WCCCD
**Wayne
County
Community
College
District**

Graphic & Publication Standards
Compliance Guide

MISSION STATEMENT

Wayne County Community College District's mission is to empower individuals, businesses and communities to achieve their goals through excellent and accessible services, culturally diverse experiences and globally competitive higher education and career advancement programs.

VISION STATEMENT

Wayne County Community College District will be recognized as an institution that has achieved national and international recognition for enduring excellence as a comprehensive multi-campus community college district. WCCCD will focus on continuous self-evaluation and improvement; preparation of a highly skilled workforce in support of the Wayne County economy; student academic and career success, and leadership in strengthening the open door philosophy of educational opportunity.

BRIEF HISTORY

WCCCD was established in 1967 by the State of Michigan Legislature. The college serves 32 communities and townships in Wayne County, Michigan, a region with nearly two million residents. The college first operated in various rented sites throughout the Wayne County area, and then developed the five campuses currently in operation (Downriver Campus, Downtown Campus, Eastern Campus, Northwest Campus, and Ted Scott Campus).

PHILOSOPHY OF WCCCD

WCCCD is a multi-campus urban/suburban comprehensive community college serving as many as 70,000 credit and non-credit students. Originally, WCCCD administered its multi-campus structure as a centralized system. In 1995, the structure was changed to a decentralized, campus-based approach. The change was initiated to give each campus its unique identity within its service area and more decision-making capabilities in support of the District policies and procedures. To accurately reflect these changes, the District changed its name from Wayne County Community College to Wayne County Community College District. The District is a multi-campus community college system. The Chancellor, Dr. Curtis L. Ivery is the Chancellor of the District and is responsible for implementing the policies and regulations established by the Board of Trustees.

The administrative components of the District consist of a District Office and separate, structured campus operations. The campuses and the District office are organized to assure maximum coordination and cooperation among all units in the District to serve its students, faculty, staff, and community. The primary function of all administration is to provide effective, dynamic leadership which supports each campus, program, and service to ensure that the objectives of the District are met.

MESSAGE

The Wayne County Community College District (WCCCD) strives for consistency and professional quality. Not only are we attentive about the use of our logos and other graphics, but we care about our identity as a whole. WCCCD has become a strong resource for other higher education institutions to conduct best practices.

Please acquaint yourself with WCCCD's Graphic and Publication Standards Compliance Guide and understand the importance of protecting and upholding the image of WCCCD. It is in our best interest to maintain as well as improve the WCCCD brand. The integrity of our institution shows that we have a lot to offer our students and community. WCCCD consists of five campuses and a university center. We must have one consistent aligned identity across the District, speak with one message, and serve one mission.

Thank you for your dedication to WCCCD,

James A. Melton
District Director of Visual Communications and Compliance

TABLE OF CONTENTS

PURPOSE

The purpose of the WCCCD Graphic and Publication Standards Compliance Guide is to give structure to all graphic communication efforts, thus producing a solidified respectable brand of our institution. This guide will educate and assist, as well as hold designers and users of official WCCCD graphics accountable for being in compliance of these policies. Graphic standards apply to visual elements and the style section applies to the copy (text).

WCCCD does not wish to deter others from being creative, but is driven to project a strong constant image through utilizing the guidelines provided within this Graphic and Publication Standards Compliance Guide. Faculty and staff are encouraged to promote programs and services, but graphic communications must be developed and approved by authorized personnel only. Only authorized designers are enabled to develop official WCCCD graphic materials.

To maintain alignment across WCCCD, we must keep a consistent message across all types of media for graphic communication. Types of graphic communication include, but are not limited to:

> PRINT (i.e., apparel, banners, booklets, brochures, business cards, catalogs, certificates, envelopes, flyers, folders, forms, invitations, letterhead, logos, maps, newsletters, newspaper and magazine ads, posters, postcards, promotional items, reports, schedules, etc.)

> DIGITAL (i.e., marquee graphics, presentations, TV monitor graphics, video/broadcasting, website elements, etc.)

> SIGNAGE (i.e., indoor/outdoor, flat/3D). Logos being utilized for any type of media must be kept intact, clear and proportionate.

While graphic communications are developed by multiple sources for WCCCD, all official WCCCD graphic communications for every media format, must abide by the graphic standards policies contained within this guide.

All logos and graphic elements featured in this guide have obtained appropriate approvals and have a specific function related to maintaining and increasing WCCCD's integrity and brand.

This guide is a live document and will continue to evolve with pertinent updates. To view the latest Graphic and Publication Standards Compliance Guide, go to http://www.wcccd.edu/dept/pdf/WCCCD_Graphic ComplianceGuide.pdf.

The comprehension and application of the standards and policies within this guide will not only increase the overall quality of the WCCCD brand, but it will enable individuals to become aware of how to care for our identity.

WCCCD reserves that right to remove any materials that have not received appropriate approvals before distribution.

The branding, positioning and reputation of the Wayne County Community College District is the sum total of all of its communication activities. In an effort to continuously preserve the District's identity and ensure the proper dissemination of official institution-related information and materials via all forms of media, the District adheres to the policies that govern advertising, publicity, distribution of publications and printed materials as outlined in Administrative Memorandum: Section 4.

Therefore, the WCCCD Editorial Review Protocol (ERP) Committee ensures the accuracy and validity of all official information provided by and on behalf of WCCCD. The ERP Committee follows and supports the initiatives stated in the Administrative Memorandum: Sections 4.1, 4.2, and 4.3.

Following ERP Committee review, submittal of the final document(s) to the Chancellor's office for review and approval must occur before publication, duplication, and dissemination internally or externally must occur.

BRANDING

The WCCCD brand should be easily identifiable and should promote a positive message. It is vitally important that we reinforce that brand by speaking with one voice and presenting a coherent visual representation of our mission and purpose.

Every piece of graphic communication that portrays WCCCD and should be clear and consistent with its message.

Images found by submitting a Google or other Internet search, should not be used on official WCCCD communications. These images are pulled from numerous websites and the artwork is assumed to be copyrighted, unless noted otherwise. Exceptions can be made for authorized designers who can locate higher-quality images than the lower-quality images that have been provided by partnering individuals and organizations.

Make sure that you are not infringing on copyright laws. For information on copyright laws, visit www.copyright.gov.

WCCCD LOGO

The official logos that are featured within this guide are iconic representations and the most important symbols of the WCCCD brand. These logos must be used in compliance with the WCCCD Graphic and Publication Standards Compliance Guide to ensure the consistency of WCCCD's identity and message. WCCCD's logo is to be used on every printed and digital piece of communication produced for the institution.

OFFICIAL WCCCD LOGO

This is the official WCCCD logo with the blue rectangle and the words in black. *(right)*

WCCCD's official color is Pantone Reflex Blue and it is incorporated into the institution's logo. Black and white are secondary colors.
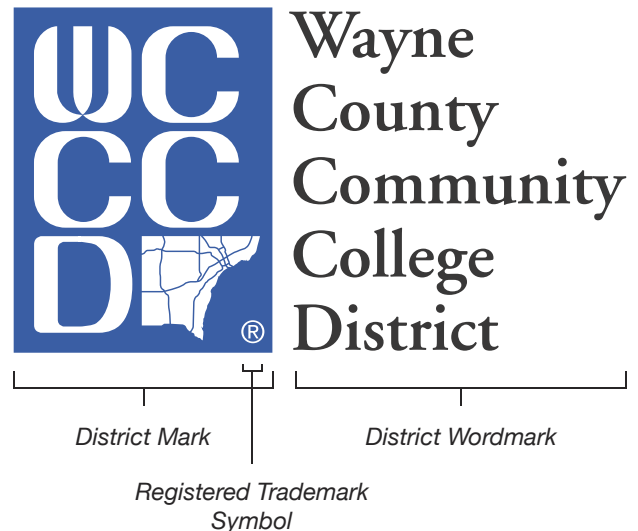
TRADEMARK USAGE

The official WCCCD logo contains a trademark that is registered with the United States Patent and Trademark Office. WCCCD is obligated to enforce proper trademark usage in order to maintain its exclusive rights to use this trademark.

Do not attempt to place the mark yourself; the official logo files include the mark.

The registered mark consists of a blue rectangle with the letters "WCCCD" in a white stylized font with a stylized map of the outline Wayne County appearing in the bottom right corner of the rectangle.

The registered trademark symbol (®) should be used on or near the registered mark whenever it is used. If it is not possible to use the registered trademark symbol, the words "Reg. U.S. Pat. & Tm. Off." may be placed near the registered mark. The following examples show proper identification of the registered mark

The colors blue and white are essential features of the registered mark and must be used whenever the registered mark is used.

District Mark

District Wordmark

Registered Trademark Symbol

*Reg. No. 4022246
(The "registered mark")*

Reg. U.S. Pat. & Tm. Off.

TRADEMARK USAGE *(CONTINUED)*

WCCCD owns three other trademark registrations where blue and white (and gold for the 50th Anniversary mark) are identified as essential features:

OFFICIAL SEAL

The WCCCD seal is to be used only on official documents of the institution (Commencement materials, forms, degrees, certificates, etc.) The seal must not be altered in anyway. The seal is a one-color file and can be used as Reflex Blue, black or white reverse imprints.

50TH ANNIVERSARY LOGO

WCCCD's 50th Anniversary logo is used to promote and celebrate 50 years of service since 1967. This is a two-color logo consisting of PMS Reflex Blue and PMS 110, but can be used as a one-color imprint.

When using this logo on graphic materials, you will need to include the words, "Wayne County Community College District." The words are not included within the logo file itself.

WILDCATS LOGO

The Wildcat is the official mascot of the WCCCD Athletic Programs. This logo should be used on all official athletic program materials. This logo is also acceptable for use on apparel and other team spirit items. Acceptable imprints are Reflex Blue, black or white reverse.

NOTE: *If a different version of any of the registered marks is used where it appears in colors other than blue and white (and gold for the 50th Anniversary mark), including a version in grayscale or in black-and-white, the registered trademark symbol (®) should NOT be used, nor should the words "Reg. U.S. Pat. & Tm. Off." Instead, the common law service mark symbol (SM) may be used.*

TRADEMARK USAGE *(CONTINUED)*

The registered mark may also be incorporated into the design of a non-registered logo. Where this occurs, it is appropriate to use the registered trademark symbol (®) on the registered mark itself and the common law service mark symbol (SM) next to the design of a non-registered logo.

WCCCD may designate non-registered logos that do not contain the registered mark that may be accompanied by the common law service mark symbol (SM).
Please see page 12 for additional WCCCD logo references.

DISTRICT WORD MARK

The common law service mark symbol (SM) may also be used next to other marks that are not registered, in particular the District word mark. For example:

> Wayne County Community College District
> (The "District word mark".)

Whether or not the common law service mark symbol (SM) is used, the District word mark should must appear in all caps (e.g. WAYNE COUNTY COMMUNITY COLLEGE DISTRICT) or with each word capitalized (e.g. Wayne County Community College District). The District word mark should never appear in all lowercase (e.g. wayne county community college district) or with any less than all of the words capitalized (e.g. Wayne County community college district). Where appropriate, bold and italic font styles and different color fonts should be used to emphasize the District word mark wherever it appears in official text. These same rules apply when abbreviating the District word mark to WCCCD.

COLOR

The District Director of Visual Communications and Compliance has created technical standards for using the Pantone Matching System (PMS) as well as the CMYK and RGB color models in order to maintain consistency as to the color of blue when the registered mark is used across different media.

PMS: (Pantone Matching System) - Reflex Blue

CMYK: (Cyan, Magenta, Yellow, Black)
C=100 / M=73 / Y=0 / K=2
Used for four-color printing

RGB: (Red, Green, Blue) R=0 / G=84 / B=164
Used for viewing on screens: monitors and other digital devices (web, video, presentations)

Commencement materials are printed with Pantone 286 U.
Pantone 877 is used as a silver foil.

The use of embossing, debossing, and spot varnish is acceptable.

NOTE: Never change the color of the logo, other than what is indicated within this guide.

One color use

Logo with no words
(Acceptable when "Wayne County Community College District" is used prominently in layout)

LOGO USAGE

The WCCCD logo **MUST** be consistent, clear and scaled proportionately. Only resize logos proportionately to fit allotted space. ***Never distort or stretch logos to fit a space.*** Distortion in the sense of disproportionate size manipulation or excessive pixilation can have a negative effect on the community's overall perception of WCCCD.

Never attempt to manually layout the stacked text, "Wayne County Community College District" to the right of the WCCCD rectangle. This verbiage is no longer text; it has been converted to vector shapes.

Do not retype the text to try to replicate the logo with Adobe Garamond. Spacing, thickness and other attributes may vary between versions. There are files with and without the text.

The WCCCD logo should always be displayed legibly on all official materials. It should never be placed within another logo at a small scale.

Avoid placing a stroke (outline) around the rectangle of the WCCCD logo.

Do not round the corners of the logo.

The elements of the logo should never be altered. Logos that are altered are no longer official trademarked logos and are in violation of WCCCD standards and policies.

Do not remove the rectangular shape from the logo.

Avoid using the WCCCD logo within a white box. Utilize formats that support transparency.
(See "Understanding Graphic Formats" on page 26 for more information)

CORRECT ✓

INCORRECT ✗   **INCORRECT** ✗
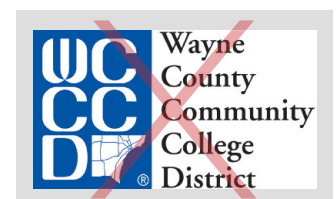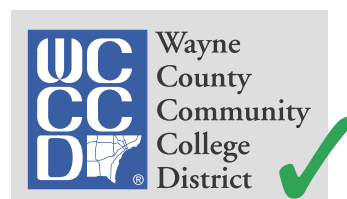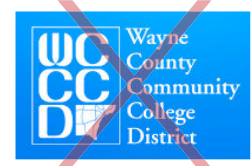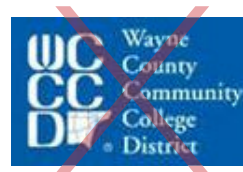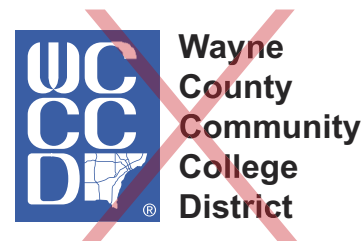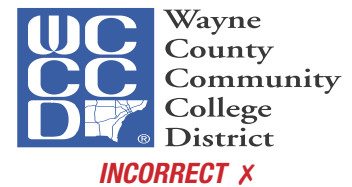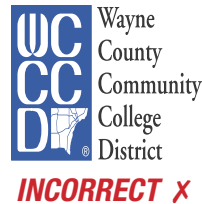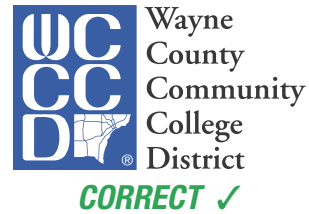
LOGOS ON BACKGROUNDS

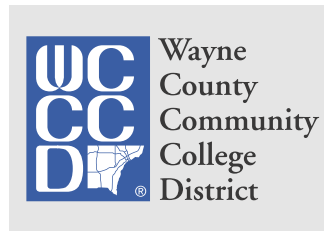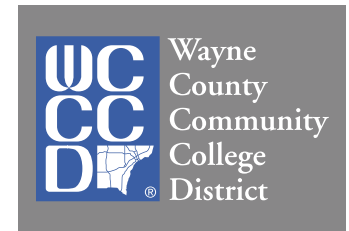There must be significant contrast between the WCCCD logo (including the verbiage) and the background color or image. Use dark colors on light backgrounds, and use the white (reverse) version of the logo on dark backgrounds. This will ensure clarity and readability.

Use on light background

Use on dark background
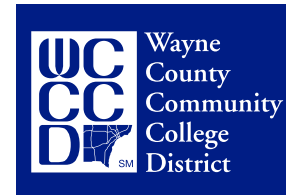
Reverse used on dark background (Reflex Blue)

When using an image as a background, dark areas of the logo can sometimes get lost in dark areas of the background. Light areas of the logo will get lost in the light areas of the background.
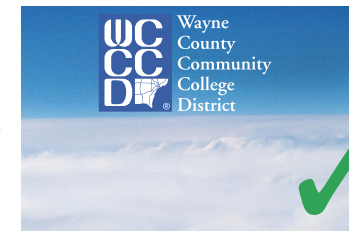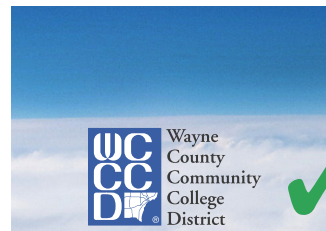
Be cautious utilizing screened images as backgrounds. As you lower the opacity of an image, the more it will appear less saturated or lighter in color. The results of this technique can vary drastically from viewing the image on one screen to another. There is usually a great deal of variation when printing images with decreased opacity when printing to different printers.
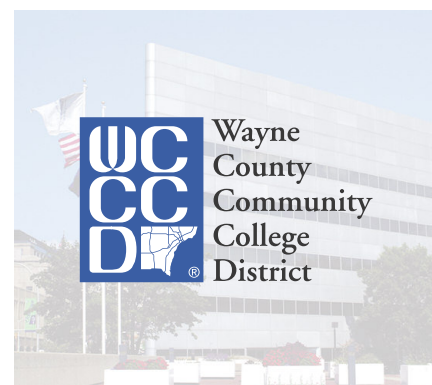
DROP SHADOWS

Drop shadows are acceptable, as long as the logo is clear and it helps increase contrast between the logo and the background.
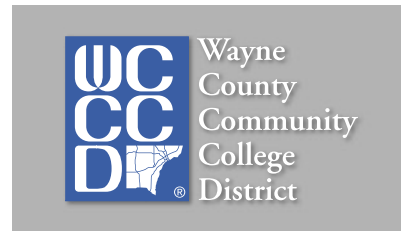
CLEAR SPACE

In order to prevent obstruction and ensure readability, the logo must be used with adequate surrounding "white space." No other graphic element should interfere with logos.

A rule of thumb would be to keep objects that may interfere with the logo at the distance of the "W" in "Wayne."
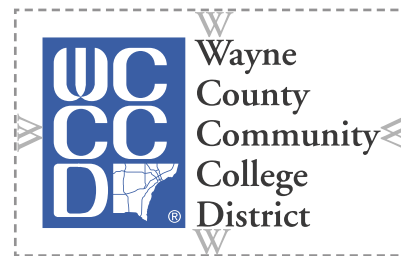
UNACCEPTABLE USES / LOGO VIOLATIONS

Do not use any WCCCD logo for personal use.

If you become aware of unauthorized persons using any of WCCCD's logos without appropriate permission, report this violation to the District Director of Visual Communications and Compliance at graphiccompliance@wcccd.edu. Failure to enforce these procedures and guidelines can weaken the integrity of WCCCD's image.

No departments, divisions nor campuses are to develop their own logos. (Please see Logo Development on page 14.)

ADDITIONAL WCCCD LOGOS

CAMPUS LOGOS

Each of the five WCCCD campuses have an individual logo.

DownRiver Campus SM

PMS: 278
CMYK: C:38, M:15, Y:0, K:0
RGB: R:141, G:184, B:233

Downtown Campus SM

PMS: 281
CMYK: C:100, M:72, Y:0, K:38
RGB: R:0, G:57, B:100

Eastern Campus SM

PMS: 123
CMYK: C:0, M:30, Y:94, K:0
RGB: R:253, G:185, B:39

Northwest campus SM

PMS: 485
CMYK: C:0, M:100, Y:91, K:0
RGB: R:226, G:35, B:26

Ted Scott Campus SM

PMS: 375
CMYK: C:47, M:1, Y:97, K:0
RGB: R:149, G:198, B:66

MARY ELLEN STEMPFLE UNIVERSITY CENTERS

The Mary Ellen Stemple University Centers also have individual logos.

MARY ELLEN STEMPFLE UNIVERSITY CENTER SM

PMS: Reflex Blue
PMS: 457

MARY ELLEN STEMPFLE UNIVERSITY CENTER SM
CENTER FOR LEARNING TECHNOLOGY

PMS: Reflex Blue
PMS: 137

MARY ELLEN STEMPFLE UNIVERSITY CENTER WEST SM
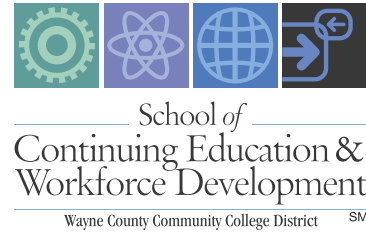
PMS: Reflex Blue
PMS: 375

SCHOOL OF CONTINUING EDUCATION AND WORKFORCE DEVELOPMENT

The School of Continuing Education and Workforce Development's logo does not contain the official WCCCD logo, so be sure that the WCCCD logo is also included in any relevant marketing materials.

MICHIGAN INSTITUTE FOR PUBLIC SAFETY EDUCATION (MIPSE)

The MIPSE logo can be used as a two-color (right) or a one-color imprint of Reflex Blue, black or white.

HEINZ C. PRECHTER EDUCATIONAL AND PERFORMING ARTS CENTER (EPAC)

The EPAC logo is only used as a black or reverse white imprint.
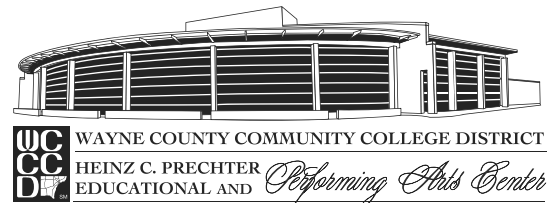
WCCCD POLICE AUTHORITY LOGOS

DISTRICT POLICE AUTHORITY
The District Police Authority patch logo is a vector formatted file, so it can be scaled without loss of resolution. The colors may also be simplified for occasions when the printing of colors is limited.

WCCCD POLICE
The WCCCD Police patch logo is a vector formatted file, so it can be scaled without loss of resolution. The colors may also be simplified for occasions when the printing of colors is limited.
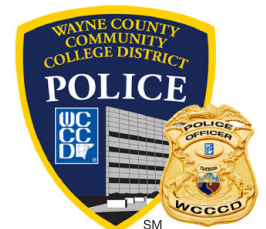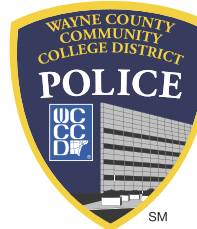
WCCCD CAMPUS SAFETY
The WCCCD Campus Safety Department patch logo is a vector formatted file, so it can be scaled without loss of resolution. The colors may also be simplified for occasions when the printing of colors is limited.

NOTE: *The patch and badge combination graphics are raster formatted images. Use care and be aware of resolution loss when sizing.*

DISTRICT POLICE AUTHORITY MOUNTAIN BIKE PATROL UNIT
This logo is for use for the bike patrol unit only.

Patch Logos   *Patch / Badge Combinations*

Logos displayed are for reference only

Logos displayed are for reference only

LOGO USE

The "WCCC" logo and seal are out of date and are no longer permitted for use.

PHI THETA KAPPA (PTK) AND BETA BETA BETA (TRIBETA)

PTK and TriBeta honor society logos do not belong to WCCCD, but are to be utilized on all relevant materials.

OBTAINING OFFICIAL WCCCD LOGOS FOR USE

You may request official WCCCD logos by submitting the Logo Request Form located on the website here: http://www.wcccd.edu/dept/pdf/ Logo_Request_Form_FINAL_distributed.pdf. This form is to be used for internal as well as external requests.

Use only authorized official digital files provided by the District Director of Visual Communications and Compliance.

NEVER USE LOGOS FROM WCCCD web pages (or any Internet source) for print use! Do not attempt to copy or extract the logo from finalized materials for use.

LOGO DEVELOPMENT

Departments, divisions and campuses are not allowed to develop their own logos.

If you would like a logo developed, please submit a Graphic Communication Project Request Form located here http://www.wcccd.edu/dept/pdf/Graphic_ Comm_Request_Form_FINAL_distributed.pdf

ALL LOGO DESIGNS MUST BE CREATED IN A VECTOR FORMAT. (For more information on vector formats, see pages 15 and 26.)

LOGO FORMATS

Utilize vector-formatted logos (.ai, .eps, .svg) if at all possible. Vector formats can be scaled to any size and still keep clarity intact, but proportions should never be altered.

Raster images (.jpeg, .tiff, .gif, .png, .bmp) are made up of pixels and rely on resolution for clarity. When a raster image is enlarged, the resolution decreases. When raster images are reduced, the resolution is increased.

(See "Understanding Graphic Formats"
on page 26 for more information)

Vector Image

Enlarged Vector Image

USING OUTSIDE ORGANIZATIONS' LOGOS

Whenever an organization's logo is required, contact the organization and request a vector file or the highest resolution raster image possible, this will provide for the best results.

Submit images and logos in their proper formats. ***There is no need to place an image in a Word document for emailing purposes.*** This technique will most likely diminish the image's quality. Simply attach the image file to an email.

Raster Image

Enlarged Raster Image

GRAPHIC COMMUNICATION STANDARDS

All graphic communications/marketing materials developed for WCCCD, must adhere to the graphic standards policies within this guide. The materials must also be submitted for review and approval by the Editorial Review Protocol (ERP) Committee before they are finalized and published.

This section will provide guidance for authorized individuals who develop and/or use graphic elements on behalf of WCCCD.
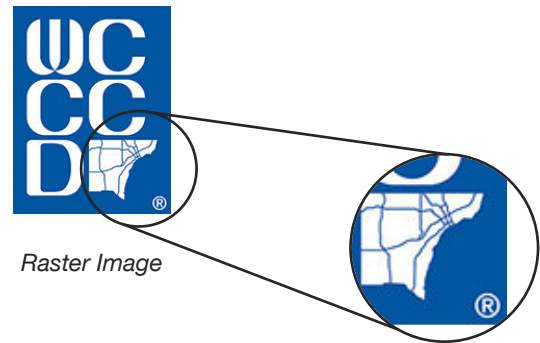
Graphic communications can include, but not limited to the following items:

PRINT (i.e., apparel, banners, booklets, brochures, business cards, catalogs, certificates, envelopes, flyers, folders, forms, invitations, letterhead, logos, maps, newsletters, newspaper and magazine ads, posters, postcards, promotional items, reports, schedules, etc.)

DIGITAL (i.e., marquee graphics, presentations, TV monitor graphics, video/broadcasting, website elements, etc.)

SIGNAGE (i.e., indoor/outdoor, flat/3D)

To request development of graphic communications, please submit a Graphic Communication Project Request Form, which is located here http://www.wcccd.edu/dept/pdf/Graphic_Comm_Request_Form_FINAL_distributed.pdf.

Project text and graphic files (logos or other images) should be submitted electronically with the form or separate email to graphiccompliance@wcccd.edu. Specifications will be required for project development, e.g., size, color or grayscale, format, etc.

All materials will require approval from appropriate Vice Chancellor and/or Campus President and the ERP Committee.

GRAPHIC COMMUNICATION STANDARDS *(CONTINUED)*

NATIVE FILES

All graphic communication projects being developed for WCCCD, <u>MUST</u> have a "DRAFT" stamp featured on the document electronically. Only authorized users with access to native files, may remove the "DRAFT" stamp upon final required approvals.

Native files should be supplied upon completion of the project or when requested, to the District Director of Visual Communications and Compliance.

Do not distribute a Word document as a final official communication. These files can be altered by anyone. Export Word document files as PDF files to distribute.

<u>NOTE</u>: Alterations should only be made to native electronic files. (If there is no way to obtain the native file, PDF files should only be manipulated by District Director of Visual Communications and Compliance). Only use scanned images as a last resort, when there are no means to access the native electronic file.

PRINTING GRAPHIC MATERIALS

<u>IN-HOUSE PRINTING</u>

When graphic communication materials such as flyers, are finalized, a PDF file will be supplied. You may print this file for distribution. Print electronic files only. Do not make copies of printed hardcopies; this diminishes the quality and alignment of the piece.

When printing flyers and other materials, be sure to select in the print settings, 'actual size' or 'no page scaling.' Only use 'shrink' or 'fit' if the artwork dimensions are larger than the paper you are printing to.

Must gain approval before submitting any artwork for print or digital production to ensure quality and correct formatting.

PRINTING GRAPHIC MATERIALS *(CONTINUED)*

OUT-SOURCED PRINTING

In order to have materials printed by an outside print house, the following steps must be followed:

1. Requester of materials must provide specifications when submitting the Graphic Communication Project Request Form

2. A specification sheet will be generated and submitted to the Purchasing Department

3. The Purchasing Department then requests and obtains quotes from vendors to print the job

4. The requestor is then supplied with the quote and vendor information. The requestor can now submit a requisition for funds

5. Upon approval, a Purchase Order (PO) will be generated for the printing of the job.

6. Purchasing Department will notify the District Director of Visual Communications and Compliance that the artwork can be sent to the specified vendor.
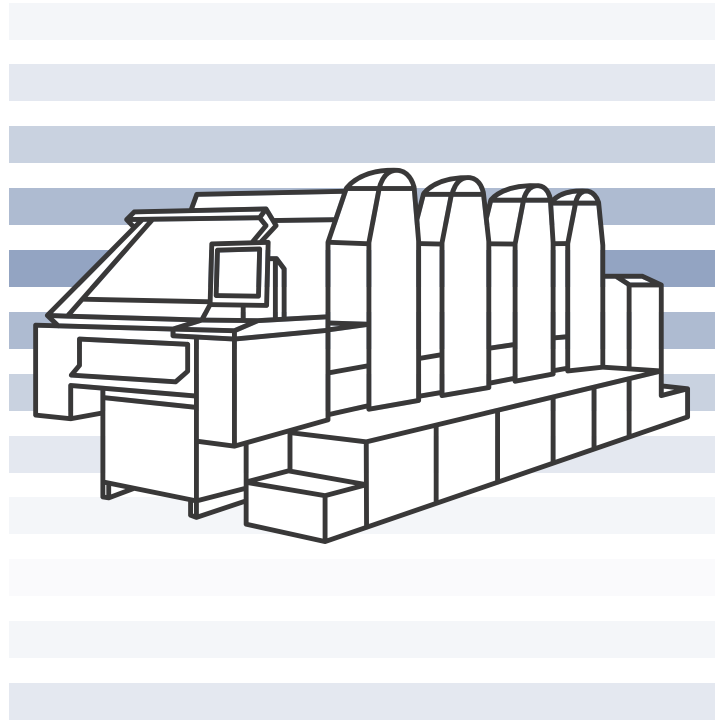
NOTE: *Artwork must not be sent to vendors without authorization from the Purchasing Department.*

When utilizing "bleeds" on projects, make sure you give and extra .25" of image on each side and include crop marks in the finalized artwork. Also keep logos, text and other important graphic elements at a .25" margin from the edge of the layout; this will prevent any pertinent text or graphics from being cut off.

Bleed area
Document edge
Margin
Safe area
Crop marks
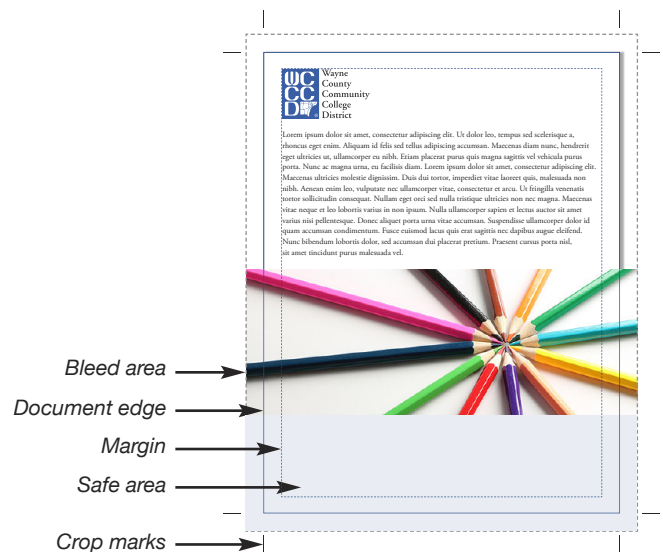
INDICIA USE

The indicia is a designation for use by the U.S. Postal Service for bulk mailings. Email mtesfam1@wcccd.edu to ensure that there are sufficient funds for the specific job before placing the indicia on printed materials.

Nonprofit
Organization
U.S. Postage
PAID
Permit *XXXX*
Detroit, MI
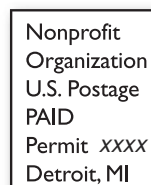
PROMOTIONAL ITEMS

Promotional items and clothing are used to promote the WCCCD brand while encouraging school pride.

Requestors of promotional items will need to provide the following information on the Graphic Communication Project Request Form so that artwork will be setup properly for each item:

- Color of item

- Number of imprint colors allowed

- Specific imprint colors

- Imprint area (maximum dimensions for artwork)

If an instance occurs where the logo does not fit in the space available, "Wayne County Community College District" must be used.

The District Director of Visual Communications and Compliance must supply artwork to the vendor or Purchasing Department, as well as approve proofs before production can start.

Requestors of promotional items will also need to submit a requisition to the Purchasing Department to be processed and reviewed for funds.

If a vendor recommends that you alter the logo to accommodate their production methods, please contact the District Director of Visual Communications and Compliance to ensure that the artwork is adjusted properly. All promotional items must use the logo in a manner consistent with this WCCCD Graphic and Publication Standards Compliance Guide.

BOOKSTORE PROMOTIONAL ITEMS AND APPAREL
A third-party generates the artwork featured on the promotional items that are available within the WCCCD Bookstores. This artwork must receive approval from the District Director of Visual Communications and Compliance before starting production and sale of items.
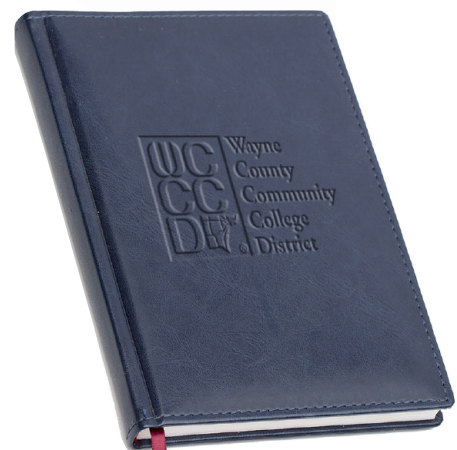
STATIONARY

BUSINESS CARDS

Business cards can be requested by submitting the [Request for Business Cards Form](#).

LETTERHEAD AND ENVELOPES

Letterhead and envelopes can be requested by submitting the Graphic Communication Project Request Form:
http://www.wcccd.edu/dept/pdf/Graphic_Comm_Request_Form_FINAL_distributed.pdf.

EMAIL SIGNATURES

WCCCD email signatures must be professional and consistent. The best guide of structure and content is to use the infumation stated on your WCCCD business card, i.e.:

> John Doe, Ph.D.
> Title
> Wayne County Community College District
> Downtown Campus
> 1001 W. Fort Street, Detroit, MI 48226
> 313-496-XXXX • fax 313-496-XXXX
> jdoe1@wcccd.edu

Avoid using images or logos within the email signatures. Images not only increase the size of emails, but some email and mobile clients block the displaying of images.

You may use the option of including the official WCCCD social media outlets:

- Twitter: twitter.com/WCCCDistrict
- Facebook: facebook.com/wcccdistrict
- EPAC Facebook: facebook.com/wcccdepac
- Instagram: instagram.com/wcccd_district

Refrain from using quotations, this may obscure the consistency of WCCCD's brand.

Avoid using colors or graphic elements as the background of your email. This can lead to a reduction in contrast and obstruct legibility. Keep the background of your email clean and white.
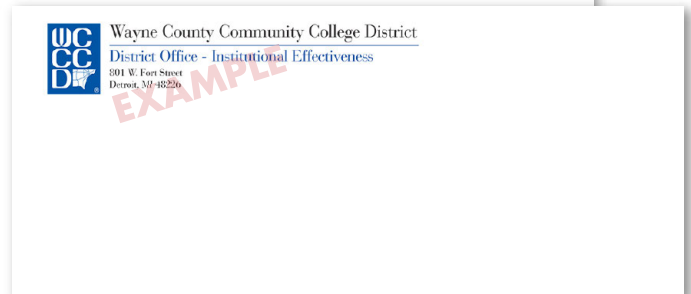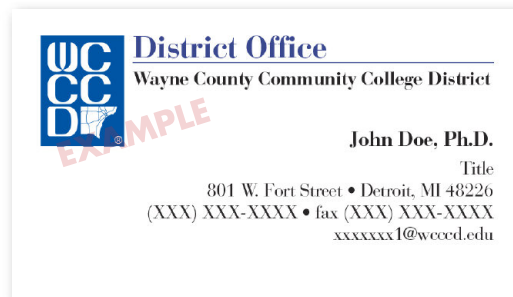
VEHICLE GRAPHICS

All WCCCD vehicles (District Police Authority, delivery vehicles, etc.) are required to have approved logos and any additional graphics. Artwork must be approved by the District Director of Visual Communications and Compliance, before being submitted for production.

PHOTOGRAPHY

REQUESTING PHOTOGRAPHY SERVICES

To request a photographer, please submit the Request A Photographer Form. Please allow for ample time to attain and schedule a photographer for program. Submitting a form does not guarantee that a photographer will be covering a program.

REQUESTING PHOTOGRAPHY FILES

To request photographic image files, a Photography Request Form must be submitted. Details will need to be provided in regards to intentions of use, formatting and size requirements.

WEBSITE

The official WCCCD website, www.wcccd.edu contains comprehensive information and online services available from anywhere in the world. It is essential to keep the information as well as the graphic elements featured within the website, consistent and of high-quality. WCCCD web pages and contents must abide by the graphic standards contained within this guide.

If you would like to request for a change to be made or post a file to the website, please submit the WCCCD Website Update Request form located here: http://www.wcccd.edu/dept/pdf/IT/WebsiteRequest.pdf

***NOTE:** "WWW" must be included in all instances when the website is listed. (www.wcccd.edu)*

VIDEO

All videos must be reviewed by the District Director of Visual Communications and Compliance before being published to the website or any of the social media outlets. This will ensure that the usage of logos and other graphic elements are presented appropriately.

SOCIAL MEDIA GUIDELINES

The following guidelines address the use of all social networking sites by the Wayne County Community College District (WCCCD). All user-generated content on WCCCD's social media profiles, channels or websites does not reflect the opinion or interest of the Wayne County Community College District or its officers and must not be inappropriate in nature. All participation and user-generated content appearing on WCCCD's social media profiles is subject to this agreement. WCCCD requests all participants on its social media profiles, channels and websites to act appropriately and respectfully with other participants in the District's online community. WCCCD requests the participants on its social media profiles to refrain from derogatory content, which includes, but is not limited to, content which is illegal, blatantly profane, violent, sexually pornographic, discriminatory, or otherwise defamatory.

Content that is spam, commercial or intended to sell, advertise, or promote goods, services, organization, or individuals may be deemed inappropriate. Content deemed inappropriate will be removed or hidden at the discretion of Wayne County Community College District authorized online administrators. Content posted on pages, channels and websites administered by WCCCD is subject to applicable copyright laws. Users may only post content of which they are the owner(s) or have written or licensed permission from the copyright owner to share the content.

The Wayne County Community College District accepts no responsibility or liability for any data, text, software, images, videos, messages, audio or other content, which is generated and posted publicly by users other than WCCCD in its official capacity. WCCCD accepts no liability or responsibility whatsoever for the content of any target third-party site linked from this page. The Wayne County Community College District reserves the right to amend or modify this agreement. All modifications are effective on the revisions date. WCCCD is not required to notify individuals who follow or "like" pages, profiles, channels or websites for changes to become effective.

There are currently three official WCCCD social media accounts: Facebook, Twitter, and Instagram. All requests must be submitted to Unbreen Amir, Assistant to the Chancellor for Administrative Communication at uamir1@wcccd.edu.

Making a request, does not guarantee that a post will be made. Requested posts to any of WCCCD's social media outlets need to be reviewed and approved by the Assistant to the Chancellor for Administrative Communication. Utilization of social media requires extra attention to safeguard WCCCD, its students, faculty, staff and community against any issues.

All social media posts including logos must comply with WCCCD's Graphic and Publication Standards Compliance Guide.

DESIGN GUIDELINES

The fundamentals to create an effective design

- Have a clear focal point. Not every element of the design can be prominent. Too many prominent elements can have an overwhelming and confusing effect on the viewer. The message can become lost.

- The viewer's eyes should travel smoothly through the layout ensuring the best comprehension and retention of information.

- A design is most effective with a balance between positive and negative (white) spaces and a strong contrast of overlapping elements. This is also true with the usage of text. Without contrast, a design has little or no impact and will be uninteresting.

- Spacial relationships between design elements are important. Allow for ample and consistent spacing between the objects. By aligning objects by either top, bottom, left, right or center, you improve the flow and clarity of the design, as well as reducing clutter.

- Avoid any sharp angles of objects intersecting. Also any small pockets of negative space within a dark area, tend to distract and pull the viewer's eye away from the important content.

- Color has a great deal of power within a design. They can give a perception of excitement or subtlety. Use combinations of colors that compliment one another. Avoid colors that clash, i.e., by overlapping a very saturated red and blue, the two colors overpower one another, resulting in a very unpleasant effect to the viewer.

- Strive for legibility. Make sure that all elements are decipherable and clear. The last thing you want is to provide designs that make the viewer struggle.

DESIGN GUIDELINES *(CONTINUED)*

RESOLUTION

When developing graphics for web use, a resolution of 72 dpi (dots per inch) is sufficient.

While developing graphics for print use, a resolution of 300 dpi is optimal. Do not use images less than 200 dpi for print materials.

Raster formatted files can be generated from the native vector files when needed.

When converting a vector image to a raster image, you can specify the resolution of the raster image, this process is called "rasterizing."
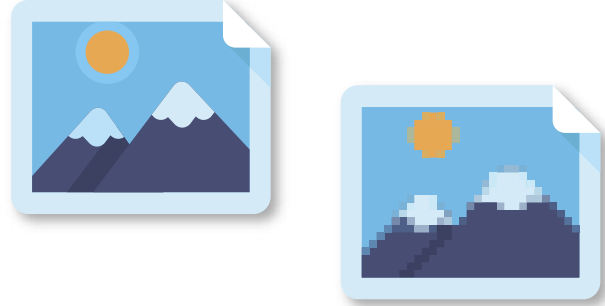
PROPER CROPPING TECHNIQUES

Use care when cropping images to make sure important areas of the image are not omitted. Be consistent and accurate when cropping portrait shots on individuals.

Off-center / Too small   Head cropped   Correct

DIVERSITY

It is very important to feature and promote diversity in all of WCCCD's layouts (unless program is focused on a specific group, i.e. high school boy program). Strive for diversity when/where applicable:

- Ethnicity
- Sex
- Age

STANDARD SIZES FOR PRINTED MATERIALS:

Flyer	(Letter, 8.5" x 11")
Poster	(11" x 17")
Trifold brochure	(11" x 8.5")
Booklet	(11" x 8.5" folded to 5.5" x 8.5" pages)
Invitation	(5.5" x 8.5")

Additional sizes and options are available. Refer to the Request for Graphic Communications form for more information.

COPY/PASTE

Copying text from a source document, and pasting that text into a differently formatted document is fine, even though some of attributes of the text styling may be lost.

Refrain from coping raster image files and pasting them into a desktop publishing application like QuarkXPress or InDesign. Image files should be saved to a local or server location, and then brought into the desktop publishing application for use. QuarkXPress uses an "Import" command, and Adobe InDesign uses a "Place" command. The designer will then browse to locate and select the desired image file. This will bring the chosen image into the layout with the highest quality possible.
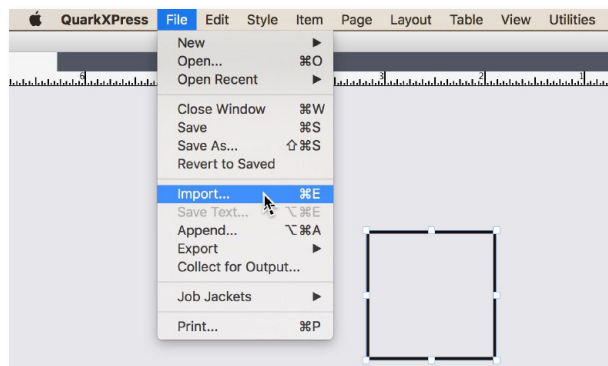
Import function in QuarkXPress 2015 (Mac)
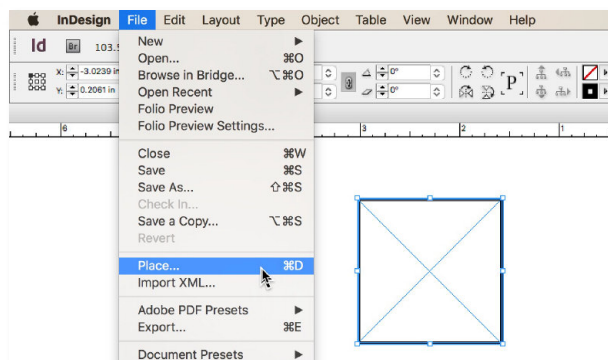
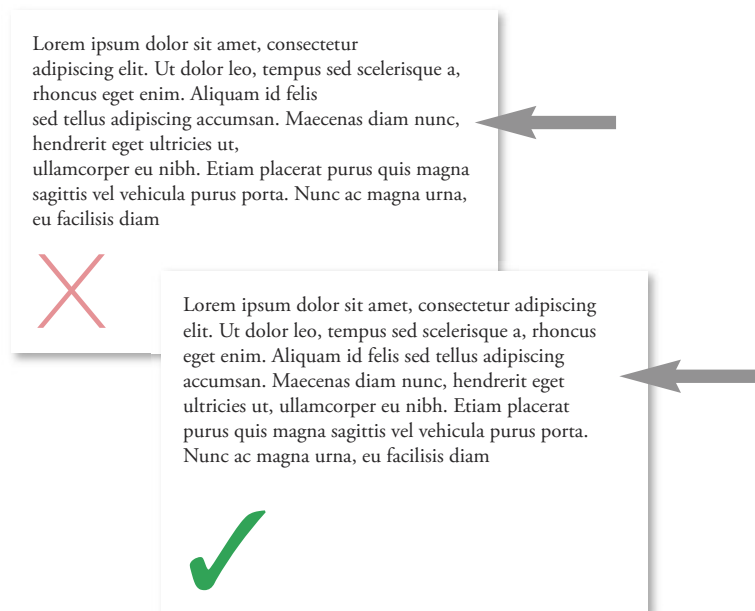*Place function in Adobe InDesign CS6 (Mac)*

TYPOGRAPHY

There are no restrictions on the typefaces (fonts) that may be used in graphic materials. However, try limiting the number of fonts used within a layout. Using an abundance of fonts may reduce the impact and the overall style of a layout, it may also distract from focal points.

Be sure to adjust the way text flows throughout the layout.

Avoid using condensed fonts or horizontally-scaled text as body copy. Even though this provided additional space, it can be hard to read.

Handle script fonts with care. They can be elegant, but at times hard to read. Make sure they are displayed at an effective scale.

Using bullets in a list: indent/tab **before** the bullet. Use 'space after' to separate items, but keep the multiple-line items together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dolor leo, tempus sed scelerisque a, rhoncus eget enim. Aliquam id felis sed tellus adipiscing accumsan. Maecenas diam nunc, hendrerit eget ultricies ut, ullamcorper eu nibh. Etiam placerat purus quis magna sagittis vel vehicula purus porta. Nunc ac magna urna, eu facilisis diam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut dolor leo, tempus sed scelerisque a, rhoncus eget enim. Aliquam id felis sed tellus adipiscing accumsan. Maecenas diam nunc, hendrerit eget ultricies ut, ullamcorper eu nibh. Etiam placerat purus quis magna sagittis vel vehicula purus porta. Nunc ac magna urna, eu facilisis diam

- Bullet 1
- Bullet 2
- Bullet 3

- Bullet 1
- Bullet 2
- Bullet 3

UNDERSTANDING GRAPHIC FORMATS

AI (ADOBE ILLUSTRATOR)
Vector graphic illustration application. A native vector file format. Does not lose definition/clarity when resizing. Capable of exporting as various types of vector and raster formatted image files.

INDD (ADOBE INDESIGN)
Native desktop publishing application. Create layouts such as posters, flyers, publications. Capable of creating digital books. Supports XML and other coding for online formats.

PSD (ADOBE PHOTOSHOP)
Photoshop is a powerful image-editing application. Animation capabilities. Edit video footage. Supports vector data.

QXP (QUARKXPRESS)
Native desktop publishing application. Create layouts such as posters, flyers, publications as well as multi-media projects.

EPS (ENCAPSULATED POSTSCRIPT)
Vector graphic format. Does not lose definition/clarity when resizing. Primarily used for print layouts.

GIF (GRAPHICS INTERCHANGE FORMAT)
Lossless compression raster image format that supports animation and transparency. Used for web graphics. Limited to 256 colors.

JPEG (JOINT PHOTOGRAPHIC EXPERTS GROUP)
Compressed bitmap raster image format. Consists of pixels and relies on resolution for clarity. Used for print and web graphics.

PDF (PORTABLE DOCUMENT FORMAT)
Files that are generated and read by Adobe Acrobat. Documents format capable of containing text, fonts, images, hyperlinks and multimedia including video and audio files. PDFs are commonly used for printing, but work on the web as well. PDF can support vector information.

PNG (PORTABLE NETWORK GRAPHIC)
Lossless compression raster image format. Supports transparency. May include up to 16 million colors.

SVG (SCALABLE VECTOR GRAPHIC)
Used as the standard for vector graphic formatting for the web.

TIF (TAG IMAGE FILE FORMAT)
Raster image format. Supports transparency. Various compression capabilities.

NOTE: The same guidelines need to be used for raster and vector images. Do not distort images by stretching. Always scale proportionately.

.JPG .EPS .AI

.QXP .GIF .PDF

.PSD .INDD .PNG

.SVG .TIF
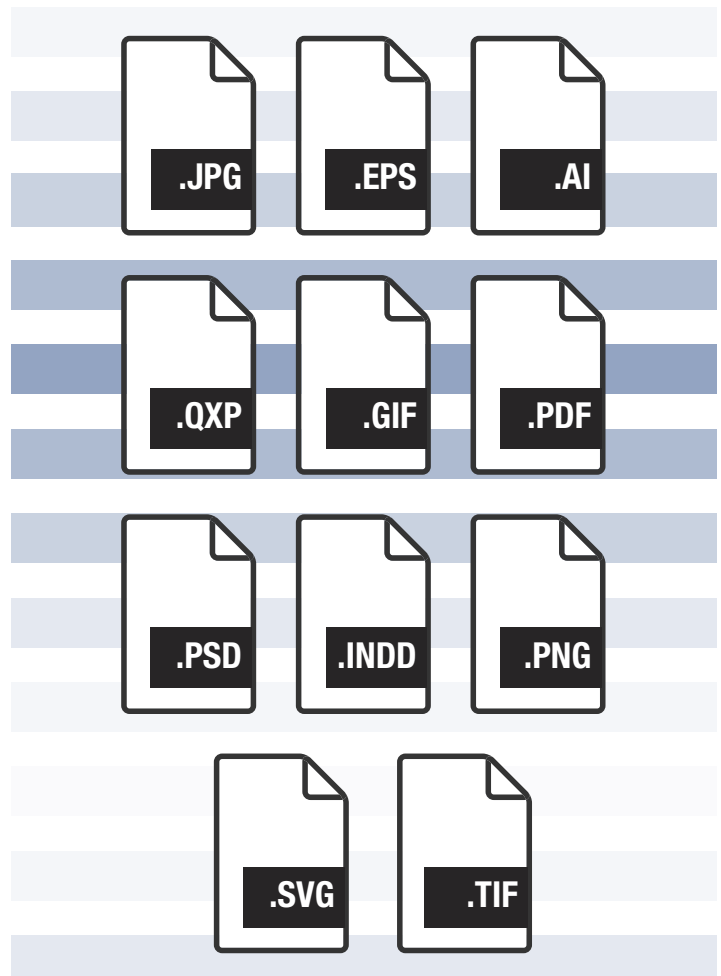
UNDERSTANDING GRAPHIC FORMATS *(CONT.)*

Use care when scaling the logo and other graphic images. Here are some techniques to ensure that the image scales proportionately in various applications.

Some newer applications automatically scale images proportionately. Always pull from a corner of an image.

QUARKXPRESS (QXP)
(Mac) ⌘(command)+drag box corner handle
(PC) Shift+drag box corner handle

ADOBE INDESIGN (INDD)
(Mac) Selection tool+Command–drag from corner
(PC) Selection tool+Ctrl–drag from corner

ADOBE ILLUSTRATOR
(Mac) Selection or Free Transform tool+shift-drag
(PC) Selection or Free Transform tool+shift-drag

ADOBE PHOTOSHOP
(Mac) Move Tool+shift-drag from corner
(PC) Move Tool+shift-drag from corner

MICROSOFT WORD
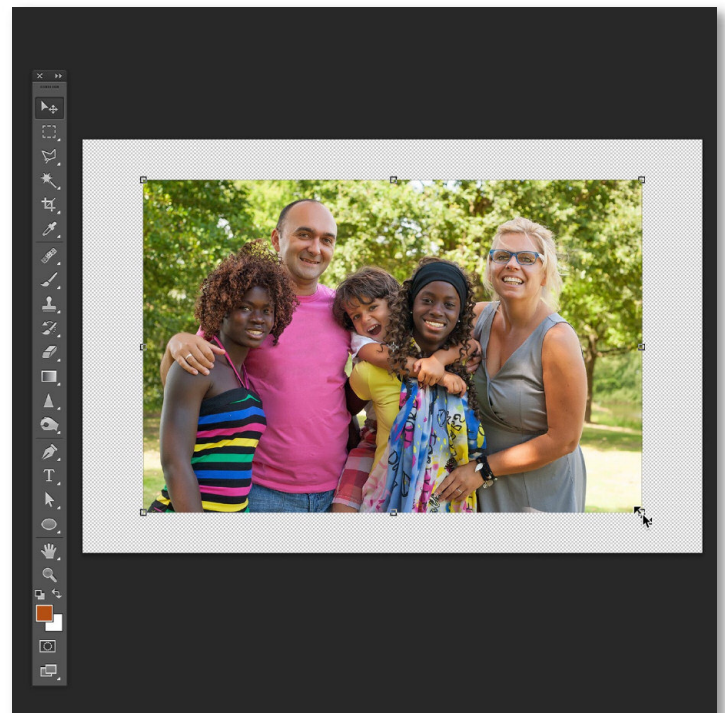(Mac) Shift-drag from corner
(PC) Shift-drag from corner

MICROSOFT POWERPOINT
(Mac) Shift-drag from corner
(PC) Shift-drag from corner

QuarkXPress 2015 (Mac)

Adobe Photoshop CS6 (Mac)

Acronyms: Use only after full title has been stated in first reference. The full name of the institution, "Wayne County Community College District," should be the first reference of the college used. For successive references, "WCCCD," may be used. First Wayne County Community College District (WCCCD) then WCCCD may be used. ***DO NOT USE "WC3D"***.

Ampersands (&), do not use unless as part of a title of an event, as stylized text.

Capitalization: <u>Do not capitalize</u> the following words within initial capitalization text: and, for, is, on, the, to, with, (Where Learning Leads to A Better Life!)

Degree/Certifications
Associate of Arts (AA)
Associate of Science (AS)
Associate of Applied Science (AAS)
Certificate
Short-Term Certificate

Banner (Enterprise System)

Cybersecurity Program

District-Wide Conference Day

Faculty Convocation
(formerly Faculty Organization Day)

full-time / part-time

Honors
Phi Theta Kappa (PTK) – international honor society of two-year colleges
Beta Beta Beta (TriBeta) – national biological honor society

Internet (capitalized)

Learning Resource Center (LRC)

present: two or more entities present
presents: an individual entity presents

Smarthinking (all one word and a single "t")

Student ID Number or Student "A Number" or "A#"

website

web page

When listing the homepage of WCCCD, "www" must be used. Some Internet browsers will not connect to the URL without using "www."
Incorrect: wcccd.edu
Correct: www.wcccd.edu

WCCCD Tagline:
"Where Learning Leads to A Better Life!"

WCCCD Slogan:
"One Vision, One District, One College"

Web-Gate (not webgate nor WebGate)

DISTRICT INFORMATION

Wayne County Community College District consists of five campuses and the Mary Ellen Stempfle University Center.

NOTE: *Campuses should always be listed alphabetically, then the Mary Ellen Stempfle University Center.*

DOWNRIVER CAMPUS

21000 Northline Road, Taylor, MI 48180
734-946-3500

- Brown and Juanita C. Ford Art Gallery
- Ray Mix Room
- John Dingell LRC Library

HEINZ C. PRECHTER EDUCATIONAL AND PERFORMING ARTS CENTER (EPAC)

Box Office: 734-374-3200
http://www.wcccd.edu/about/performingArtsCenter.htm

MICHIGAN INSTITUTE FOR PUBLIC SAFETY EDUCATION (MIPSE)

http://www.wcccd.edu/WCCCDcampus/MIPSE/Mipse.php

DOWNTOWN CAMPUS

1001 W. Fort Street, Detroit, MI 48226
313-496-2758

- Frank Hayden Community Room (236)
- Language Institute
- Cyber Suite
- Arthur Cartwright LRC Library
- Atrium
- Courtyard

EASTERN CAMPUS

5901 Conner Street, Detroit, MI 48213
313-922-3311

- Constance Carter Cooper Community Room
- Joseph F. Young LRC Library
- Regional Training Center (RTC)

NORTHWEST CAMPUS

8200 W. Outer Drive, Detroit, MI 48219
313-943-4000

- Academic Administration Building (AAB)
- Denise Wellons-Glover Welcome Center (WC)
  - Student Lounge
  - John Conyers Jr. LRC Library
- General Arts Building (GAB)
- Health Science Center (HSC)
- Larry K. Lewis Education Center (LEC)
  - Community Room
  - Lecture hall
- Laboratory Sciences Building (LSB)

TED SCOTT CAMPUS

9555 Haggerty Road, Belleville, MI 48111
734-699-7008

- Mary Ellen Stempfle University Center - West
- Ted Scott Community Room
- Ted Scott Environmental Terrace
- William D. Ford LRC Library

MARY ELLEN STEMPFLE UNIVERSITY CENTER

19305 Vernier Road, Harper Woods, MI 48225
313-962-7150

MARY ELLEN STEMPFLE UNIVERSITY CENTER - CENTER FOR LEARNING TECHNOLOGY

19191 Vernier Road, Harper Woods, MI 48225
313-962-7155

MARY ELLEN STEMPFLE UNIVERSITY CENTER - WEST

Located in the Ted Scott Campus
9555 Haggerty Road, Belleville, MI 48111
734-699-7008

DISTRICT OFFICE BUILDING
DO NOT USE "CENTRAL ADMINISTRATION BUILDING"

801 W. Fort Street, Detroit MI 48226
313-496-2600

- Dr. Charles E. Morton Board of Trustees Conference Room

WCCCD BOARD OF TRUSTEES

Mary Ellen Stempfle, Chairperson, District 1
Vernon C. Allen, Jr., Vice-Chairperson, District 3
Denise Wellons-Glover, Secretary, District 5
Sharon P. Scott, Treasurer, District 9
David A. Roehrig, Member, District 2
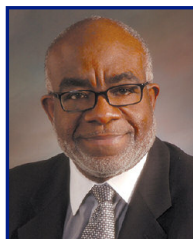Scott T. Holiday, Member, District 4
Marla J. Edwards-Wheeler, Member, District 6
Dr. Patrick M. Kelley, Member, District 7
Charles Paddock, Member, District 8

Dr. Curtis L. Ivery, Chancellor

*Programs and publications should include
a listing of the Board of Trustees and Dr. Ivery*

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