contrast and saturated colors. Avoid flat, under or over-exposed images.



Readers need to understand what is most important on a publication. The brand identity creates a hierarchy within the layout to use photography most effectively.

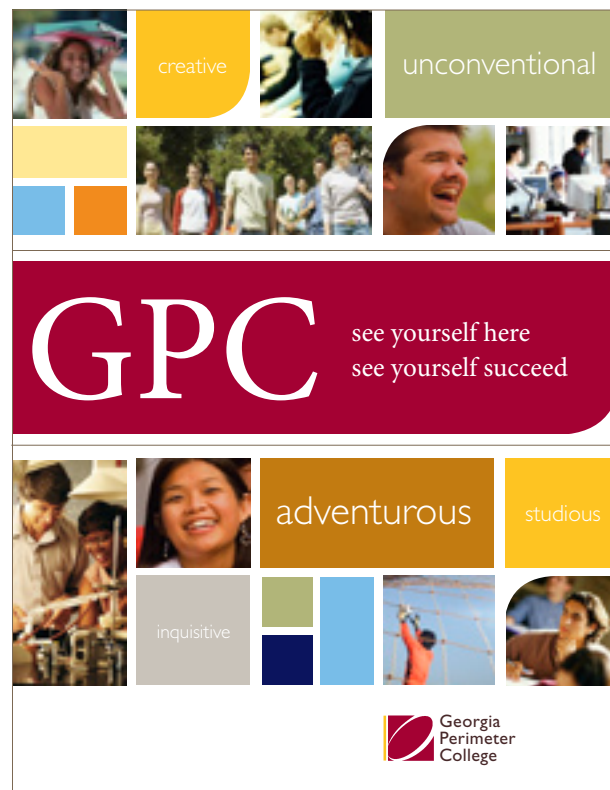
Photography can be used either as the dominant element within the layout, as a secondary element, or both.

Photography as a dominant element: The main photo on a page should clearly be larger than the others to direct the reader's attention.

Photography as a secondary element: Other photos should always be smaller than the main image or graphic. They can either be used singularly or in combination. Multiple photos show the diversity of the college and communicate the mosaic concept. Ideally, use a mixture of group and close-up photos.



Example of a layout with one primary image and one secondary image.



Example of a layout with a primary graphic and many secondary photos.

Photography can be either created custom for a project by contracting photo services through GPC's Marketing and Public Relations Department or purchased as existing images through numerous online stock image sites available on the Web.

The advantage of custom images is the total control of the subject matter and composition available. But a custom photo shoot also requires careful, advanced planning and a coordination of numerous elements to ensure a quality result.

Stock photography is readily available on the Web and is becoming a more cost-effective option everyday. When shopping for stock imagery, most sites offer rights-managed or royalty-free pricing for very specific, one time usage. Other sites offer a flat-fee price for access to their entire inventory. Some of these flat-fee sites limit the number of downloads for the price while others offer an unlimited amount. Sites are typically searchable by subject matter. While the advantage is immediate availability at a reasonable price, the downside is the subject matter is generic and not campus- or person-specific.

The choice of which type of photography to be used must be determined by the project need, budget and schedule. To schedule a custom shoot through GPC MPR, contact Bill Roa at 678-891-3956.

Some popular stock photo sites would include:

<http://www.gettyimages.com>

<http://www.veer.com>

<http://www.photos.com>

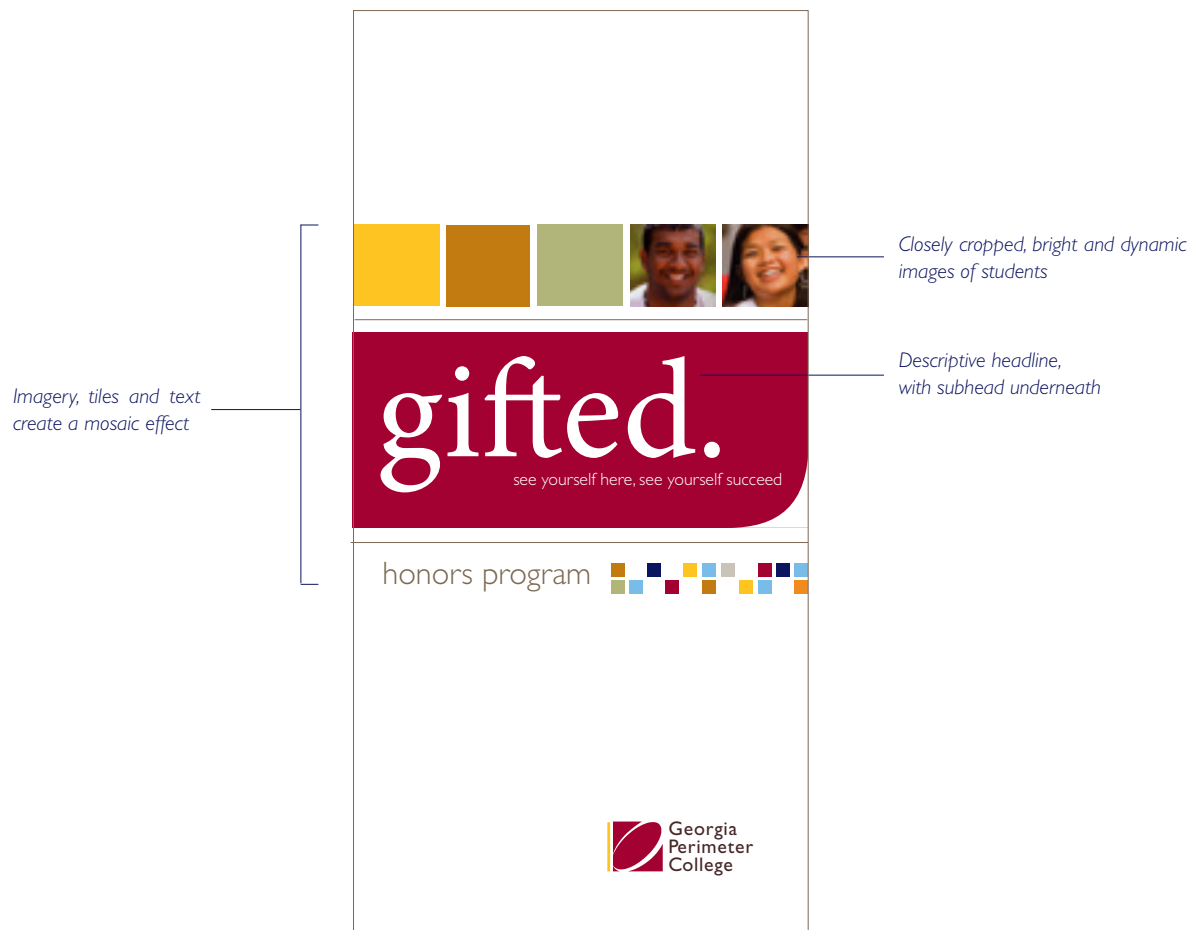
<http://www.istockphoto.com>

Media	Resolution (minimum)	File Format
Print <i>ads, editorial, brochures, internal communications, flyers, posters, newsletters, and any other printed material</i>	300 dpi at size	TIFF (.tif) or JPEG (.jpg)
Web <i>e-newsletters, email blasts, website Flash-based animations</i>	72 dpi at size	TIFF (.tif) or JPEG (.jpg)
Powerpoint <i>Powerpoint presentations</i>	72 dpi at size <i>4:3 aspect ratio for traditional screens 16:9 aspect ratio for widescreen Please check for screen resolutions with the specific monitor for additional specifications.</i>	TIFF (.tif) or JPEG (.jpg)

This layout suggests how the graphic elements can be combined for a brochure that is program-specific.

Features of the layout to note:

- Images, type and color blocks create a mosaic effect within the layout
- Burgundy is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Large adjective as a headline that targets the audience of the piece, followed by subhead that brings relevance to the word. This is also an example of a headline reversed out of a color
- Mosaic bar runs partially across page
- Rule lines help to further define the main headline and color bar
- Use of white space
- At least one rounded corner is used on a graphic element.



This layout shows how the graphic elements can be combined for a brochure that is program-specific.

Features of the layout to note:

- Images, type and color blocks create a mosaic effect within the layout
- Gold is the dominant color and tiles in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Standard headline reversed out of color; paired with adjectives in color tiles that are attributes of these students
- Mosaic bar runs partially across page
- Use of rounded corner on one graphic element

*Adjectives in color tiles
used as a secondary element*

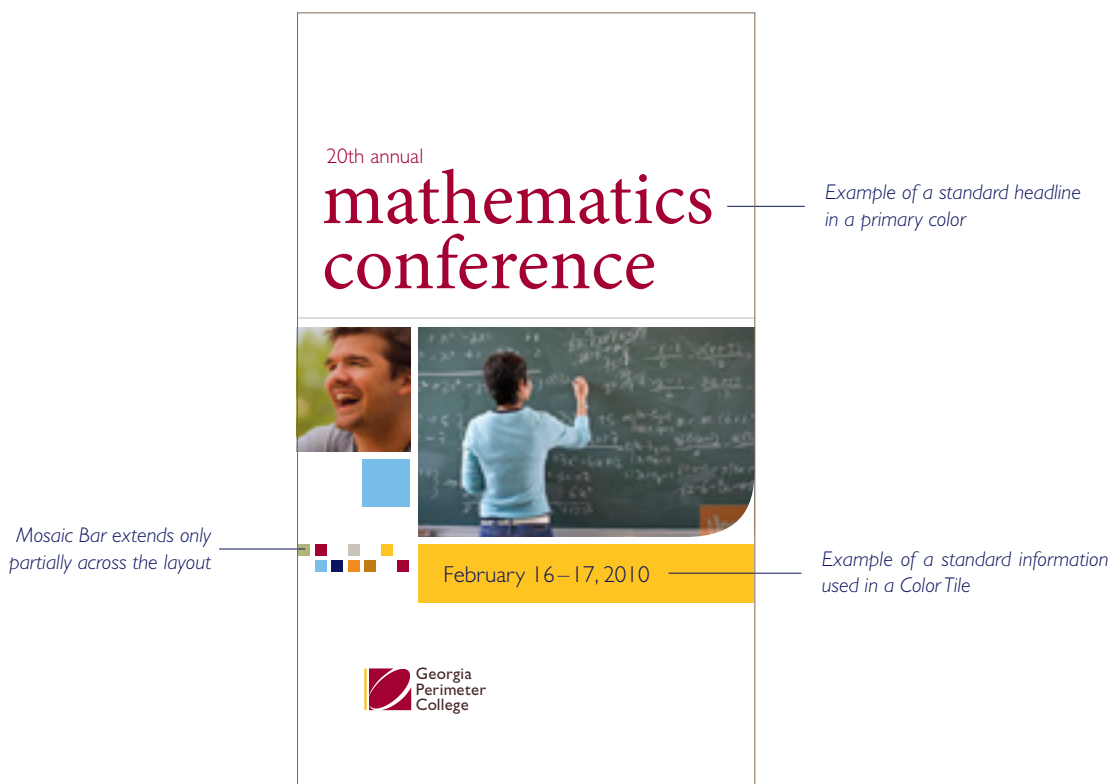


*Standard headline
reversed out of color*

This layout demonstrates how the graphic elements can be pulled together for a brochure specific to a special event.

Features of the layout to note:

- Images, type and color blocks create a mosaic effect within the layout
- Burgundy is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Example of standard headline in a color
- Mosaic bar runs partially across page
- Use of standard text within a color tile
- Use of white space
- Use of rounded corner on one graphic element



This layout shows how the graphic elements can be combined for a brochure for internal use, such as an orientation brochure.

Features of the layout to note:

- Images, type and color blocks create a mosaic effect within the layout
- Burgundy is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Standard headline reversed out of color. Use of GPC is acceptable because the brochure is for internal use only
- Color tiles that are attributes of students in the school
- Use of rounded corner on multiple graphic element



This layout shows how the graphic elements can be used for a newsletter.

Features of the layout to note:

- Burgundy is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Standard headline reversed out of color
- Color tiles can also encapsulate an entire area of body copy
- Use of rounded corner on one graphic element
- Use of rule lines to organize content
- Mosaic bar extends partially across page

Type hierarchy is Minion Regular for headlines, Gill Sans Light for sub-heads, and Gill Sans Light or Minion Regular for body copy

AUGUST/SEPTEMBER 2006
Vol.11 No.1

THE NEWSLETTER OF
GEORGIA PERIMETER COLLEGE

LOOP

IN THE

New Day at GPC

Dr. Anthony Tricoli named president of GPC

by Wade Marbaugh

Nobody should know the value of a two-year college better than Dr. Anthony S. Tricoli. He is the product of one. A native of Southern California, Tricoli earned an associate of arts degree in 1976 from Golden West Community College in Huntington Beach, Calif. Today, he is the sixth president of Georgia Perimeter College.

Upon the recommendation of Chancellor Erroll B. Davis Jr., the Board of Regents of the University System of Georgia named Tricoli president in August. He will take office on Oct. 1, succeeding interim president Robert E. Watts and fifth president Dr. Jacquelyn M. Belcher, who retired in 2005.

"Dr. Tricoli's experience, leadership skills and track record in getting results make him a perfect match for Georgia Perimeter College," says Watts, who as USC's chief of staff oversees all two-year college presidents in the system.

The appointment came after an extensive search, which included democratic input from the GPC community through a presidential search and advisory committee. Tim Philpot, chair of Business Administration and Computer Science at Deanswood

GPC's new president, Dr. Anthony Tricoli, center, and his wife, Dr. Robin Tricoli, left, get a preview of fall Commencement activities from Dahi Mann, assistant vice president for Educational Affairs, prior to the event on Aug. 14. Tricoli made his first remarks to college faculty and staff at convocation. See page 5 for full coverage of the day's events.

Campus, led the advisory committee.

"Energy, enthusiasm, administrative credentials and abiding respect for students, the community and the junior college mission are just some of the outstanding characteristics of our new president," Philpot says.

Tricoli recalls that he entered Golden West College to strengthen his study skills so he could attend the four-year college of his choice. He also needed to save money; his parents' combined annual income was \$22,000, rendering them unable to help with college expenses.

A third reason he chose a community college was to improve his athletic ability. He was a competitive swimmer and hoped to receive an athletic scholarship to finance his four-year degree.

According to Tricoli, the community college changed his life. "It truly started my critical thinking process. I turned on to education for the first time

"Dr. Tricoli's experience, leadership skills and track record in getting results make him a perfect match for Georgia Perimeter College."

at GWC. I had wonderful instructors who made information come to life." He names his mother, Elizabeth Tricoli, and his community college swimming coach, Tom Hermostad, as the most influential people in his life.

Graduating with an associate's degree and a GPA

(Continued on page 7)

Burgundy is the dominant color

Use of multiple rounded corners with graphic elements

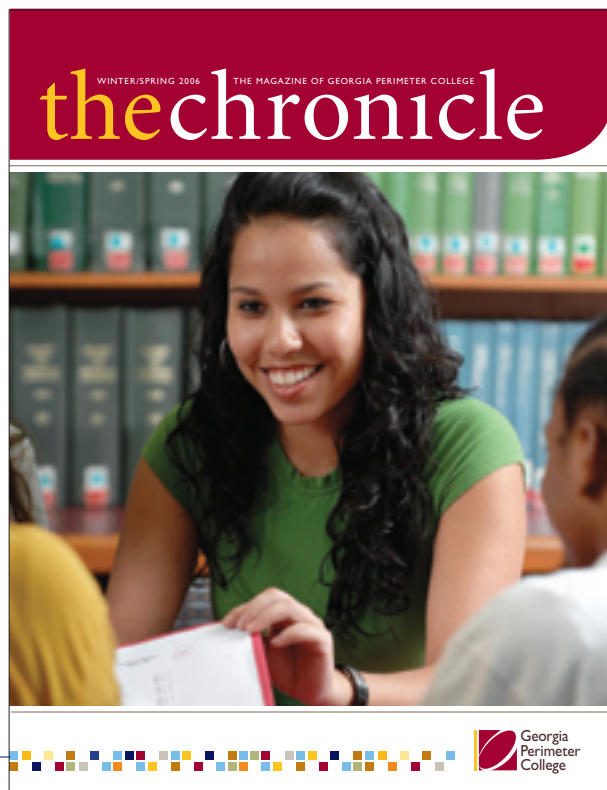
Rule lines used to organize content

Use of multiple rounded corners with graphic elements

This layout suggests how the graphic elements can be pulled together for the magazine.

Features of the layout to note:

- Burgundy is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Standard headline reversed out of color
- Use of rounded corner on one graphic element
- Rule lines emphasize the main image
- Mosaic bar extends partially across page



Rule lines emphasize the main image

Rule lines emphasize the main image

Mosaic Bar extends only partially across the layout

This layout shows how the graphic elements can be used for flyers.

Features of the layout to note:


- Images, type and color blocks create a mosaic effect within the layout
- Burgundy is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Example of standard headline in a color, reversed
- Use of standard text within a color tile
- Use of white space
- Use of rounded corner on one graphic element

Type heirarchy is Minion Regular for headlines, Gill Sans Light for subheads, and Gill Sans Light or Minion Regular for body copy

nursing and health careers conference

Developing Diverse Caregivers:


Rewarding Careers That Touch and Change Lives



Saturday, March 24, 2007
9:30 a.m. – 3:00 p.m.

Georgia Perimeter College
Clarkston Campus
Jim Cherry Learning Resource Center, Building L

Free to GPC students, faculty and staff. Topics include: Steps to become a Registered Nurse • Careers in Nursing and Health Care • Study skills and time management • Educational opportunities in the Atlanta area for Nursing and Health Careers



Contact Joslyn Doe at gpcddc@gpc.edu | Registration deadline is Friday, March 9, 2007

Example of a standard headline reversed out of a primary color

Example of a standard information used in a Color Tile

This layout demonstrates how the graphic elements can be combined for posters.

Features of the layout to note:

- Images, type and color blocks create a mosaic effect within the layout.
- Gold is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Example of standard headline in a color
- Use of standard text within a color tile
- Use of white space
- Use of rounded corner on one graphic element
- Mosaic bar extends fully across page



Example of a standard information used in a Color Tile

Example of a standard headline in a primary color

Mosaic Bar extends across the layout

This layout shows how the graphic elements can be pulled together for invitations.

Features of the layout to note:

- Burgundy is the dominant color
- Example of standard headline in a color
- Use of white space
- Use of rounded corner on one graphic element
- Mosaic bar extends fully across page

2010 Townsend Prize for Fiction

*Example of a standard
headline in a primary color*



*Mosaic Bar extends
across the layout*



This layout shows how the graphic elements can be applied to postcards.

Features of the layout to note:

- Images, type and color blocks create a mosaic effect within the layout.
- Gold is the dominant color and tiles are in accent color
- Hierarchy of type — Minion primary, Gill Sans secondary
- Example of standard headline in a color, reversed
- Use of standard text within a color tile
- Use of white space
- Use of rounded corner on one graphic element



The logo has several versions to accommodate signage, banners and items of various sizes.

The multicolored pattern of squares is a graphic element of the brand which should appear in signage, exhibits, staging elements and other large graphic representations. Some examples are shown below.



There are two versions of the business card: an executive version and a general use version. Both versions print in four-color process (CMYK) on bright white, uncoated stock.

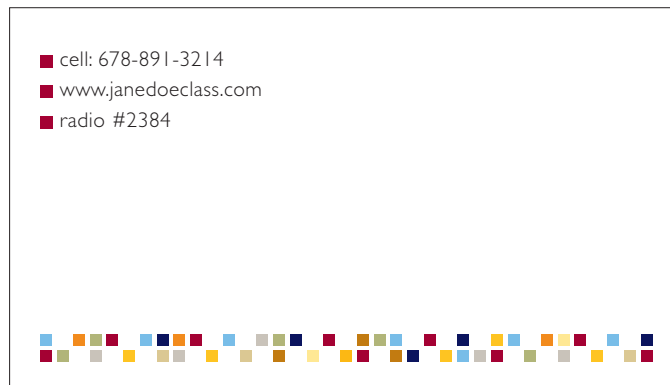
The general business card is printed on a Number Two uncoated paper of at least 110# cover weight, as smooth a texture as possible.

The executive business card should use a premium uncoated sheet.

Both versions of the card have three optional spaces on the back for a url or email address, a phone number and a radio number (for emergency services).



four-color business card, front



four-color business card, back, with optional informaiton

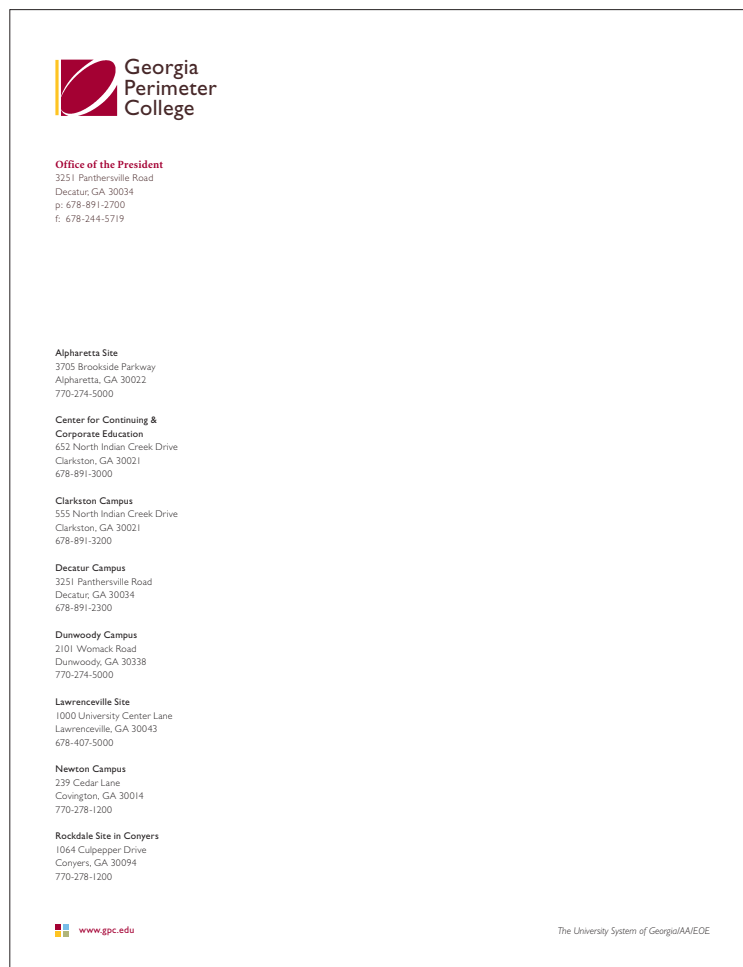
letterhead

APPLICATION AND IMPLEMENTATION

There are two versions of the letterhead: the executive version and the general use version. Both versions should print in 4-color process (CMYK).

The general use letterhead should print on a #2 uncoated 80# text paper: the brightest white available with a smooth finish.

The executive letterhead should use a premium uncoated sheet, 80# text weight, brightest white available, and a smooth finish.

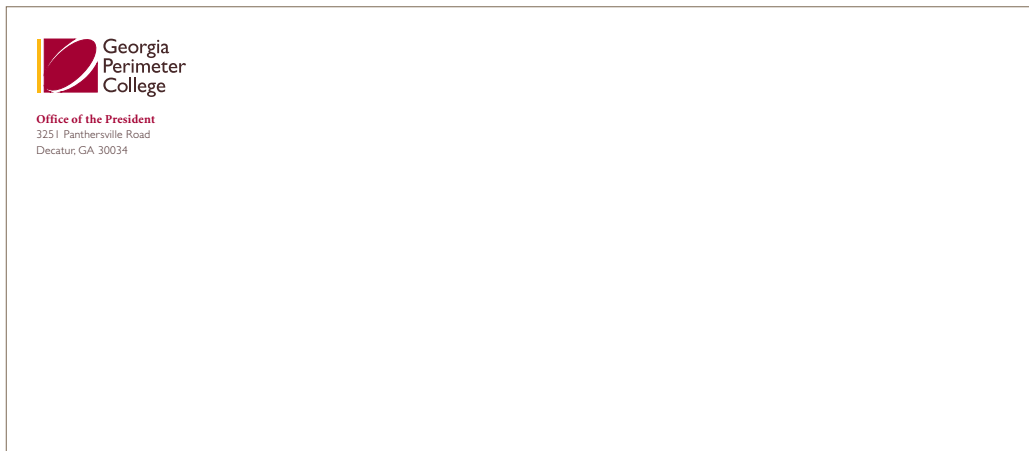


four-color letterhead

#10 envelope

The #10 envelope prints in three-color (PMS 1955, PMS 123, and PMS Black #5).

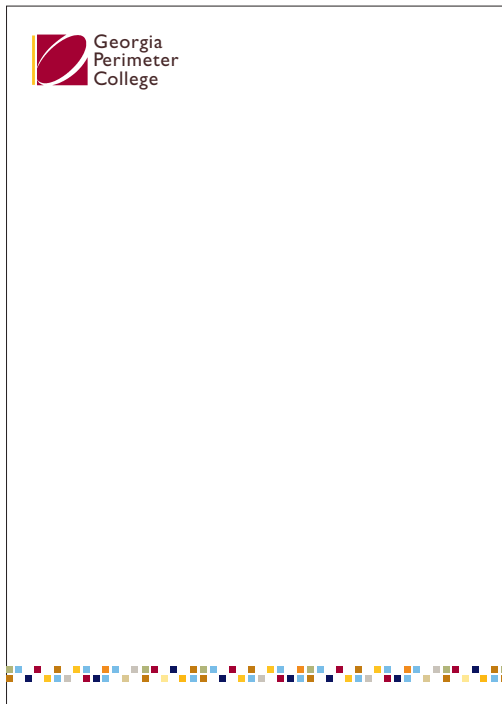
The stock for the envelopes should match that of the corresponding letterhead. Other envelopes of various sizes should follow this basic design in use of logo, type and color.



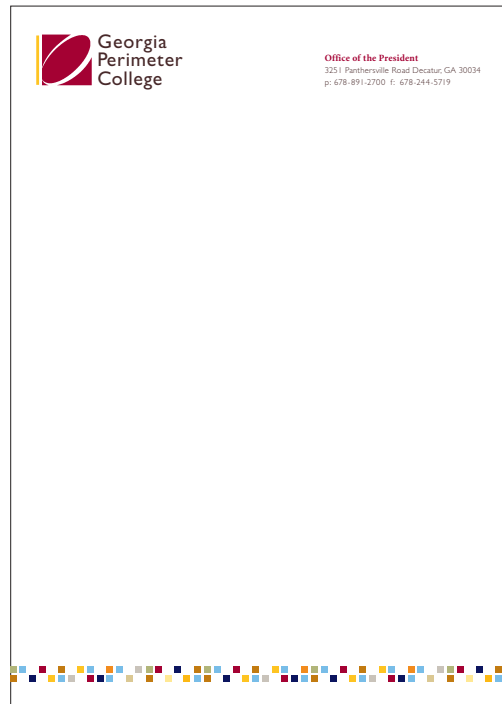
three-color envelope

Notepads print 4-color process according to the design below, using a bright white, smooth paper.

The notepads also have an option for personalization, as shown below.



generic four-color notepad



personalized four-color notepad

The fax cover sheet should always be one-color (black only) to provide maximum contrast for legibility.

This is a template that can either be printed off in batches or one at a time from a personal computer to a conventional laser or inkjet printer. Simply replace the text fields with information relevant to your transmission. Please note to specify the campus name, address and telephone number in the top right. The message space under the rule line is optional.

	<small>Georgia Perimeter College, Clarkston Campus 555 N. Indian Creek Dr., Clarkston, GA 30021</small>	<small>p: 678-891-2700 f: 678-891-3214</small>
■ Date:	January 29 2007	
■ To:	John Smith Company Name Here 678-XXX-XXXX	■ Re: Estimate
■ From:	Jane Doe Georgia Perimeter College	■ Pages: 2 including cover page

Hello John,

Good to hear from you again. Sally had asked that I fax over the estimate I had prepared for you. If you could please sign-off and fax back to me, we'll be good to go.

We look forward to assisting you again.

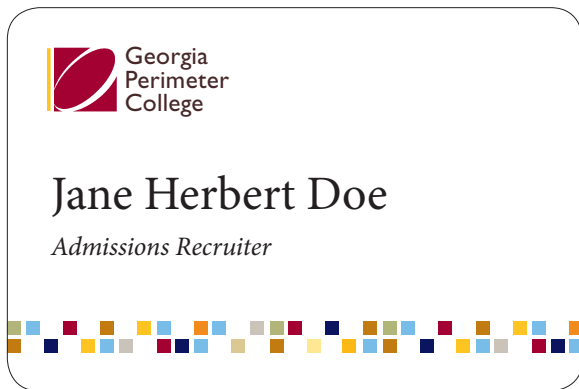
Thanks,

Jane Doe

This is an example of how nametags should be designed .

Level of Hierarchy:

1. name of person appears in Minion Regular in black, with title to follow underneath in a smaller point size of Minion Italic
2. logo--identifier
3. mosaic bar running all the way across the bottom.



generic four-color version



event-specific black and white version

All departments, faculty, and staff are responsible for building their own Web pages.

Departments should designate a Web publisher and Web authors. The Web publisher is responsible for using software to build and maintain the pages. The Office of Information Technology's Training and Communications department offers courses on how to design Web pages. Faculty and staff may sign up for these courses by visiting the Training and Communications Web site: <http://www.gpc.edu/~training/>

The Web authors are responsible for writing, editing, and approving content written by others that will appear on the pages. Both should consult with the Web Content Coordinator to ensure pages are organized and written in a user-friendly way.

In order to establish a new departmental Web site address, the department needs to obtain a directory on the GPC server. The head of the department needs to contact the Office of Information Technology by sending an email to helpdesk@gpc.edu.

The following information should be provided in the email:

- Department head approval.
 - Description/purpose of Web site
 - The Web site directory owner. This is generally the department head. The directory owner will be responsible for the account and will have authority to disseminate the Web site information to other staff members if this is a district (college-wide) or campus department.
 - Desired directory (Web site name). This name will appear after the .edu/ in the gpc address. For example the Transfer Admissions Guarantee Website address is: <http://www.gpc.edu/tag>. The directory name can be only eight characters long, including the gpc or campus prefix.
 - Desired password. An eight character password with a mixture of alpha and numeric characters is best.
-

The college Web site will soon be managed by a Content Management System which ensures uniformity of colors, fonts, graphics, photos and page layouts. Training on the use of the Content Management System will begin after the system launches and will be conducted by the Office of Information Technology. All department Web publishers and authors will be required to attend this training session as well as a session to learn how to write Web content.

All department pages represent the college. All pages should contain the same look and feel. The colors that are currently used throughout the GPC Web site are as follows:

Burgundy: #8D1B3D

Blue: #002C77

Gold: #FDC82F

The Web site font is called Trebuchet MS and is used throughout the entire site. Note: Since not all browsers may be able to read this font, Arial has been adapted as the alternate.

The Office of Information Technology has created Web page code to make building pages with the GPC look and feel easy. How it works: Copy and paste the web page code into the web page building software. Follow the instructions on what to change in order to customize the page.

For more on the GPC look and feel code, consult the OIT Style Guide which is located at <http://www.gpc.edu/StyleGuide/publish/index.php3> and/or contact the Training and Communications department. It is best to attend a Web design course in order to receive an understanding on how to use the code.

For additional technical assistance, note that there is an instructional technologist on every campus who is trained to assist with the technical aspects of Web page design. A list of campus instructional technologists can be found by visiting <http://www.gpc.edu/~gpcintec/>.

If graphics, photographs, or material written by other authors will be contained on department Web sites, make sure you have permission to use them. Copyright laws apply to Web pages.

College Web pages should be accessible to persons with disabilities. Use alternative tags to describe graphics or photos. This will be read by screen readers. You may test your page to make sure the pages are accessible to persons with disabilities by visiting the accessibility testing Web site <http://www.cynthiasays.com/Default.asp>. Follow the directions to test your page.

Before publishing: Test your pages on different browsers like Internet Explorer; Mozilla Firefox, Safari for the Mac.

Before creating a Web site and publishing your pages, you should outline what will be included. Just as teachers create lesson plans before they teach and executives write Powerpoint presentations in advance before giving a presentation, you should outline what will be included on each page and determine how users will go from one to the other. The outline is called a site map.

Before you outline your pages answer the following:

1. Who is the audience your pages will be reaching?
2. What is the purpose of your pages?
3. What information do you need to include to reach your purpose and address your audience?
4. Who needs to write each page?
5. What pictures or graphics need to be included on each page?

After you've answered the above questions, you're ready to begin outlining and then writing your pages. Web pages are like mini-magazines. With that in mind when you outline your pages make sure you structure them in that manner.

Think of it this way:

Homepage: This is like your cover page. Include a brief summary of what your pages are about and what information people receive from them.

The next set of pages on your site should continue to provide information to your audience, including what action steps they need to take. For example, if your site includes information on how to apply to a program, provide the steps on how users should do that. Direct them to the "apply" button or to an email where they communicate with someone who will provide more information.

Remember one of the purposes of the Web site is to be a "virtual" person. By going to your site, people should receive as much information as though they were speaking to you directly.

Some other points to consider when writing and laying out your pages:

People don't read Web pages the same way they read print pages. Most people scan pages looking for certain pieces of information or a link to further information.

- Keep text brief and write short paragraphs with the key points appearing at the top of the page
 - Break up long documents into chunks, that is several Web pages, with links going from one document to the other.
 - Keep pages simple. Include a graphic or photo when it is pertinent to the Web page subject, but do not overload the pages with too many images.
-

Yale University Press Web Style Guide
2nd Ed., Patrick J. Lynch and Sarah Horton

The Unusually Useful Web Book
June Cohen

The Non-Designer's Web Book
2nd Ed., Robin Williams and John Tollett

Edustyle.net
Latest web design, content trends of higher education sites

EDITORIAL STYLE GUIDE
AND OFFICIAL STATEMENTS

Welcome to the Style Guide for Georgia Perimeter College Publications. All employees of Georgia Perimeter College should use this guide for college print publications and other textual material posted on any GPC Web site.

Each office and department at the college generates its own letters, brochures, posters, invitations, fliers, booklets, magazines and newsletters and Web pages. A style guide cannot dictate the best way to write in every situation, nor can it provide an answer to every question the writers confront when composing text for college publications.

However, a style guide can go a long way to help writers communicate their messages effectively with consistency and clarity. To borrow from the foreword to the *2006 Associated Press Stylebook*, the goal of this guide is to “provide a uniform presentation of the written word, to make a story written anywhere understandable everywhere.” Adherence to the principles of this style guide will ensure that Georgia Perimeter College has a strong, unified presence in print and on the World Wide Web.

This style guide was prepared by the Georgia Perimeter College Office of Marketing and Public Relations. The office welcomes your comments and suggestions: pubrel@gpc.edu; 678-891-2680.

For all publications use the *Associated Press Stylebook*, along with a widely used dictionary such as *Webster's New World College Dictionary* or the *American Heritage College Dictionary*. The *AP Stylebook* is available in a variety of electronic formats.

Exceptions are listed below in the section entitled *Common Style Issues and GPC's Exceptions to the AP Stylebook*.

Faculty members, be assured that the *Chicago Manual of Style* differs only slightly from the *AP Stylebook*. When writing for GPC publications and the Web, use the *AP Stylebook* to resolve the differences.

Unfortunately, the *Associated Press Stylebook* does not include every usage issue, especially questions concerning recent popular additions to the language. For example, "inbox" was long in use before AP added it to the stylebook in 2006. This style guide will be amended as those gaps are discovered. Please bring any issues not covered by the *AP Stylebook* or this style guide to the attention of the Georgia Perimeter College Office of Marketing and Public Relations.

Below is an alphabetical listing of common style questions that arise in writing for the college. The list also includes numerous exceptions to Associated Press (AP) style that Georgia Perimeter College deems necessary for its publications.

abbreviations and acronyms

Generally, you should not use abbreviations or acronyms that your readers may not recognize.

Right:

The government announced Tuesday that six FBI agents won awards.

Right:

Six GPC teachers won awards from the National Institute for the Study of Organizational Development.

Wrong:

Six GPC teachers won awards from NISOD.

Do not spell out an organizational name and follow with the acronym in parentheses, except where necessary to avoid confusion, or when the second reference is placed far down in the story.

Right:

Six GPC teachers won awards from the National Institute for the Study of Organizational Development. Awards from NISOD are coveted honors in the profession.

Wrong:

Six Georgia Perimeter College (GPC) teachers won awards from the National Institute for the Study of Organizational Development (NISOD). Awards from NISOD are coveted honors in the profession.

Right, if second reference is far down in the story:

Six GPC teachers won awards from the National Institute for the Study of Organizational Development (NISOD).

academic degrees

(See also *associate degree*)

Use an apostrophe in bachelor's degree, a master's, etc.

Do not use an apostrophe in associate degree.

There is no apostrophe in *Bachelor of Arts* or *Master of Science*.

Use initial capitalization in *Bachelor of Arts* or *Master of Science*, *Associate of Science*.

Right:

She earned a bachelor's degree at UGA.

He obtained a master's at UGA.

She earned an associate degree at GPC.

He earned a Bachelor of Arts degree at UGA.

She earned an Associate of Science degree at GPC.

Wrong:

She earned her bachelors and masters degrees at UGA.

She earned an associate's degree at GPC.

She earned an Associate degree at GPC.

He earned a bachelor of arts degree at UGA.

He earned an associate of science degree at GPC.

Regarding education majors, this is right:

He received an Associate of Science degree in education.

Wrong:

He received an education degree.

academic abbreviations

Place periods after academic abbreviations (AP style).

Note: AP style disagrees with the Chicago Manual of Style.

Right (GPC follows AP Stylebook):

She introduced Katrina Coe, J.D.; Richard Roe, LL.D.; Patrick Poe, Ph.D.; John Doe, M.A. and Jane Doe, B.A.

Chicago Manual of Style:

She introduced Katrina Coe, JD; Richard Roe, LLD; Patrick Poe, PhD; John Doe, MA and Jane Doe, BA.

If possible, avoid using academic abbreviations to establish an individual's academic degrees.

Right:

She introduced Katrina Coe, who has a juris doctor degree.

Wrong:

She introduced Katrina Coe, J.D.

But use academic abbreviations when the above rule would be cumbersome.

Right:

She introduced Katrina Coe, J.D.; Richard Roe, LL.D.; Patrick Poe, Ph.D.; John Doe, M.A. and Jane Doe, B.A.

Do not use an academic courtesy title with a name and follow it with the academic abbreviation.

Wrong:

She introduced Dr. Patrick Poe, Ph.D., who delivered the keynote address.

Right:

She introduced Dr. Patrick Poe, who delivered the keynote address.

academic departments

Capitalize the official names of academic departments and college offices.

Note: This is an exception to the AP Stylebook.

Right:

He is chair of the Mathematics Department at Clarkston Campus.

She praised the personnel in Mathematics (*the department*).

Wrong:

She is chair of the business department at Clarkston Campus.

But this is correct AP style:

She is chair of the business department at Clarkston Campus.

Do not capitalize names of academic courses, except when the name contains a proper noun.

Right:

He teaches mathematics at Clarkston Campus.

She teaches English at Clarkston Campus.

Wrong:

He teaches Mathematics at Clarkston Campus.

She is chair of the business department at Clarkston Campus.

She teaches Business at Clarkston Campus.

Right:

He is chair of the Mathematics Department at Clarkston Campus.

She praised the personnel in Mathematics (*the department*).

Wrong:

She is chair of the business department at Clarkston Campus.

Note: if a department with *of* in the name becomes flipped in a sentence, retain the capitalization.

Example:

She joined the Department of State.

She joined the State Department.

academic titles

(See also *chair*, *chairman*, *chairwoman*; *emeritus*)

Capitalize formal job titles such as *president*, *director* and *chair* when they precede a name.

Lowercase when used as a common noun.

Right:

Yesterday, Chairman John Doe gave the presentation.

He is chair of the Business Department.

Wrong:

Yesterday, chairman John Doe gave the presentation.

He is Chair of the Business Department.

When using modifiers such as *department* with an academic formal title, do not capitalize the modifier.

Wrong:

Also, Department Chair Jane Roe will speak.

Right:

Also, department Chair Jane Roe will speak.

But this is right (see academic departments):

Also, Math Department Chair Jane Roe will speak.

A GPC exception to the *AP Stylebook*: it is acceptable to use an academic formal title, followed by an academic courtesy title with a name.

Acceptable (but not according to AP):

GPC President Dr. Patrick Poe delivered the keynote address.

Preferable (AP style):

Dr. Patrick Poe, president of GPC, delivered the keynote address.

Use the academic courtesy title on first reference in an article, but not in the secondary references.

Right:

She introduced Dr. Patrick Poe, who delivered the keynote address. Poe spoke about the unique role of community colleges.

Wrong:

She introduced Dr. Patrick Poe, who delivered the keynote address. Dr. Poe spoke about the unique role of community colleges.

advisor

Use the dictionary second spelling and the preference in academia: *advisor*.

Do not use the AP style: *adviser*.

ages

Use figures for all ages, including those of animals and inanimate objects.

Right:

A 3-year-old bridge, a 10 year-old car, a 2-year-old dog, the law is 8 years old

Wrong:

A three year old bridge, a ten year old car, a two year old dog, the law in eight years old

African-American

Use *African-American* or *black*.

Hyphenate *African-American* both as a noun and an adjective.

Right:

The number of African-Americans increased on campus last year.

The African-American student population increased last year.

Wrong:

The number of African Americans increased on campus last year.

The African American student population increased last year.

Note: The rule applies to all ethnic groups: Asian-Americans, etc.

alma mater

Lowercase, two words, in all body text usage.

alumnus, alumna, etc.

Use *alumnus* (plural *alumni*) to refer to a male graduate.

Use *alumna* (plural *alumnae*) to refer to a female graduate.

Use *alumni* when referring to a group of male and female graduates.

among, between

Use *between* for two items and *among* for more than two.

Examples:

She stood between the president and the chairwoman.

He stood among several members of the board.

a.m., p.m.

Lowercase, with periods.

associate degree

(See also *academic titles*)

No apostrophe. The term is *associate degree*, not *associate's degree*.

When used in a sentence, *associate degree* is not capitalized.

Right:

She earned an associate degree at GPC.

Wrong:

She earned an associate's degree at GPC.

She earned an Associate Degree at GPC.

Use initial capitalization in *Associate of Science*, etc.

Right:

He earned an Associate of Arts degree at GPC.

Wrong:

He earned an associate of arts degree at GPC.

B

bachelor's degree

(See *academic titles*)

between

(See *among, between*)

black

(See *African-American*)

board

(See also *Georgia Perimeter College Foundation, foundation*)

Capitalize only when part of a proper name.

Right:

She called the board of directors and the board of trustees.

He called the Georgia Perimeter College Foundation Board of Trustees.

She spoke about scholarship money at the board meeting.

Wrong:

She called the Board of Directors and the Board of Trustees.

He called the Georgia Perimeter College Foundation board of trustees.

She spoke about scholarship money at the Board meeting.

campus names

Capitalize the word *campus* in the names of the individual campuses of Georgia Perimeter College when it used as part of a proper noun. Publications capitalize names such as *World Trade Center* or *Kennedy Center* in the same way.

Note: The rule is an exception to AP style.

Right:

The World Trade Center is located in Manhattan.
The Decatur Campus is located in DeKalb County.

Wrong:

The Decatur campus is located in DeKalb County.

Do not capitalize the word *campus* when used as a common noun.

Right:

The center is located in Manhattan.
The campus is located in DeKalb County.

Wrong:

The Center is located in Manhattan.
The Campus is located in DeKalb County.

The campus name does not have to be preceded by the word *the*.

Right:

He visited a history class at Decatur Campus in March.
He visited a history class at the Decatur Campus in March.

campus-wide

(See *suffixes*)

capitalization

(See *campus names, composition titles, titles*)

Modern styles suggest that you avoid excessive use of capitalization. Many words that were capitalized in the early 20th century now are lowercased.

Generally, capitalize according to common usage and the *AP Stylebook*, but note some exceptions:

AP style:

GPC's office of marketing and public relations.
He joined the social sciences department.

GPC's exceptions:

GPC's office of Marketing and Public Relations.
He joined the Social Sciences Department.

Also note a trend: when a sentence contains a colon, followed by a full sentence, many publications capitalize the word following the colon, as if it begins a new sentence. GPC follows the traditional rule that

the colon does not begin a new sentence: the colon is followed a lowercase word unless the word is a proper noun or other word requiring capitalization.

Trend:

She spoke about the strengths of the college: The four pillars of GPC are affordability, accessibility, teaching excellence and student success.

GPC's style:

She spoke about the strengths of the college: the four pillars of GPC are affordability, accessibility, teaching excellence and student success.

center

Capitalize the word *center* in the names of centers of Georgia Perimeter College when it used as part of a proper noun.

Right:

GPC's Center for Corporate and Continuing Education is located in Clarkston.

Wrong:

GPC's center for Corporate and Continuing Education is located in Clarkston.

Do not capitalize the word *center* when used as a common noun.

Right:

The center is located in Clarkston.

Wrong:

The Center is located in Manhattan.

The Campus is located in DeKalb County.

The campus name does not have to be preceded by the word *the*.

Right:

He visited a history class at Decatur Campus in March.

He visited a history class at the Decatur Campus in March.

chair, chairman, chairwoman

(See also *academic titles*)

Use *chair* and generally avoid gender-specific terms such as *chairwoman* and *chairman*.

Right:

GPC Foundation Chair Jane Roe will speak.

Jane Roe, chair of the GPC Foundation, will speak.

Should avoid:

GPC Foundation Chairwoman Jane Roe will speak.

Jane Roe, chairwoman of the GPC Foundation, will speak.

C

chancellor

Do not capitalize *chancellor* when used as a common noun. Capitalize it before a name.

Wrong:

The chancellor delivered the speech.

Right:

Following the banquet, Chancellor Richard Roe delivered the speech.

coed

One word, no hyphen

Preferred noun is female student

OK when referring to a coed institution

college

(See also *Georgia Perimeter College*)

Do not capitalize *college* when used as a common noun.

Wrong:

The president of the College delivered the speech.

Right:

The president of Georgia Perimeter College delivered the speech.

The president of the college delivered the speech.

Wrong:

The president of the College delivered the speech.

comma

(See also *essential clauses, nonessential clauses; and essential phrases, nonessential phrases*)

Use commas according to common usage and AP style.

Do not place a comma before the conjunction in a simple series.

Right:

He enrolled in art, math, history and geology courses.

Wrong:

He enrolled in art, math, history, and geology courses.

Do not place a comma before short introductory phrases, unless a pause is natural to the meaning of the sentence.

Right:

In 2004 the department added Arabic courses.

In fact, the department added Arabic courses in 2004.

Wrong:

In 2004, the department added Arabic courses.

C

committee

Capitalize when part of a formal name.

Example:

They joined the Marketing Advisory Committee.

Do not capitalize when used as a common noun or a shortened version of a formal name.

Example:

They joined the committee.

They joined the advisory committee.

composition titles

Put quotation marks around composition titles.

Right:

"From Here to Eternity" (book)

"The Wasteland" (poem)

"A Streetcar Named Desire" (play)

"American Idol" (television program)

"Morning Edition" (radio program)

"James Oglethorpe: Founder and Abolitionist" (lecture)

"I Have a Dream" (speech)

Wrong:

She read From Here To Eternity.

She read *From Here To Eternity*

Do not put quotation marks around periodicals, the Bible and reference materials.

Examples:

He read the Chronicle of Higher Education.

Consult the Encyclopedia Britannica.

She read the Bible.

Capitalize first words, last words, the principal words and prepositions and conjunctions with four or more letters.

Right:

"From Here to Eternity"

"To Eternity and Back to Here"

"Getting to Eternity and Back to Here"

Wrong:

"From Here To Eternity"

"To Eternity and back to here"

compound adjectives

(See *hyphen*)

courtesy titles

Use first and last names for all people on first reference. Do not use courtesy titles—Mr., Mrs., Miss, Ms.—except in special situations or in direct quotes.

Right:

John Doe and Jane Roe plan to attend.

Right:

“Mr. John Doe and Ms. Jane Roe plan to attend,” he said.

Wrong:

Mr. John Doe and Ms. Jane Roe plan to attend.

Use the last name on second reference.

Example:

Richard Roe attended the conference. One student asked Roe if he had studied the physics of the curveball.

Use both names on second reference when necessary to avoid confusion.

Example:

Chipper Jones and Andrew Jones attended the conference. One student asked Andrew Jones if he had studied the physics of the curveball.

In certain publications, such as a scholarship brochure, the friendly style may permit use of first names on second references.

Magazine or newspaper style:

Jane Roe always dreamed of attending college. However, after high school, *Roe* was unable to afford tuition, so she took a full-time job and eventually raised a family. Now, with her children grown and on their own, *Roe's* dream is becoming reality, thanks to a newly endowed scholarship.

Permissible scholarship brochure style:

Jane Roe always dreamed of attending college. However, after high school, *Jane* was unable to afford tuition, so she took a full-time job and eventually raised a family. Now, with her children grown and on their own, *Jane's* dream is becoming reality, thanks to a newly endowed scholarship.

But don't switch back and forth:

Jane Roe always dreamed of attending college. However, after high school, *Jane* was unable to afford tuition, so she took a full-time job and eventually raised a family. Now, with her children grown and on their own, *Roe's* dream is becoming reality, thanks to a newly endowed scholarship.

dashes

Use the em dash, the long dash, to separate a thought in a sentence, not one hyphen, two hyphens or an en dash. Do not set the dash off with spaces. This is the conventional printing standard.

Right:

He took a long time—ten years in fact—to graduate. (em dash, no spaces)

Wrong:

He took a long time-ten years in fact-to graduate.

He took a long time--ten years in fact--to graduate.

He took a long time – ten years in fact – to graduate (en dash).

He took a long time — ten years in fact — to graduate.

The em dash is made automatically in Microsoft Word by typing two dashes after a word without a space, typing the next word and pressing the space bar.

days of week

Do not abbreviate the days of the week, except in charts and other tabulated formats.

Wrong:

She missed class on Tues., but made it the rest of the week.

Right:

She missed class on Tuesday, but made it the rest of the week.

Use *Monday*, *Tuesday*, etc., not *today*, *yesterday* or *tomorrow* when discussing specific days.

Wrong:

Jane Doe's home run led GPC to victory yesterday as the Jaguars took over first place in their conference.

Right:

Jane Doe's home run led GPC to victory Tuesday as the Jaguars took over first place in their conference.

degrees

(See *academic degrees*)

departments

(See *academic departments*)

doctor

(See *academic titles*)

emeritus

(See also *academic titles*)

In reference to a retiree honor, the word *emeritus* follows the normal rules of capitalization for academic titles.

Examples:

He introduced Professor Emeritus John Doe.

He introduced John Doe, professor emeritus of psychology.

essential clauses, nonessential clauses

This is a frequently misunderstood rule.

If an essential clause is eliminated from a sentence, it changes the meaning of the sentence.

Do not use commas with an essential clause. An essential clause is also known as a “restrictive clause.”

If a nonessential clause is eliminated from a sentence, it does not change the meaning of the sentence.

Use commas to set off a nonessential clause in a sentence. A nonessential clause is also known as a “nonrestrictive clause.”

Examples of essential clauses (no commas):

She said that teachers who take time after class to help her have a special place in her heart.

The clause “who take time after class to help her” is essential to identify which teachers have a special place in her heart.

Students who do not study will find this course very difficult.

The clause “who do not study” is essential to identify which students will find the class difficult.

Examples of nonessential clauses (use commas):

Her teachers, some of whom take time after class to help her, are very interesting, she reported.

The clause “some of whom take time after class to help her” is not essential to the basic meaning: her teachers are very interesting.

All of the students, who do not study, are finding this course very difficult.

The clause “who do not study” is not essential to the basic meaning: all of the students are finding the class difficult.

essential phrases, nonessential phrases

As with clauses, the rule for phrases is frequently misunderstood.

If an essential phrase is eliminated from a sentence, it changes the meaning of the sentence. Do not use commas with an essential phrase. An essential phrase is also known as a “restrictive phrase.”

If a nonessential phrase is eliminated from a sentence, it does not change the meaning of the sentence.

Use commas to set off a nonessential phrase in a sentence. A nonessential phrase is also known as a “nonrestrictive phrase.”

Examples of essential phrases (no commas):

She said that teachers with unusual dedication have a special place in her heart.

The phrase "with unusual dedication" is essential to identify which teachers have a special place in her heart.

Students with bad study habits will find this course very difficult.

The phrase "with bad study habits" is essential to identify which students will find the class difficult.

Her son Billy Joe laughed at the other son.

The phrase "Billy Joe" is essential to identify which son laughed.

Examples of nonessential phrases (use commas):

Her teachers, displaying unusual dedication, are very interesting, she reported.

The phrase "displaying unusual dedication" is not essential to the basic meaning: her teachers are very interesting.

All of the students, because of bad study habits, are finding this course very difficult.

The phrase "because of bad study habits" is not essential to the basic meaning: all of the students are finding the class difficult.

Her husband, Raymond, laughed at their son.

The phrase "Raymond" is not essential to identify which husband because she has only one husband.

ethnic groups

(See also African-American, hyphen)

Hyphenate *Asian-American*, *African-American*, etc., both as a noun and an adjective.

Capitalize the names of nationalities, peoples, races, tribes, etc.: Arab, Arabic, African, American,

Eskimo (plural Eskimos), French Canadian, Japanese (singular and plural), Jew, Jewish, Nordic, Sioux, Swede, etc.

Right:

The number of Asian-Americans increased on campus last year.

The Asian-American student population increased last year.

Wrong:

The number of Asian Americans increased on campus last year.

The Asian American student population increased last year.

Notes:

The noun *Native Americans* usually is published without the hyphen. Also note a current trend:

Many *Native Americans* prefer the term *American Indians*, which also is not hyphenated.

Chicano: Sometimes used by Mexican Americans in the Southwest. Not interchangeable with Mexican-American. Use only if a person's preference.

Oriental: Do not use when referring to East Asian nations and their peoples. *Asian* is the acceptable term for an inhabitant of those regions. *Oriental rug* is standard.

fall semester

(See *semesters*)

fewer, less

Use *fewer* when talking about individual items and use *less* when talking about bulk or quantity.

Examples:

Fewer than 50 students needed to retake the exam.

They used less than 50 milligrams for the lab experiment.

foundation

(See also *GPC Foundation*)

Do not capitalize *foundation* when used as a common noun.

Right:

The chair of the Georgia Perimeter College Foundation agreed.

The chair of the foundation agreed.

Wrong:

The chair of the Foundation agreed.

fractions

Spell out fractions that are less than one.

Right:

The student population is two-thirds female.

Wrong:

The student population is 2/3 female.

Use figures for fractions one and over, separating the whole number from the fraction with a space.

Example:

The ball park is located 2 1/2 miles from the campus.

G

Georgia Perimeter College

(See also *college*)

On first reference in a publication, use *Georgia Perimeter College*. Our public identity, our brand, hinges on the words *Georgia Perimeter College*.

It is important to vary the name in an article to avoid monotony; therefore, on second reference, use *Georgia Perimeter* and *GPC*. You should use the full name, *Georgia Perimeter College*, once or twice later in a long article.

Never call the college *Perimeter College*.

First reference in a story:

He enrolled at Georgia Perimeter College.

Second reference in a story:

She enrolled at Georgia Perimeter.

He gives all the credit to GPC.

Never:

He enrolled at Perimeter College.

Georgia Perimeter College Foundation

(See also *board*, *foundation*)

On first reference in a publication, use *Georgia Perimeter College Foundation*. On second references, use *GPC Foundation* and *the foundation*.

First reference in a story:

She donated to the Georgia Perimeter College Foundation.

Second reference in a story:

He donated scholarship money to the GPC Foundation.

She donated scholarship money to the foundation.

GPA

(See *grade point average*)

GPC Foundation

(See *board*, *foundation*, *Georgia Perimeter College Foundation*)

grade point average

When writing for an academic audience, such as in a chart or a brochure targeted to students, it is not necessary to spell out *grade point average*.

When writing for a general, external audience, spell out grade point average on first reference, then use GPA on second reference.

Do not use periods. Use *GPA*, not *G.P.A.*

Do not capitalize *grade point average* in a sentence.

First reference in a story:

The scholarship requires a 2.7 grade point average.

Second reference in a story:

Another scholarship requires a 2.5 GPA.

Avoid using alphabet soup:

Wrong:

GPC students must maintain a 2.5 GPA to gain admission to UGA.

Right:

GPC students must maintain a 2.5 grade point average to gain admission to the University of Georgia.

-grader, -grade

Use a hyphen for both noun and adjective forms. Use *th* with double digit numerals before the hyphen.

Examples:

As a third-grader, she was doing sixth-grade work.

As an 11th-grader, he enrolled in GPC's Joint Enrollment program.

hyphens

The Associated Press Stylebook says, "Use of the hyphen is far from standardized." Use hyphens to avoid ambiguity.

Use hyphens to link two or more words that modify a noun.

Right:

Call some small-business owners.

Wrong:

Call some small business owners.

Note:

Call some small business owners.

(Not wrong if the owners are small.)

Do not use hyphens after prefixes.

Right:

She contacted various nonprofit organizations.

Wrong:

She contacted various non-profit organizations.

Other examples:

nonaligned, nonrestrictive, preheat, pretest, postdate, postdoctoral.

Exceptions:

post-bellum, post-mortem, wide-eyed.

GPC Exceptions:

He couldn't decide between pre-dentistry and pre-nursing.

Use hyphens to avoid duplicated vowels and consonants.

Examples:

Anti-intellectual, pre-empt, non-nuclear, shell-like.

Use hyphens in suspensive formulations.

Example:

They went on daily three- to five-mile hikes.

in, into

Use *in* to designate location and *into* to designate movement.

Examples:

She is in the room.

He walked into the room.

Internet

(See also *Web site*)

Capitalize *Internet*. Use *the Internet* on first reference. On second reference, *the Net* is acceptable.

In a Web site address, follow the spelling and capitalization conventions of the site owners.

Start every Web site address with `http://` (or equivalent)

If a Web address falls at the end of a sentence, end the sentence with a period.

Example:

For more information visit the Web site: `http://www.gpc.edu`.

If an Internet address breaks at the end of a line, break the address after a slash or a dot. Do not insert a hyphen as if hyphenating a word at the end of a line.

Example:

For more information visit the Web site: `http://www.gpc.edu`

junior, senior

When following names, the terms *junior* and *senior* are abbreviated and not set off by commas.

Right:

The event honors Dr. Martin Luther King Jr. and his legacy.

Wrong:

The event honors Dr. Martin Luther King, Junior, and his legacy.

The event honors Dr. Martin Luther King, Jr., and his legacy.

The event honors Dr. Martin Luther King, Jr. and his legacy.

less

(See *fewer, less*)

master's degree

(See *academic titles*)

months and years

Abbreviate these months when used with a date: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out the other months when used with dates.

Right:

GPC will host the conference on Jan. 21.

GPC will host the conference on March 8.

Wrong:

GPC will host the conference on January 21.

GPC will host the conference on Mar. 8.

When following the month and day, the year is set off with commas.

Right:

The conference will begin on Jan. 21, 2008, and run for three days.

Wrong:

The conference will begin on Jan. 21, 2008 and run for three days.

When referring only to a month and year, without a date, spell out the month and do not use a comma.

Right:

The conference is set for January 2008 at Newton Campus.

Wrong:

The conference is set for January, 2008, at Newton Campus.

The conference is set for January, 2008 at Newton Campus.

The conference is set for Jan. 2008 at Newton Campus.

non-

(See *prefixes*)

nonprofit

The general rule of prefixes applies—no hyphen.

Right:

It is a nonprofit organization.

Wrong:

It is a non-profit organization.

nontraditional

The general rule of prefixes applies—no hyphen.

Right:

Jane, a nontraditional student, plans to study engineering.

Wrong:

Jane, a non-traditional student, plans to study engineering.

numerals

Spell out numbers *one* through *nine*. Use numerals for numbers 10 and higher.

Do not put *st*, *nd*, *rd*, or *th* after numbers in dates.

Right:

The game will be played on Feb. 9, after the women's game.

Wrong:

The game will be played on Feb. 9th, after the women's game.

Do not put *th*, *st*, or *nd* in *supra script*.

Right:

The victory was the team's 22nd in its last 23 games.

Wrong:

The victory was the team's 22nd in its last 23 games.



offices

Capitalize the names of administrative offices, but not the word *office*.

Examples:

Take the form to the office of Marketing and Public Relations.

Take the form to the office of Advising and Counseling.

online

Spell as one word without a hyphen.

over

Over refers to an object being above another object. Do not use it to refer to higher numbers—use *more than* for that reference.

Right:

GPC's economic impact on the region is more than \$480 million.

Wrong:

GPC's economic impact on the region is over \$480 million.

percent

Do not use % except in charts and graphs.

Right:

Last semester 100 percent of the students passed the test.

Wrong:

Last semester 100% of the students passed the test.

phone numbers

Use hyphens, not parentheses to designate area codes.

Example:

For more information call 678-891-0000.

Not preferred:

For more information call (678) 891-0000.

plurals

Use AP style and common usage. Below are some common problems with plurals.

Words as plural words (no apostrophe before the s):

He overuses "could haves," "would haves" and "ifs," "ands" and "buts."

Single letters:

In editing his own writing, he believed in the three C's: cut, cut and cut.

Multiple letters:

The reception included VIPs from corporate sponsors.

Numbers:

In the 1970s the college enrollment grew dramatically.

p.m.

(See *a.m.*, *p.m.*)

prefixes

Do not hyphenate a word with a prefix if it has a specific meaning of its own.

Examples:

antibody, antifreeze, antithesis, postscript, pronoun

When using a prefix with a word starting with a consonant, generally do not hyphenate.

Examples:

precollege, postdoctoral, postgraduate, preseason, underestimate

Exceptions that use a hyphen:

When the prefix ends in a vowel and the second word begins with the same vowel.

Examples: anti-intellectual, pre-election, pre-eminent

P

If the word that follows is capitalized.

Example: anti-American

To join double prefixes.

Example: sub-substandard

To avoid confusion.

Example: under-served (underserved looks too much like undeserved)

To coin a word that indicates support for something.

Examples: pro-business, pro-sports

Note: usually *wide-* is hyphenated.

Example: wide-awake, wide-eyed (Exception: widespread)

punctuation

(See also comma, hyphen)

Follow the AP Stylebook. You should review its punctuation section, especially as it applies to commas, colons, semicolons, apostrophes, hyphens and quotation marks.

S

seasons

(See also *semesters*)

Use lowercase for the seasons: spring, summer, fall, autumn and winter.

semesters

Do not capitalize fall semester or spring semester, except in tabular material.

Right:

The college set an enrollment record in the fall semester of 2007.

Wrong:

The college set an enrollment record in the Fall Semester of 2007.

senior

(See *junior, senior*)

space after punctuation

Use a single space after periods and other punctuation, not double spaces.

spring semester

(See *semesters*)

state names

Spell out state names when they stand alone in text. Use the abbreviations below when the state is mentioned in text with a town, city, county or military base.

Example:

He lives in Georgia.

He lives in Helen, Ga., with his lead guitar player.

He works at Fort Benning, Ga., as a carpenter.

Use the AP rule for abbreviations—spell out Alaska, Hawaii and states with five or fewer letters.

Abbreviations are below. Do not use the ZIP codes in parentheses:

Ala. (AL)	Idaho (ID)	Minn. (MN)	N.D. (ND)	Vt. (VT)
Alaska (AK)	Ill. (IL)	Miss. (MS)	Ohio (OH)	Va. (VA)
Ariz. (AZ)	Ind. (IN)	Mo. (MO)	Okla. (OK)	Wash. (WA)
Ark. (AR)	Iowa (IA)	Mont. (MT)	Ore. (OR)	W.Va. (WV)
Calif. (CA)	Kan. (KS)	Neb. (NE)	Pa. (PA)	Wis. (WI)
Colo. (CO)	Ky. (KY)	Nev. (NV)	R.I. (RI)	Wyo. (WY)
Conn. (CT)	La. (LA)	N.H. (NH)	S.C. (SC)	
Del. (DE)	Maine (ME)	N.J. (NJ)	S.D. (SD)	
Fla. (FL)	Md. (MD)	N.M. (NM)	Tenn. (TN)	
Ga. (GA)	Mass. (MA)	N.Y. (NY)	Texas (TX)	
Hawaii (HA)	Mich. (MI)	N.C. (NC)	Utah (UT)	

steppingstone

suffixes

If a suffix combination is not listed in the dictionary or *AP Stylebook*, use two words for the verb form; hyphenate noun and adjective forms.

Examples:

It is a campus-wide program.

It is a college-wide program.

Note, found in dictionary or *AP Stylebook*:

citywide, nationwide, statewide, worldwide

summer semester

(See *semesters*)

time

Use figures, with a colon separating hours and minutes. Do not use the colon and minutes for top-of-the-hour times.

Right:

The conference begins at 9 a.m. and ends at 3:30 p.m.

Wrong:

The conference begins at 9:00 a.m.

Use *noon* and *midnight* to avoid confusion. Do not capitalize *noon* and *midnight*.

Right:

Some professors answer e-mail at midnight or later.

Not preferable:

Some professors answer e-mail at 12 a.m. or later.

Wrong:

Some professors answer e-mail at Midnight or later.

The exact time of day an event happened in the past is usually unnecessary.

Wrong:

In January, the MLK celebration—which was held on Jan. 15, beginning at 7 p.m.—was a successful event

Daylight saving time

Right:

Omit “s” at the end of the word saving when referring to a time zone.

Wrong:

Daylight savings time. Daylight-savings-time

titles

(See also *academic titles*, *composition titles*)

Capitalize formal titles placed directly before an individual's name. Formal titles denote higher authority, professional activity or academic activity.

Examples:

Sen. John Dough, Dr. Jane Doe, Pvt. Richard Roe.

She sent it to President Juanita Jones.

She sent it to Chairwoman Juanita Jones.

Do not capitalize titles that serve as occupational descriptions.

Examples:

coach John Dough, professor Jane Doe, movie star Richard Roe.

She sent it to anthropologist Juanita Jones.

When there is doubt as to whether a title is formal or occupational, construct the sentence to set the name or title off with commas.

Examples:

He sent it to Jane Doe, mathematics chair at Dunwoody Campus.

toward, towards

Use toward, not towards.

Right:

She is moving toward completion of her degree.

Wrong:

She is moving towards completion of her degree.

United States

Use periods in the abbreviation when it appears in the body of a written document. Periods are not needed when the abbreviation appears in a headline.

Example:

The U.S. is a vast nation with diverse demographic groups.

Periods are not needed in US when the abbreviation appears in a headline.

University System of Georgia

Use *the University System of Georgia* on first reference and then *the USG* on second reference.

Web site

Web site is two words, with *Web* capitalized, as is *Web page*. *World Wide Web* is capitalized.

Others:

webcam, webcast, webmaster, the Web, the Internet.

weeklong

ZIP codes

(See *state names*)

Common Misspelled Words

One Word

fundraising
policymaker
freelance
healthcare
online
nonprofit

Hyphenated

best-seller
e-mail
home-schooled
well-informed
twenty-one
socio-economic

Two Words

Middle East
child care
home schooling
Web site
sports writer