TABLE OF CONTENTS TO THE FOOTHILL COLLEGE PUBLICATION STANDARDS MANUAL

MESSAGE FROM THE PRESIDENT

Foothill College is a California community college with a national reputation for excellence and a tradition of innovation and success. The college serves about 19,000 students each quarter and performs a critical role in the success of the Silicon Valley. Our diverse community of faculty, staff and students have a wealth of information to share with both internal and external audiences, and communicates its messages through both traditional and electronic media.

So that our public can easily identify official college communications, we have established basic graphic and editorial standards regarding the use of college logos, slogans, seals, and the production of information and publicity materials. These standards are not designed to thwart creativity. Rather, they are intended to ensure that official college materials, whether print, multimedia, email or Web based, are presented in a consistent form and communicate an image of Foothill College as the institution of high quality and innovation that it is.

Please refer to this guide and consult the Marketing & Communications Office before undertaking any official communications efforts on behalf of college programs, events and services.

Thank you.

Bernadine Chuck Fong, Ph.D.
President
Foothill College

THE IMPORTANCE OF STANDARDS

Because first impressions are important, Foothill College and its programs are judged, in part, by the graphic and editorial quality of their communications materials. The guidelines set forth here allow the production of professional-looking print and electronic publications that appropriately reflect a brand and identity while communicating a distinct message for each program.

Foothill College benefits by having a consistent writing style and identifiable look in its publications. Through the consistent use of school and program names, colors, emblems and logos, the college establishes and reinforces its identity to the community at large—internal as well as external. The non-verbal message is that Foothill is a thoughtful, cohesive institution that cares about quality at all levels.

This document explains how to refer to the college in writing and graphics by establishing some basic guidelines. The information provided here covers brochures, newsletters, pamphlets, news releases, Web pages, and other publications that represent Foothill College. It is intended for all those on campus who produce publications for external and internal audiences, and care about effective communication and the integrity of Foothill College.

WORKING WITH MARKETING & COMMUNICATIONS

The Foothill College Marketing & Communications Office develops and implements communication and marketing strategies to enhance public awareness of the college's innovation and distinction, and to promote participation in college programs, services and activities. These goals are achieved by:

- Creating a recognizable Foothill College brand and identity through the consistent use of established design, image and content guidelines;

- Increasing the enrollment in college programs and classes through creative and strategic marketing and public relations campaigns;

- Working collaboratively with our clients to produce the most appropriate vehicles for communicating their messages;

- Producing high-quality, cost-effective publications, particularly for external audiences; and

- Producing a college Web site that is informative, user-friendly, innovative and accessible to internal and external audiences.

The Marketing & Communications Office also provides editorial, design, print production and Web services for college departments and programs in need of marketing materials. These services range from consultation and advice to complete project management. They include:

- writing, editing and proofreading
- media and public relations
- print and electronic media advertising
- marketing strategies and execution
- electronic/Web communications
- graphic design and production for Web and print
- print management

FOOTHILL COLLEGE MARKETING & COMMUNICATIONS OFFICE   **FAX (650) 941-4641**

Location: Room 6104.
Hours: Monday – Friday, 7 a.m. to 5:30 p.m.

Marketing & Comunications Team

| Name	Title	Phone	Email
Kurt Hueg	Director	(650) 949-7645	HuegKurt@foothill.edu
Lee Collings	Web Coordinator	(650) 949-7647	CollingsLee@foothill.edu
Pam Parker	Graphic Design Technician	(650) 949-7381	ParkerPamela@foothill.edu
Chris Rappa	Marketing Coordinator	(650) 949-7362	RappaChris@foothill.edu
Shelley Schreiber	Web & Print Design Coordinator	(650) 949-7395	SchreiberShelley@foothill.edu
Lori Thomas	Media Relations & Publications Coordinator	(650) 949-7258	ThomasLori@foothill.edu
Peter Wall	Graphic Design Technician	(650) 949-7022	WallPeter@foothill.edu

WORKING WITH MARKETING & COMMUNICATIONS

PLANNING

Producing print and electronic communications materials requires advanced planning to establish a process between the client and our office in which expectations are discussed and agreed upon and where a workable timeline can be established and maintained.

A good process results in a favorable outcome for all concerned and takes into account the many tasks involved in the design and production of publications. Some of these tasks include:

- Determining the audience and the message; the best publication vehicle for reaching that audience; how the publication will be distributed; and when it is needed;

- Developing a good concept— written and visual;

- Writing and editing effective, clear and concise copy;

- Deciding on the number and content of photographs and/or illustrations and how to legally obtain them;

- Creating a realistic working budget—e.g. obtaining quotes and selecting necessary vendors such as a printer and mailhouse (if necessary);

- Making design and production decisions that take into account the time and costs involved;and

- Understanding the three interrelated factors of any publication production process—all things being equal, **quality** is a function of **time** and **money.**
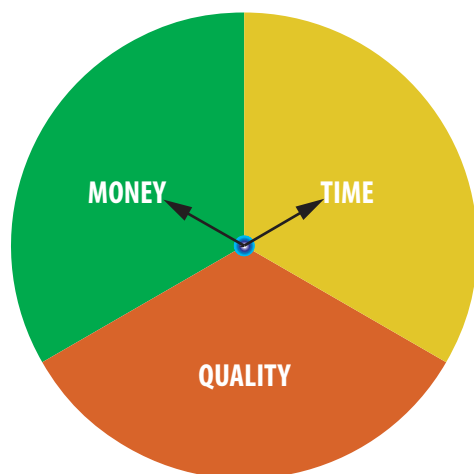
FOUR EASY STEPS TO GET STARTED

To begin the process of producing a print publication, Web page or any other communication piece with college funds, please complete the following four steps:

1. Download a *Request for Publication & Design Services* form from **www.foothill.edu/staff/forms.html** and print it out. Fill it out, making sure to include specific information regarding the due date, quantity, budget, budget code and services.*

2. Each form **must be signed** by the responsible division budgeteer before work will begin.

3. Call **ext. 7362** to schedule a an appointment to discuss the project. Bring the completed, signed job request form to this meeting.*

4. Submit your editorial text in Microsoft Word via email or on a CD to **ThomasLori@foothill.edu**, accompanied by a printed hard copy.

* If you are unable to determine any of these items, don't worry. Just have it signed by a division budgeteer and bring it to the appointment with Marketing & Communications.

WORKING WITH MARKETING & COMMUNICATIONS

GETTING YOUR PUBLICATION ON TIME

Quality publications require planning and a commitment to honor publication timelines and procedures. The following guidelines will help you get the best publication that best meets your needs at the time that best suits your deadline:

1. **Anticipate** your program publication needs at least 6–8 weeks in advance—more if possible. The Marketing & Communications Team is responsible for multiple publications and projects at any given time. Each project is assigned a priority.* Material that is time-sensitive, like the *Schedule of Classes* or the *Course Catalog*, must take priority over other projects.

2. **Complete** the *Request for Design Services* form (**http://www.foothill.edu/staff/forms.html**) and have the appropriate budgeteer sign the form and provide a budget code.** It is critical that you provide the final size and configuration of your publication, quantity to print, deadline date. If you don't know this information, we will discuss options during the initial consultation.

3. **Schedule** a consultation with us as soon as you know your publication needs. Bring the *Request for Design Services* form filled out as completely as possible. We can help you plan your project, provide budget estimates and discuss deadlines.

4. **ASAP is not a deadline**—give us a deadline **date.** Even if you know that your deadline is flexible, it is in your best interest to provide a date. When planning deadlines, consider the full scope of your project. For example, if your project is to be mailed out, you must factor in time to affix labels and deliver to the post office as well as time the piece will require to get from the post office to the mailbox; or, if you do not have print-quality photographs and need a photographer, you will need to add at sufficient time for this task to be accomplished.

5. **Request a printed timeline** for your project—and make sure it is followed. It is easy to let timelines slip. If your deadline date is flexible, this may not be a problem. But if you have a specific event for which you require the publication, you must ensure that the timeline is being honored.

6. **Give us final text only.** Be certain that your content is accurate and has been edited and spell-checked before we receive it. Changes that must be made to your text after it is submitted may delay your preferred delivery date.

7. **Communicate—be your own project coordinator**. All our clients' projects are important and we do our best to design, prioritize and track them so that they meet deadlines. To meet your target delivery date, we need your help. It is your responsibility to meet established deadlines and respond to requests for information and/or materials. For example:

   - Provide complete and accurate text at the beginning of the design process;

   - Provide good quality photographs—300 dpi tif files or sharp continuous tone prints; good quality illustrative material for scanning;

   - Include all colleagues who have approval input to the project and show them project proofs early enough to get their input; and

   - Request necessary changes in a timely manner.

8. **Our most successful publications happen when the client stays involved and motivated.**

*For a list of Marketing & Communications publication priorities, see page 12.

**Please note that we cannot begin a job without a signed request form and a budget code.

WORKING WITH MARKETING & COMMUNICATIONS

TIPS FOR PREPARING TEXT FOR DESIGN PROJECTS

Because we use a page layout program to design your publications, the following procedures will help you provide text that requires less "touching" and minimizes the chance for errors on your project and delays to your target delivery date.

FOR ALL TEXT PLEASE

- **Compose your final text** in Microsoft Word and submit it on a CD or email it to **ThomasLori@foothill.edu**.

- **Keyboard** your text in 12 pt Helvetica. **Do not format or apply font styles** to any text (bold, italic, underline, all caps.). Enter text in "title case" (initial caps for headline or title) or "sentence case" (first word of the sentence, proper nouns are capitalized).

- **Enter only one space** on the space bar after any punctuation (periods, commas, colons, semi-colons, question marks, exclamation points). If you enter two spaces before a new sentence, we must manually strip it out, which takes up time.

- **Specify and organize content** when keyboarding your text. Use an ALL CAP TAG to indicate what kind of text is being entered (e.g. headline, body copy, caption). Enter one paragraph return between this descriptive header and the copy.

  e.g. HEADLINE:
  Our Mission Statement

  MAIN COPY:
  Foothill College provides educational opportunity for all who can benefit from instruction and support services.

  CAPTION:
  Mr. Jones is on the phone.

- **Please do not try to format your text** in your word processing software to "look like" a brochure or other publication design. Follow these procedures instead:

  — Let text "wrap around," with no soft returns, until the end of your line or paragraph;

  — Use **no more than two** paragraph returns at the end of a line or paragraph—even if you anticipate a greater space division between lines, paragraphs or sections;

  — Do not tab multiple times between text items, hit the space bar more than once, or reduce your margin sizes to achieve a certain "look." If items are tabbed, use only **one tab** between items and use the "set tab" function of Microsoft Word;

  — Do not create tables or columns in your word processing text. Make a simple list of your items with identifying headers to specify rows and columns. When tabbing items, use only **one tab** between them and use the "set tab" function of Microsoft Word. If necessary provide, a sketch of specially-formatted areas such as tables and lists;

  — To indicate the desired style and formatting for your publication, mark up a hard copy printout with red ink. (*e.g.* add a squiggly line under words you want boldface or underline words you want to italicize; make a sketch of your table; write "end of one section, beginning of another," "put additional space between");

  — Provide marked-up hard copy of your text along with your electronic file. Remember, red ink is easier to see.

- See the page 12 for a chart of proofreader marks you can use to specify your text format preferences.

*Acronymns and all-capped abbreviations excepted. (e.g. NASA/Ames, U.S. dollars)

WORKING WITH MARKETING & COMMUNICATIONS

PHOTOS AND DIGITAL IMAGES

■ **Be aware of copyright laws** that govern the use photographic, illustrative and graphic images. Generally speaking, we may only publish images that the college owns; that the college has purchased rights to use; that the artist has us given permission to use; or that are in the public domain. We may not copy images from books, newspapers, magazines, or other publications, or download protected images from the Web. Go to **http://www.copyright.gov** for more detailed information about copyright restrictions.

■ **If you are going to provide electronic images** for your project, please consult with the Design Services staff about how to submit them. Different publication forms require different image specifications. We can tell you what scanning resolution, how many dots-per-inch, what graphic file format (e.g. tif, jpg, gif) will be required to publish your images. Here are some guidelines:

> Greyscale and color images should be scanned to the final size at which they will be used (or larger, if possible) at a resolution of at least 300 dpi if they are going to be offset printed; no more than 72 dpi if they are going on the Web site or printing to a laser printer. Gif and jpg images intended for Web use are not viable as print images.

> Handwritten signatures should be scanned as bitmap files at a resolution of at least 1200 dpi.

> Save scanned color images as RGB tifs—even if they are destined to be CMYK as final documents.

> Do not re-save jpg files in jpg format. Jpg is a compressed format that loses data as a means of compressing (a lossy format). Resaving a jpg as a jpg may degrade the image.

LIST OF PRIORITY PUBLICATIONS

1. College- and District-wide Marketing:

—*Accreditation Report*
—Ads
—*Annual Catalog*
—*Annual Report*
—District Special Projects
—eNotes
—*Schedule of Classes*
—*Financial Aid Guide* & Related Materials
—Foundation Projects
—*The Heights* Newsletter
—Heritage Month Campaigns
—Joint College Marketing Projects
—President's Report to the Board of Trustees
—President's Special Projects
—Registration Advertising & Promotion

2. Division-Wide Off-Campus Marketing

—Brochure and Collateral Marketing Materials
—Program Advertising, Calendar Listing, PSA
—Selected Major Programs (e.g. Krause Center for Innovation (KCI), NASA/Ames Internship Program, Athletic Events Materials)
—Special Projects

3. Individual Program Off-Campus Marketing

—Brochure and Collateral Marketing Materials
—Program Advertising, Calendar Listing, PSA
—Special Projects

PROOFREADING YOUR COPY

The following proofreader marks can be used to indicate your preferences for formatting text in your publication. Please use red ink when specifying these preferences.

PROOFREADER MARKS

∧	insert copy or word here	⌄	insert comma or other punctuation
‖	align type	#	insert more space
ᴡᴡ	bold	—	italic
ᴡᴡ	bold italic	l.c.	lowercase
≡	capitalize	⌇	move
⊐⊏	center this copy	⎣	move this to the left
⌒	close up space	⎦	move this to the right
⌒	combine into same paragraph	¶	paragraph
⌀	delete	⊗	period
⅟m	em dash	⌒	close up space
⅟n	en dash	(SP)	spell out
stet	ignore correction, leave as is	tr	transpose letters
(A)	insert attached copy here, labeled	W	widow at end of paragraph

Graphic Standards for College Logos

GOAL OF STANDARDS

The purpose of adhering to college design standards is to strive for visual consistency, not to limit creative expression. A clear graphic identity for Foothill College does several things:

- helps readers to quickly identify Foothill College publications and documents;

- prevents dilution of the college image stemming from dissimilar uses of the logos from publication to publication; and

- sends a message of the college's integrity its and committment to quality.

OFFICIAL COLLEGE LOGO IDENTITY SYSTEMS

The uniformly applied visual identity program for Foothill College is essential. Used consistently, the official logos establish immediate recognition for the college and its programs; express our personality; and set us apart from our competition. It builds credibility for the college and reflects our spirit and values of integrity and quality.

DEFINITION OF A LOGO

A logo generally consists of two basic elements—a graphic mark and the name of the organization in a specific typeface (logotype)—used in a carefully designed relationship.

The mark is a visual element created to communicate a particular idea or visual cue about the institution for which it is created.

The logotype is the actual name of the institution spelled out in a specific typeface, along with any branding statement or other ancillary wording.

The mark and the logotype, when used consistently together establish a visual identity for the institution on all marketing and publication material.

WHEN TO USE THE COLLEGE LOGOS

Appropriate college logos should appear on all traditional and multimedia/Web publications distributed off campus; on official college documents (internal and external); on official academic certificates; on official business system applications (stationery, business cards, mailing labels, etc.); and on promotional or marketing materials.

GRAPHIC STANDARDS FOR COLLEGE LOGOS

GENERAL GUIDELINES FOR USE OF ALL COLLEGE LOGOS

1. Use logos as designed, without omissions, additions or modifications.

    a. The typeface and its configuration of the logotype and ancillary lines of type may not be changed in any way.

    b. Marks must be reproduced from authorized original electronic art and may not be redrawn, re-proportioned or modified in any way.

    c. Placement of ancillary lines such as address lines and branding statements should adhere to usage guidelines described in this manual.

2. A logo is a primary page design element in terms of its size, position and appearance. It should not be treated as a last-minute addition to a page layout.

    a. Position a logo at the top of a page, centered or flush left, (e.g. as designed, for stationery); or as a signature element at the bottom of a page.

    b. The logo size must be large enough to ensure that the elements of the mark are distinguishable and sharp and that the logotype is clearly legible.

    c. Allow adequate space around a logo for it to be clearly and comfortably visible, and separate from other elements on a page.

    d. Do not screen logos back; use them as water-marks; or as part of an illustration.

    e. Do not place or reverse out logos on a non-solid or mixed-color background that compromises legibility or clarity.

3. Each college logo has an official color designation, which should be used whenever possible.

4. A logo may be reproduced in a single color, when appropriate. Examples include:

    a. Embossed or foil-stamped

    b. Black only

    c. White reversed out of a dark, solid background

    d. Any single color
    (e.g. the color used in a one-color brochure or the second color of a black plus second color brochure—provided that it is legible. In all cases, the mark and logotype must be the same single color when reproduced in only one color.)

If you have any questions regarding the use or placement of college marks and logotypes, please consult with the Marketing & Communication Office .

DESCRIPTIONS OF OFFICIAL COLLEGE LOGOS

THE PRIMARY LOGO

T he primary college logo has been used since 1988. The visual equity that this continued use has established is a valuable asset that helps to distinguish Foothill College from other institutions.

The mark, depicting a tree and distinctive building atop a ruled line, is paired with the words "Foothill College." The mark represents Foothill's beautiful parklike campus setting and its prize-winning architecture. The words "Foothill College" appear in a classic typeface to convey a sense of tradition and quality.

Conditions of Use:

1. The logo is used on official Foothill College stationery, business cards, envelopes and other business system documents (labels, forms, notepads, etc.); and as a signature line to marketing materials (brochures, flyers, promotional items, print ads, banners).

2. The logo has a variety of ancillary type lines, with which it may be combined to give an optimal flexibility of usage. These lines include:

    a. Mail address
    b. Web address
    c. Branding statement
    d. Campus designation
    e. Division/office name
    f. Program name

3. All general conditions of use apply.

Specifications

Official Typefaces:	Times Bold Helvetica Narrow Bold Zapf Dingbats
Stationery System Colors:	PMS 327: Logo & Rules PMS 411: Type (letterhead, business cards, envelopes, labels, forms, notepads, etc.)
Other Color Use:	Single solid color Black White (reversed) Embossed Foil-stamped
Acceptable Configurations:	See below & next pages.

17

5.5

3

FOOTHILL COLLEGE

1

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3

FOOTHILL COLLEGE

1

www.foothill.edu   **Upgrade. Advance.**

1
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FOOTHILL COLLEGE

1

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2

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1
1
1

Above line is for Division Address Line or Web Address

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PMS 327 CVU

PMS 411 CVU

PMS 327 CVU   PMS 411 CVU

4 | **1** | FOOTHILL COLLEGE | **3**

5 | **1** | FOOTHILL COLLEGE | **3** | **1** **1**

www.foothill.edu | Upgrade. Advance. | **1** **1**

7 | **1** | FOOTHILL COLLEGE

12345 El Monte Road ▪ Los Altos Hills, CA ▪ 94022-4599 | **5**

www.foothill.edu | Upgrade. Advance. | **1** **1** **1**

PMS 327 CVU

FOOTHILL COLLEGE

12345 El Monte Road ▪ Los Altos Hills, CA ▪ 94022-4599

Division Name | Upgrade. Advance.

PMS 411 CVU

PMS 327 CVU | PMS 411 CVU

Phone: (650) 949-xxxx
FAX: (650) xxx-xxxx
www.foothill.edu

Descriptions of Official College Logos

In addition to the primary college logo, Foothill College has developed logos to be used by specific college offices or programs by themselves or in conjunction with the primary mark and logotype. They are:

THE OFFICIAL COLLEGE SEAL

First used on the 1960 commencement ceremony program cover; on ground-breaking ceremony documents, June 20, 1960; and the 1960 annual report cover.

The seal consists of the words FOOTHILL COLLEGE in a circle around a concentric circle depicting a schematic representation of the Los Altos foothills. The slogan "Educational Opportunity for All" appears under this graphic. The circles rest atop the front profile of a book inscribed with the date of the college's founding, 1957.

The seal is the official imprimatur for college documents such as diplomas, certificates and transcripts, and official documents originating from the President's Office, including the president's stationery and business system, the President's Report to the Foothill-De Anza CCD Board of Trustees, and the president's official emails to the Foothill campus community.

Conditions of Use:

1. The seal may be used only with permission from the President's Office.

2. All other general conditions of use apply.

Specifications

Typefaces:	Lubalin Graph Bold
	Helvetica Black
	Palatino
Official Color:	PMS 186: Logo
	(CMYK: 0-100-81-4)
	PMS 411: Ancillary type
	(CMYK: 0-20-20-48)
Other Color Use:	Single solid color
	Black
	White (reversed)
	Embossed
	Foil-stamped
Acceptable Configurations:	See below.

PMS 186 C
CMYK: 0-100-81-4
Web: cc0033

DESCRIPTIONS OF OFFICIAL COLLEGE LOGOS

THE WEB SITE LOGO (ELECTRONIC LOGO)

The Web logo consists of the words "Foothill College" in black type on the top line. The branding statement "Upgrade. Advance." is in red type and is centered on the second line.

Conditions of Use:

1. The logo is specifically reserved for use on the official Foothill College Web and other electronic applications such as email. It is not for use on traditional print publications or as a substitute for the official primary college logo

2. All other general conditions of use apply.

Specifications

Typeface:	Myriad MM Regular 400 RG 300 CN Myriad MM Regular 700 BD 300 CN
Colors:	Web colors: FF0000 (red) 000000 (black)
Acceptable Configurations:	See below

eNOTES LOGO (ELECTRONIC LOGO)

The eNotes logo consists of the two justified lines of stacked type—"Foothill College" on top, "eNotes" on the bottom.

Conditions of Use:

1. The logo is specifically reserved for use on the official Foothill email subscription message and on the Foothill Web pages. It is not for use on traditional print publications or as a substitute for the official primary college logo

2. All other general conditions of use apply.

Specifications

Typeface:	Myriad MM Regular 400 RG 300 CN Myriad MM Regular 700 BD 300 CN
Colors:	Web colors: FF0000 (red) 000000 (black)
Acceptable Configurations:	See below
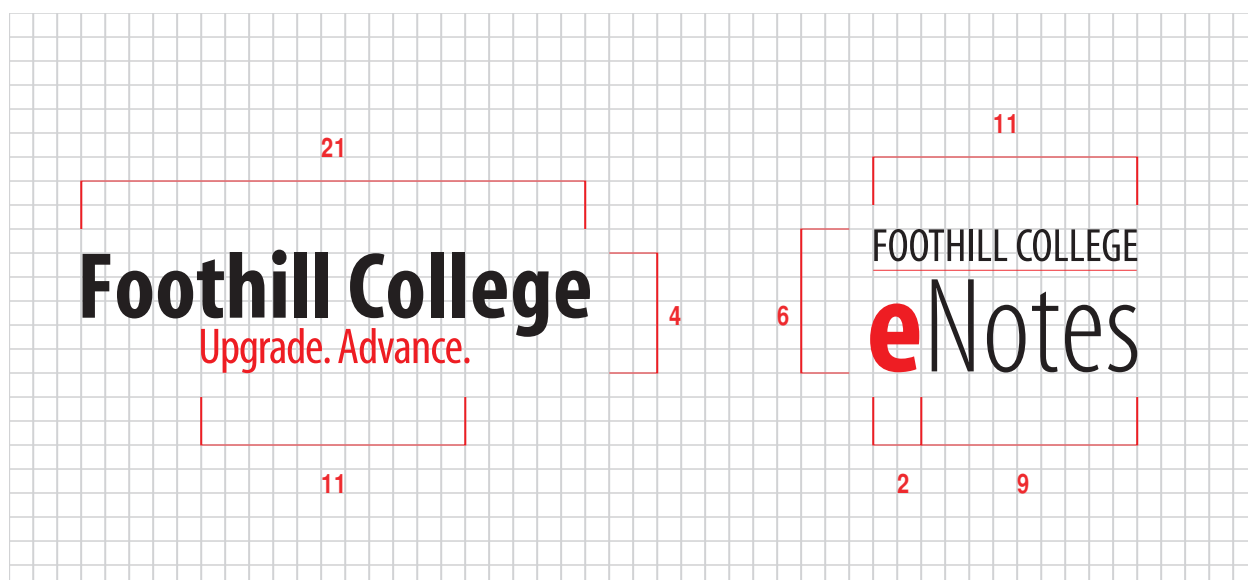
Descriptions of Official College Logos

THE ATHLETIC DIVISION OWL LOGO

Designed in 1997, is a promotional logo for the Athletic Division's programs and teams. The mark consists of a stylized great horned owl with outspread wings and extended talons against a circular background.

Conditions of Use

1. The mark, combined with the words "Foothill College Athletics," is used on the Athletic Division stationery.

2. The mark, combined with the words "Foothill College Owls," is used on promotional publications such as scorecards, game programs, tickets, etc.

3. Check with the Marketing & Communications Office for appropriateness of use.

4. All other general conditions of use apply.

Specifications

Typeface: Franklin Gothic Extra Condensed
Times Bold
Helvetica Narrow Bold
Zapf Dingbats
Custom Font

Specifications

Colors: CMYK: 0-100-100-0
PMS 185

CMYK: 0-75-100-0
PMS 124
plus

Black: Type

Other Color Use: Single solid color
Black
White (reversed)
Embossed
Foil-stamped

Acceptable Configurations: See below.

Single color with type

Single color, no type

2-color with type

3-color with type

FOOTHILL COLLEGE
ATHLETICS

3
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1
1

12345 El Monte Road ■ Los Altos Hills ■ CA 94022-4599 ■ (650) 949-7222

www.foothill.edu/ath/   **Upgrade. Advance.**

PMS 186 CVU   **PMS 124 CVU**
C M Y K   **C M Y K**
0-100-100-0   **0-25-100-0**

FOOTHILL COLLEGE
ATHLETICS

12345 El Monte Road ■ Los Altos Hills ■ CA 94022
www.foothill.edu/ath/   **Upgrade. Advance.**

Name
Title
Physical Education

650-949-77xx, 650-949-7xxx (fax)
email@foothill.edu

Foothill-De Anza Community College District

STATIONERY & BUSINESS CARD CONFIGURATION

DESCRIPTIONS OF OFFICIAL COLLEGE LOGOS

THE CELEBRITY FORUM LOGO

I n 1968, Dick Henning created The Celebrity Forum Speakers Series on the Foothill College campus in Los Altos Hills. The venue was changed to Flint Center in Cupertino to accommodate the audience size of the popular series. In 1998, Celebrity Forum II was established. Celebrity Forum III was established in 2004.

The basic Celebrity Forum logo was developed in 1998 to create a unique visual identity for the programs. The logo consists of a star entwined with a script "C", forming the capital letter for the words "Celebrity Forum I," "Celebrity Forum II," or "Celebrity Forum III."

Conditions of Use

1. The logo is used on print, Web and other multimedia promotional material for the Celebrity Forum.

2. All other general conditions of use apply.

Specifications

Typeface:	Boulevard
	Lubalin Graph
	Helvetica Narrow
Colors:	4-color process gradations:
	Logo and type
Other Color Use:	Single solid color
	Black
	White (reversed)
	Embossed
	Foil-stamped
Acceptable Configurations:	See below and next page.

4-color process graded

CELEBRITY FORUM BROCHURE PANEL CONFIGURATIONS

DESCRIPTIONS OF OFFICIAL COLLEGE LOGOS

THE KRAUSE CENTER FOR INNOVATION LOGO

The Krause Center for Innovation was established in 2002 to provide training for K–14 teachers and serve as a resource for Foothill College students. The KCI logo was developed to demonstrate the center's unique purpose at Foothill College. The mark consists of the letterforms "kci" under a dome element, reflecting the domed architecture of the center. The words "Krause Center for Innovation" and "Foothill College" form two lines of type, separated by a rule.

Conditions of Use

1. The mark always appears with the two-line logotype.

2. The mark may be placed at the side of or centered above the two-line logotype.

3. The logo is used on stationery, marketing material and Web applications.

4. All other general conditions of use apply.

Specifications

Typeface:	Helvetica Narrow
	Helvetica Narrow Bold
	Times Bold
	Zapf Dingbats
Colors:	PMS 328: Logo mark & rule
	(CMYK: 100-0-45-32)
	Black: Type
Other Color Use:	Single solid color
	Black
	White (reversed)
	Embossed
	Foil-stamped
Acceptable Configurations:	See below and next page.

KCi

KRAUSE CENTER for INNOVATION
FOOTHILL COLLEGE

12345 El Monte Road ▪ Los Altos Hills ▪ CA 94022-4599
www.foothill.edu/kci/

KCi

KRAUSE CENTER for INNOVATION
FOOTHILL COLLEGE

12345 El Monte Road ▪ Los Altos Hills ▪ CA 94022-4599
www.foothill.edu/kci/

PMS 328
CMYK: 100-0-45-32

The paper is Southworth, Exceptional Resume Paper, 100% cotton, 32 lbs for the paper, 24 lbs for the envelopes, card stock weight for the business cards.

DESCRIPTIONS OF OFFICIAL COLLEGE LOGOS

THE LINC (LEARNING IN NEW MEDIA CLASSROOMS) LOGO

The LINC (Learning in New Media Classrooms) program provides training for K–14 teachers. The mark consists of the letterforms "LINC" with the acronym "LiNC" reversed out of the letterform area. The typeline spells the acronym out. The colors used for the mark are the primary colors red, blue and yellow, symbolizing the primary through high school-plus-two-years system that LINC serves.

Conditions of Use

1. The mark should always appear with the "Learning in New Media Classrooms" type as shown. This is the basic logo.

2. The basic logo may also appear with the line "Krause Center for Innovation [at] Foothill College" as shown.

3. The logo is used on stationery, marketing material and Web banner.

4. All other general conditions of use apply.

Specifications

Typeface:	Century Gothic
	Helvetica Narrow
	Jester
	Braggadocio
	Isolat SSi
Colors:	Web:
	6699cc (blue)
	ffcc33 (yellow)
	cc3333 (red)
	333366 (navy)
	CMYK screen mixes:
	100-0-0-0 (blue)
	0-100-65-0 (red)
	0-20-80-0 (yellow)
	85-70-0-5 (navy)
	Single solid color
	Black
	White (reversed)
	Embossed
	Foil-stamped
Acceptable Configurations:	See below and next page.

Learning in New Media Classrooms

LiNC

Learning in New Media Classrooms

3.75

8

7.5

13.5

7.33

1
1

LiNC

Learning in New Media Classrooms

KRAUSE CENTER for INNOVATION

4

1
1.66
1.5

21

LiNC

Learning in New Media Classrooms

KRAUSE CENTER FOR INNOVATION
AT FOOTHILL COLLEGE

1

1
1
1
2

22

CMYK
100-0-0-0

CMYK
0-100-65-0

CMYK
0-20-80-0

CMYK
85-70-0-5
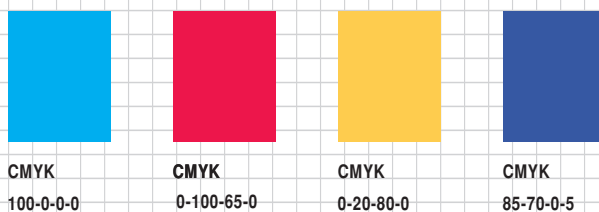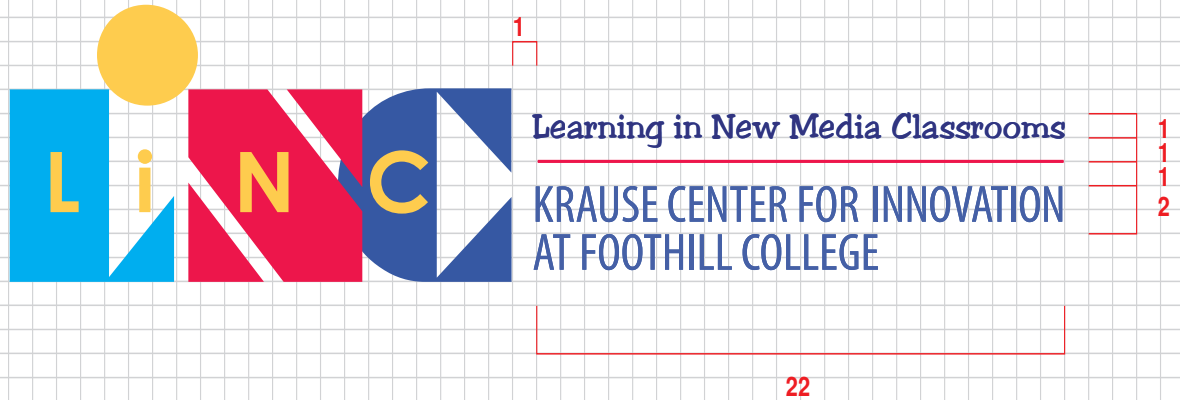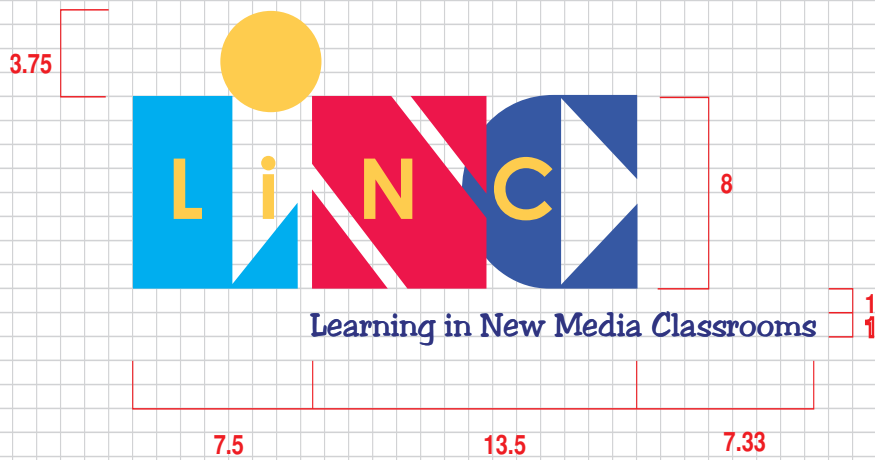
DESCRIPTIONS OF OFFICIAL COLLEGE LOGOS

COMMON MISUSES OF COLLEGE LOGOS

There are many incorrect ways to use the college logos. These are a few examples of misuse of either the mark or the type or both. For correct logo usage refer to pages 17–29 of this style guide.

Style consistency ensures effective communication and enhances the image of the college. This writing style guide section was created to help the Marketing & Communications Office maintain editorial consistency in print and electronic publications. Editorial style includes the consistent use of spelling, punctuation, capitalization and abbreviations as well as the selection of headings and the use of numbers.

The primary reference sources include the *Associated Press Stylebook & Libel Manual, The Elements of Style* by E.B. White and William Strunk Jr. and *Wired Style: Principles of English Usages in the Digital Age* by Constance Hale.

GENERAL REFERENCE

Abbreviations & Acronyms—Abbreviations require periods, acronyms do not. Unless the abbreviation or acronym is very familiar to the audience, spell out the word(s) in the first reference and follow with the abbreviation or acronym in parentheses: Krause Center for Innovation (KCI). Always use abbreviations and acronyms with consistency.

Academic Degrees—

- Avoid an abbreviation and use instead a phrase such as: Lauren Sales, who has a doctorate in economics, is the newest committee member.

- Use an apostrophe when describing a degree: e.g. bachelor's degree, master's degree, etc.

- When abbreviating degrees, use periods: A.A., A.S. Foothill College awards the Associate in Arts Degree and Associate in Science Degree.

- Use such abbreviations as B.A., M.A. and Ph.D. only after a full name. When used after a name, an academic abbreviation is set off by commas: e.g. Ryan Thomas, Ph.D., spoke.

Capitalization—Proper nouns are capitalized. Words derived from proper nouns or associated with them are lowercased without loss of clarity or significance (as in the Department of History, but the history department, or the department).■

Academic terms and class standing
Use uppercase for seasons, academic terms: Fall Quarter, Winter Quarter, Spring Quarter. Use lowercase for class standing: freshmen, sophomores, juniors and seniors. Also upper division and lower division.

- *Academic titles*
Capitalize and spell out formal titles such as professor, chancellor, chairwoman, etc., when they precede a name: Foothill College President Bernadine Chuck Fong, Ph.D. Use lowercase for titles in all other situations: e.g. Bernadine Chuck Fong is the president of Foothill College.

- *Course listings/titles*—Refer to specific courses only by their official identification: use abbreviation and course number. Capitalize, no quotation marks: e.g. ENGL 001, POLIS 055, HIST 155 (not English 1, Poli Sci 55, or History 155). When using the course number and name write it as CNSL 50: Introduction to College. (See examples in current Foothill *Course Catalog.*)

- *Degrees* (See degrees and majors listings/titles examples in the current Foothill *Course Catalog*).

- *Programs, Departments, Majors.*
Capitalize when using the official name of specific college, department, school, office or committee, but lowercase any second references. Do not capitalize the names of disciplines, majors, or programs unless they are proper nouns, derivatives of geographical references, or part of a designated degree.

  > The Business & Social Sciences Division offers courses in history, accounting and philosophy.

  > astronomy program, courses in history; art major; English major; courses in American history;

  > the Admissions & Records Office; the admissions office

Dashes, em and en—The en dash (–) is one-half the length of an em dash (—) and is longer than the hyphen (-). When writers refer to a dash they generally mean an em dash, which is used to denote an abrupt change in thought in a sentence, to mark empathic pause or to set off a series of words separated by commas. The en dash is used primarily to indicate continuing, or inclusive, numbers such as dates or times: e.g. 1 a.m. – 2 p.m.

Dates—Capitalize months of the year in all uses and spell out when they are used alone or with a year alone. When used with a specific date abbreviate the following months, Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

Email—one word, no hyphen. Capitalize only if it starts a sentence: e.g. Send me an email.

Figures/numbers—

- Use figures for numbers 10 or greater, including ordinal numbers: e.g. There are at least 10 good reasons to get an education. Spell out zero through nine: e.g. There were zero cookies and four pears.

- Use figures for days of the months: Oct. 18, Nov. 2. **Do not** use st, nd, rd, and th superscript.

- Use figures for sums that are cumbersome to spell out; however, spell out the words million and billion: e.g. 5.75 million.

- Use figures for measurements: e.g. 4 feet; 10 cubic centimters; 6 inches; but **spell out** percent: e.g. 39 percent, **not** 39%.

- Use figures for ages: e.g. The average student age is 26; the student's child is 4 years old; that 14-year-old graduate student has genius qualities.

Time—use figures except for noon and midnight: 7 p.m. or 7:30 a.m. (never 7**:00** p.m. or 7**:00** a.m.)

Money—Use figures for amounts of money with the word cents or with the dollar sign: (i.e., $3, $5.09, $1 million or 77 cents).

- Do not begin a sentence with numerals; supply a word or spell out the figures.

- *Note:* numbers less than 100 should be hyphenated when they consist of two words: One thousand people; thirty-nine Foothill students; Two-thirds of the voters.

Internet—always capitalized.

Online—always one word.

Personnel titles—Official personnel titles immediately preceding a name are capitalized; those following a name or set off by commas are not. This rule applies to both academic and administrative titles. Distinguish between official titles and purely descriptive titles (e.g., Maintenance Supervisor David Turney; maintenance employee David Turney).

- The latest discovery by Professor Elizabeth Barkley

- …music professor Elizabeth Barkley…

- Elizabeth Barkley, professor of music, says…

Voice mail—two words

Web—always capitalized when referring to the World Wide Web

COLLEGE PUBLICITY & INFORMATION PUBLICATIONS

NEWS RELEASES

A news release is a one-page information document that informs reporters and editors, and by extension, their readers, about an event, award or other type of news occurring at Foothill College.

Once received, each individual editor determines if the information in the news release is of interest to readers. There is no fee required to submit a news release which also means there is no guarantee or obligation that the news release will be used by editors.

The critical factor that determines if the news release is selected for use by an editor is to provide the release in plenty of time for it to be considered for publication.

Submit your request for a news release via email to **ThomasLori@foothill.edu** at least four weeks prior to the day of your event. The Marketing & Communications Office will then write, edit, photocopy and distribute the news release to 150 print and broadcast media sources in the Bay Area.

Information for news releases must include the following data:

- Event title
- Phone number for event coordinator (not a voice mail)
- Day and date of event
- Start and end time of event
- Room Number/location of event
- Ticket prices and how tickets are to be purchased
- Who is sponsoring event
- How will proceeds be used
- What is the nature of the event
- A brief description of the event
- One sentence that describes the type of person who will benefit from attending
- One sentence that answers why someone should attend this event.
- Email and/or URL of event coordinator

CALENDAR RELEASES

A calendar release is a brief three- to four-sentence event listing that tells editors and, by extension, their readers about an event occurring at Foothill College. An example:

International Pianist Jon Nakamatsu performs a benefit recital Sunday, June 23, at 3:30 p.m. in the Smithwick Theater at Foothill College in Los Altos Hills. Tickets are $60. To purchase tickets, call (650) 949-7360. Foothill College is located off I-280 on El Monte Road in Los Altos Hills.

Information for the calendar release must include the following data:

- Event title
- Phone number to purchase tickets or get additional information
- Day and date of event
- Start and end time of event
- Room number/location of event
- Ticket prices

Once received, each calendar editor determines if the information in the calendar release is of interest to readers. There is no fee required to submit a calendar release which also means there is no guarantee or obligation that the release will be used by editors.

The critical factor that determines if the calendar release is selected for use by an editor is to provide it in plenty of time for it to be considered for publication.

Submit your request for a calendar release via email to **ThomasLori@foothill.edu** at least three months prior to the date of your event. The Marketing & Communications Office will then write, edit, photocopy and distribute the calendar release to 130 print and broadcast media sources in the Bay Area.

COLLEGE PUBLICITY & INFORMATION PUBLICATIONS

PRESIDENT'S REPORTS

Each month the Marketing & Communications Office publishes the *President's Report to the Board of Trustees.* The report is a brief encapsulation of events, activities, awards and achievements occurring at Foothill College. The report is an appropriate vehicle to list faculty and staff awards and achievements. Submit awards and achievements information via email to **ThomasLori@foothill.edu.**

ENOTES

eNotes is a bimonthly electronic campus events digest that is delivered via email to students, faculty and staff who have subscribed to this specialized listserve. Submissions, not to exceed 100 words, are due one week prior to publication date. Submit information via email to **ThomasLori@foothill.edu.**

To subscribe to *eNotes,* access **www.foothill.edu/staff/mailingcenter.html.**

THE HEIGHTS

We invite college division deans to use *The Heights* to increase enrollment in the upcoming quarter's classes, or announce a new program or service in their division. *The Heights* is a highly structured quarterly marketing piece. Its role is to stimulate new student enrollment and generate WSCH. Therefore, the information you are providing to readers must benefit them—e.g. a new class; a popular class offered at additional times; an innovative/cool class that is in danger of low enrollment but may survive with a some targeted coverage; etc. Also, please let us know if photos, slides or graphics of print-quality (at least 300 dpi) are available to package with your submission.

The publication is bulk mailed to our service area of local homes approximately four weeks prior to the start of the quarter. This provides readers plenty of time to participate in new student registration.

Only submissions approved and sent by division deans will be accepted. Space is limited, so select your submission information strategically. Submissions are due via email to **ThomasLori@foothill.edu.** For submission deadline date, call **ext. 7258.**

College Web Standards

In order to help faculty and staff to create and maintain their own Web sites within the Foothill College Web site, what follow are guidelines that ensure that the college maintains its unique identity and positive public image on the Web. these guidelines fall into four major areas:

- Appropriate use of the college Web site;

- Overview of the publishing process and role of the Marketing & Communications Office;

- Web site creation guidelines;

- Accessibility standards required by law.

APPROPRIATE USE OF FOOTHILL COLLEGE WEB SITE

Foothill College utilizes the World Wide Web as an important electronic publication medium to enhance student learning and the teaching, research, marketing, student life and administrative functions of the college.

The Foothill College Web site **may not** be used to create Web pages for personal business, personal gain or any purpose other than college or district business.

To facilitate the sharing of information in the support of college departments, programs and functions:

- Faculty may create and maintain personal Web sites containing their curriculum vitae, office hours, course syllabi and any other information in support of that faculty member's role in the college. For assistance with Web-based instructional development, contact the ETS Instructional Development Department.

- Faculty and staff may create and maintain Web sites for the support and dissemination of information related to the purpose and goals of an educational or administrative department, or other college entity.

- Students working under the responsible, direct supervision of a staff or faculty member may create and maintain Web sites for the support and dissemination of information related to the purpose

and goals of an educational or administrative division or program.

To promote college programs and activities to the general public:

- Faculty and staff may create and maintain Web sites for the purpose of promoting a college program, event or service, or a community program or event. Such sites may be subject to coordination with the Marketing & Communications Office and existing publicity for the event or program.

OVERVIEW OF THE WEB PUBLISHING PROCESS

Creating a New Web Site

The process for developing new Web sites within the Foothill College site is outlined below.

1. **Request space on the Web server** by contacting the Web site coordinator, who will determine the site's location within the information architecture of the main site. You will receive a user name and password that will enable you to test and edit your site on a development server.

2. **Consult the Web publication guidelines** in this style guide (pages 38 – 39).

2. **Designate a site author,** who will be responsible for Web site creation and maintenance. A page template is available to help the author meet design and accessibility standards. You may also choose to use the services of the Web design coordinator, who can provide graphic desing and authoring assistance and help you build an effective site.

3. **Submit your completed Web pages** on a zip disk or CD to the Marketing & Communications Office for final approval. Upon approval, the Web coordinator will post it on the main college site.

COLLEGE WEB STANDARDS

WEB SITE GUIDELINES

The basic rules defined for Foothill-hosted Web sites are as follows:

Content:

1. All sites must be fully ADA and Section 508 compliant. There are **no** exceptions to this rule.

2. All sites must be fully identified as a Foothill College programs site with proper logos, headers and footer.

3. All sites must be submitted for review to the marketing office on a zip or CD.

4. All "original artwork and designs" (copyright compliant) must be included with the submission. This includes any Photoshop, Illustrator or other graphic files.

5. If Flash, Movies or any multimedia is used on the site, it must be fully compliant with ADA Section 508 rules.

6. No ftp, email accounts or direct site access will be granted to students or non-full time faculty/staff.

7. All sites to be placed on the Foothill server must be easily maintainable by the Web coordinator.

8. Any cgi or other scripts used are subject to approval by the Web coordinator.

9. All work must be completed in full before it is submitted to the Marketing & Communications Office for review and posting.

10. Sites may not advertise a product or service that is external to campus.

11. No graphic or derogatory messages (i.e. porn, slurs, hate messages, etc.).

12. Clubs sites must be sanctioned by Foothill College

13. Page header graphics or titles should state "*Title* at Foothill College" or "*Title* of Foothill College" or some wording indicating that the "*Title*" is an officially recognized organization or part of Foothill College.

14. All Web pages must include the official Foothill College Web footer.

15. A contact email address for the site must be included. You may not advertise a product or service on Foothill-hosted pages.

Design:

* Level 1 pages : (Example) Home page/index

—Use the Home page design

*Level 2 pages: (Example) News, Divisions, Programs, Schedule, Register, etc,

—Use the identical look and feel for all level 2 pages. Common header and footer.

*Level 3 pages: (Examples) BSS, Athletics, Language Arts, Fine Arts, etc.

—Level 3 sites can have there own look and feel but must conform to the Foothill standard by using the Foothill header and footer used on Level 1 and 2 pages.

*The common use of the headers and footers ties all the sites together allowing for full navigation while still allowing each of the sites to have their own identity.

Please note: all sites are subject to approval by the Foothill Marketing Office.

MODIFYING AN EXISTING WEB SITE

Unless other arrangements have been made in advance, it is the responsibility of all site owners to revise and update their Web sites as necessary. The Web team will periodically review sites for timely updates and accuracy. If a site has not been updated in six months and contains outdated information, the college Web coordinator will notify the site owner that revisions are needed. Sites that are not updated within two weeks of notification will be subject to removal until corrections are made.

COLLEGE WEB STANDARDS

REQUIRED ACCESSIBILITY STANDARDS

The current Foothill College Web standards state that all Web pages should conform to the Priority 1 guidelines as set forth in the *Web Content Accessibility Guidelines 1.0.* The district is currently in the process of developing a more comprehensive policy based upon the *Section 508 Federal Acquisition Regulations (FAR)* which will be referenced here when completed.

For more information about making your site accessible, view the High Tech Centers Training Unit Web site at **http://www.htctu.fhda.edu/** .

The accessibility of each Web site is subject to the review of the college Web coordinator. Below are some tips to making your Web pages accessible.

Making Web Sites Accessible

Page Design—An important step in creating accessible pages is to validate your HTML. You can do this by going to Web sites such as *Bobby,* which allow you to test web pages and repair barriers to accessibility and encourage compliance with existing guidelines.

Make sure the HTML titles of your pages are unique. Titles are an important navigational tool for users. Document titles are more important than people realize. Browsers bookmark titles and search engines often look for and index titles.

When possible, use only technologies defined in a W3C (World Wide Web Consortium) specification and use them in an accessible manner. When this is not possible, provide an alternative page that is accessible and complies with all standards.

Images—All images and image map coordinates should have an ALT tag that specifies alternative text that will be shown if image display is not possible or disabled by the user. This gives the user some indication of what's missing. ALT tags should be properly punctuated to allow various screen readers (software for the visually impaired) to work more effectively.

- Judiciously use the appropriate amount of text in ALT tags. ALT tags should describe the image in as concise a manner as possible. If your image includes text, the ALT tag should reflect that text.

- ALT attributes such as "image" or "photo" are uninformative. Make your ALT text specific and meaningful. Using transparent GIF spacers is fine, but they need to have ALT text. For non-essential images, you can use a blank ALT tag; for example, ALT="" is acceptable for spacer GIFs or other non-critical or content-devoid images.

Color—If you use a colored background, make sure there is high contrast between the background and text. Because of cross-platform and monitor issues, color should be chosen from the 216-color Web palette. Avoid backgrounds with busy patterns; these make text difficult to read.

Frames—It is better to avoid using frames. However, when using frames, provide sufficient information to determine the purpose of the frames and how they relate to each other. When a screen reader encounters a frame-set, it will read the filenames for each frame and allow the user to choose between them. Therefore, each frame must have a descriptive file name. Also, use the *<noframes>* tag to provide an alternative when it's not possible to make the frameset accessible.

Tables—When using tables to represent data, rows and columns should be clearly labeled and the summary attribute should be used in the table tag. This does not apply to tables used for layout.

INDEX