Dear JCC Family:

As faculty, staff, and administrators at Jamestown Community College, we share the common goal of making our students successful. The interdependence we share across the college strengthens our ability to connect our students to their goals by providing challenging academic experiences in a caring environment.

The demographic challenges facing the northeastern U.S. and the intensely competitive nature of today's higher education marketplace make it more important than ever that we present a clear, unified identity to the world. To that end, the marketing department requests your assistance in promoting the college's image consistently and clearly across all media and to all constituents.

This “Brand Book” outlines the standards for using the college's visual identity via print materials, web communications, and imprinted products. In addition to information regarding proper use of the college's logo, you'll find approved typography and color palette options, as well as style guidelines. By applying these standards consistently in all materials produced, you help create a unified identity that is instantly recognizable by constituents everywhere.

Please join me and our marketing team professionals in using this information to preserve and promote the singular identity that is Jamestown Community College.

Sincerely,

Nelson J. Garifi, Jr.
Executive Director of Marketing and Academic Initiatives
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>2</td>
</tr>
<tr>
<td>ABOUT THE BRAND</td>
<td>3</td>
</tr>
<tr>
<td>LOGOS</td>
<td>4</td>
</tr>
<tr>
<td>Primary Logo</td>
<td>5</td>
</tr>
<tr>
<td>Site Logos</td>
<td>6</td>
</tr>
<tr>
<td>Special Entities</td>
<td>7</td>
</tr>
<tr>
<td>Single Colors</td>
<td>8</td>
</tr>
<tr>
<td>Specialized Mark</td>
<td>9</td>
</tr>
<tr>
<td>Athletics Logos</td>
<td>10</td>
</tr>
<tr>
<td>College Seal</td>
<td>11</td>
</tr>
<tr>
<td>SUNY Logo</td>
<td>12</td>
</tr>
<tr>
<td>FILE TYPES</td>
<td>13</td>
</tr>
<tr>
<td>USAGE &amp; REQUIREMENTS FOR LOGOS &amp; MARKS</td>
<td>14</td>
</tr>
<tr>
<td>Clear Space Requirements</td>
<td>15</td>
</tr>
<tr>
<td>Size and Scaling Requirements</td>
<td>16</td>
</tr>
<tr>
<td>Incorrect Usage</td>
<td>17</td>
</tr>
<tr>
<td>COLOR</td>
<td>18</td>
</tr>
<tr>
<td>Color Palettes</td>
<td>19</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
<td>20</td>
</tr>
<tr>
<td>Primary Typeface</td>
<td>21</td>
</tr>
<tr>
<td>Complementary Typeface</td>
<td>22</td>
</tr>
<tr>
<td>Supporting Typeface</td>
<td>23</td>
</tr>
<tr>
<td>STATIONERY</td>
<td>24</td>
</tr>
<tr>
<td>Letterhead</td>
<td>25</td>
</tr>
<tr>
<td>Envelopes</td>
<td>26</td>
</tr>
<tr>
<td>Business Cards</td>
<td>27</td>
</tr>
<tr>
<td>Memo and Fax Templates</td>
<td>28</td>
</tr>
<tr>
<td>DESIGN EXAMPLES</td>
<td>29</td>
</tr>
<tr>
<td>Imprinted Items</td>
<td>30</td>
</tr>
<tr>
<td>PowerPoint Slides</td>
<td>31</td>
</tr>
<tr>
<td>Poster/Flyer Templates</td>
<td>32</td>
</tr>
<tr>
<td>Brochure Template</td>
<td>33</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>34</td>
</tr>
<tr>
<td>Flickr</td>
<td>35</td>
</tr>
<tr>
<td>REQUIRED ELEMENTS</td>
<td>36</td>
</tr>
<tr>
<td>Disclaimer</td>
<td>37</td>
</tr>
<tr>
<td>Publication Dates and Amounts</td>
<td>38</td>
</tr>
<tr>
<td>EDITORIAL GUIDELINES</td>
<td>39-45</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>46</td>
</tr>
<tr>
<td>Commenting Standards and Regulation</td>
<td>47</td>
</tr>
<tr>
<td>Profile Pictures and Image Sizes</td>
<td>48</td>
</tr>
<tr>
<td>CLOSING</td>
<td>49</td>
</tr>
</tbody>
</table>
We are the champions.

With the launch of our new logo and brand book, Jamestown Community College is sharpening public perception of the college as up-to-date and unified.

No matter what position you hold at JCC, you have the power to promote and protect the JCC brand. Following these guidelines is more than a responsibility. It’s an opportunity - a chance for you to champion JCC by pushing the perception of JCC forward - fast forward.
ABOUT THE BRAND

Promise, Vision, Mission, & Beliefs

THE JCC PROMISE
Jamestown Community College is committed to connecting you to your goals by providing challenging educational experiences in a caring environment.

VISION
Jamestown Community College, an integral part of our communities' social and economic frameworks, will be the region's premier provider of transfer, career, developmental, and continuing education, and will be recognized for academic excellence, a collaborative spirit, innovative leadership, and an entrepreneurial mindset.

MISSION
Jamestown Community College is a comprehensive, regional, open-access, student-centered institution that embraces academic excellence and meets the service area’s learning needs in diverse ways, including liberal arts transfer degree programs, career programs, community service, developmental education, and business and industry training. The college’s partnership with the greater community contributes to the social and intellectual improvement, economic development, and cultural enrichment of western New York State and northwestern Pennsylvania.

BELIEFS
Commitment to Quality
The college is committed to student learning and to the promotion of the college, its mission, and the welfare of our communities.

Commitment to Students
We believe students and other consumers of college services are the first priority in all we do.

Commitment to Lifelong Learning
We believe the entire college community is responsible for enriching lives by creating an atmosphere dedicated to lifelong learning and intellectual inquiry and for promoting communication, collaboration, and greater understanding of our pluralistic society and the world in which we live.

Commitment to Community Partnership
We believe we share a responsibility for the well-being of our college and must play a role, in partnership with other community agencies, in fostering the economic, social, and cultural well-being of our community.
Making our mark.

A logo is the face and signature of the JCC brand. It connects the brand to all forms of communication. The more consistent a logo looks and is used, the more likely it will be remembered and make an impact.

Each communication needs to be able to stand alone as a proper representation of the brand, but also gain strength as a cohesive and integrated collection of materials. These guidelines provide direction for how the JCC logo should be used to help unify materials and continue to build the brand.

**To download the approved versions of the logo, visit the JCC website at www.sunyjcc.edu/brand.**
PRIMARY LOGO

In its primary form, the JCC logo embraces green and gold - the colors of the college's heritage. By using a traditional serif font, the logo celebrates the college's history and stability as SUNY's first community college and one of the nation's pioneer community colleges. At the same time, the dynamic nature of the central “C” suggests a progressive entity in motion.

The logo’s graphic element is a gold horizon line from which bright futures rise and opportunities emerge.

The new logo celebrates our connection to SUNY - one of the world's largest, most respected, and most recognized higher education systems. The connection is increasingly important as we extend the college's reach through technology and seek to attract students from greater distances. An alternative logo (below right) spells out the SUNY connection for those markets in which the letters alone are not easily understood.
SITE LOGOS

Site-based members of the JCC family may use these variations/signatures of the college logo when appropriate.

- Jamestown Campus
- Cattaraugus County Campus
- North County Center
- Warren Center
- Online

The standards governing use of each of these signatures are the same standards that apply to the SUNY JCC logo.
SPECIAL ENTITIES

Special variations/signatures of the logo have been created for select JCC units to recognize their unique missions and the needs of their audiences while maintaining a strong relationship to the primary college logo hierarchy. The following units are authorized to use custom signatures:

- Faculty Student Association
- JCC Foundation

The standards governing use of each of these signatures are the same standards that apply to the SUNY JCC logo.
SINGLE COLORS

While the two-color primary logo should be the first choice for most applications, the single-color variations at right may be used where media options or budgetary restrictions necessitate. These logos are designed for use on items with one-color imprinting, extremely dark backgrounds, and lighter backgrounds that wash out the Pantone 130 (gold).

PANTONE, CMYK, RGB, and HEX colors are listed below each solid color logo to allow for color matching.
SPECIALIZED MARK

When necessary, these smaller, horizontally-oriented specialized logo variations may be used.

This version of the logo is ideal for small imprints such as pens, flash drives, and buttons.

The specialized mark also works well as a secondary location of the logo on a product or printed piece. For example, if you used the JCC SUNY logo on the front of a brochure, you may want to add the specialized mark on the back panel of the brochure as well.
JAGUARS AND JAYHAWKS

Both athletics team have a custom brand book. Visit JCC website at www.sunyjcc.edu/brand to access the brand book for JCC’s athletics logos.
COLLEGE SEAL

The college seal is to be used only for select formal or official documents. Please contact the marketing office to discuss intended use.
STATE UNIVERSITY OF NEW YORK (SUNY) LOGO

Please refer to the SUNY Brand Guidelines document for details on use of the SUNY logo and seal.

The SUNY logo is accessed through the media toolkit feature at www.suny.edu/brand/downloads.
FILE TYPES

Each graphic/logo in this manual can be downloaded in three different file formats: PNG, EPS, and JPG.

Remember, when using any of the image formats, always insert the image into any program you are using and do not copy and paste the image into the file. To do this, you must go to file, then insert, and then navigate to the location on your computer where the file is saved.

Do not try to recreate the JCC logo. It has been specially designed for use in a variety of formats.

PNG FILES:
PNG, or Portable Network Graphics, is a lossless bitmap image format that is popular on the Web and elsewhere. PNG was largely developed to deal with some of the shortcomings of the GIF format and allows storage of images with greater color depth and other important information.

The benefit of a PNG file is the ability to have a transparent background which eliminates the white block around a graphic when it is placed over a colored area. The PNG file also retains a high image quality without a large file size.

Usage: Web, PowerPoint, Word docs, Publisher.

EPS FILES:
EPS stands for Encapsulated Post Script. EPS files are vector based and a vector image can be resized to any scale without loss in quality. This makes them ideal for company logos or other objects that have to be resized frequently. These files are mainly used by artists and graphic designers with specific equipment and software that is needed to print, view, or open EPS files.

These files are necessary for printers to create high quality products. Vendors require EPS files for imprinted items.

Usage: Imprinted items.

JPG FILES:
JPG stands for Joint Photographic Experts Group, the committee that created the file type. JPG files are a common file format for digital photos and other digital graphics. When JPG files are saved, they use “lossy” compression, meaning image quality is lost as file size decreases.

This file type is typically used for photographs and should not be used for graphics unless necessary. PNG files are preferred for graphics over JPG files.

Usage: Emails, Web, PowerPoint, Word docs.
Properly using the logo.

Used appropriately, typography, color, and the elements within our visual identity represent the college in a clear and consistent manner. Consistency and proper usage of the logos increases awareness of the brand, promoting instant recognition and awareness, which is the first step in building the value of the institution.
CLEAR SPACE REQUIREMENTS

The logo needs breathing room! The JCC logo is most effective when surrounded by as much open space as possible. The x-height of the logo is based on the height of the N in JAMESTOWN. No design elements, type, or photos should come any closer to the logo than the x-height. The actual distance of x will change depending on how large the logo is scaled.
PROPORTION
The logo should always be kept in proper proportion to maintain the integrity of the graphic. Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the JCC logo, always hold down the shift key as you drag the corner to increase or decrease its size.

SIZE
The logos may be enlarged or reduced in size as required. The logo should only be used at a size that does not compromise quality and legibility. The JCC logo should not appear smaller than 1” wide in any printed material or 100 pixels wide on screen.

SPECIALIZED MARK
For applications smaller than the minimum size, use the specialized marks.
INCORRECT USAGE

Maintaining the integrity and consistency of the logo is important. The logo should never be used in any of the following ways:

1. Do not scale the logo disproportionately so it is wider, taller, thinner, or thicker than the approved proportions.

2. Do not tilt or rotate the logo.

3. Do not change the font or recreate the logo in any way.

4. Do not combine the logo with additional type to make a new logo.

5. Do not use the logo in any color other than those listed on the logo color page.

6. Do not put the full-color logo on a dark background; instead use the white or gold logo.

7. Do not remove any elements from the logo.

8. Do not obstruct the logo with any graphic, image, or additional logo.
Institutions understand the importance of consistent colors in creating pride and unity. Colors can become as identifiable as the logo or the name, but only if they are used correctly. PANTONE, CMYK, RGB, and HEX colors are provided to allow for color matching through variable formats.

**PANTONE**

The Pantone Matching System is a widely used system of color specifications. Printers follow specific formulas for mixing ink, providing consistency and accuracy from design to print, and from print to reprint. This is often referred to as flat color or spot color.

**CMYK**

Cyan, magenta, and yellow are used with black in process color reproduction. This is referred to as full color or four color process. This is used for printing.

**RGB**

Red, green, and blue are the hues for light, used on the screen.

**HEX**

Hexidecimal code is for use in HTML, CSS, and other web applications.
**PRIMARY PALETTE**

Green and gold comprise the primary color palette and are the official college colors. The primary colors are to be used in all full-color logos. These colors define the JCC brand and should be present across all communications and applications.

**SECONDARY PALETTE**

The secondary color palette includes a range of neutrals that complement the primary colors without overpowering them. In any given application, only two secondary colors should be used with the primary colors to keep the primary colors dominant.

**SUPPORTING PALETTE**

The support color palette includes a range of colors that can add a deep, rich quality to the materials. One support color may be used with as many as two secondary colors and any or all of the primary colors. The support colors are almost like accent colors in that they should never overtake the design.

PANTONE, CMYK, RGB, and HEX colors are listed below each swatch to allow for color matching.

**PRIMARY PALETTE**

- **PANTONE 349**
  - CMYK: 94/11/84/43
  - RGB: 0/105/60
  - HEX: #00693c

- **PANTONE 130**
  - CMYK: 0/30/100/0
  - RGB: 255/179/0
  - HEX: #ffab00

**SECONDARY PALETTE**

- **PANTONE 376**
  - CMYK: 53/96/0
  - RGB: 122/184/0
  - HEX: #7a0000

- **PANTONE 1375**
  - CMYK: 0/45/95/0
  - RGB: 255/160/47
  - HEX: #ff9e2f

- **PANTONE 120**
  - CMYK: 0/6/60/0
  - RGB: 248/222/110
  - HEX: #f8de6e

- **PANTONE 7492**
  - CMYK: 17/0/45/3
  - RGB: 199/210/138
  - HEX: #c7d28a

**SUPPORTING PALETTE**

- **BLACK 90%**
  - CMYK: 0/0/0/90
  - RGB: 65/64/66
  - HEX: #414042

- **PANTONE 7530**
  - CMYK: 10/18/25/29
  - RGB: 170/156/143
  - HEX: #a99b8f

- **PANTONE 350**
  - CMYK: 80/24/69/70
  - RGB: 40/78/54
  - HEX: #284e36

- **PANTONE 7499**
  - CMYK: 1/2/20/0
  - RGB: 237/232/196
  - HEX: #ede8c4
The right type for the job.

Typography helps the reader more fully understand the message. If your text is too small to read or is cramped together, your project won’t get a second glance. Beyond legibility, however, typography is important as it can be used to convey a specific mood or feeling.

When communicating on behalf of JCC, please use the typefaces highlighted on the pages which follow.

All of the selected fonts are system font, and should be readily available on your computer.
GOU DY OLD STYLE

Goudy Old Style is the primary typeface and should be used whenever possible. Suitable for both text and display applications, Goudy Old Style is a graceful, balanced design with a few eccentricities. Goudy Old Style is considered to be among the most legible and readable serif typefaces for use in print applications, which makes this a great choice for letters and long bodies of type.

Body copy can be set at 9 to 14 point, but 9 point is standard for long form copy. Headlines or headings should be at least 2 points larger than body copy.

TIMES NEW ROMAN

Goudy Old Style is the preferred primary typeface and should be used whenever possible. If for some reason you are not able to access Goudy Old Style, the substitute typeface, Times New Roman, should be used. Similar to Goudy Old Style, it has many classical characteristics but also offers excellent legibility as well as a crisp and clean appearance.

Do not use both of these fonts in the same document. Choose one or the other as your primary typeface.
### TYPOGRAPHY

**Complementary Typeface**

#### TREBUCHET MS

Trebuchet MS distinguishes itself from other common sans-serif typefaces. This font is great for headlines and making content stand out. A bold headline or a title with a captivating font is the first step to winning the communication battle.

Trebuchet should be used for display titles, headlines, and so on as a complementary typeface that supports the primary typeface.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trebuchet MS Regular</td>
<td><img src="example.png" alt="Trebuchet MS Regular" /></td>
</tr>
<tr>
<td>Trebuchet MS Bold</td>
<td><img src="example.png" alt="Trebuchet MS Bold" /></td>
</tr>
<tr>
<td>Trebuchet MS Italic</td>
<td><img src="example.png" alt="Trebuchet MS Italic" /></td>
</tr>
<tr>
<td>Trebuchet MS Bold Italic</td>
<td><img src="example.png" alt="Trebuchet MS Bold Italic" /></td>
</tr>
</tbody>
</table>

#### ARIAL

Trebuchet MS is the preferred complementary typeface and should be used whenever possible. If for some reason you are not able to access Trebuchet, the substitute typeface, Arial, should be used. Arial is an extremely versatile typeface which can be used with equal success for presentations, magazines etc, and for display use in newspapers, advertising and promotions.

Note: Arial can be used in long-form bodies of text for a more modern feel. Arial is preferred over Trebuchet only under this circumstance.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular</td>
<td><img src="example.png" alt="Arial Regular" /></td>
</tr>
<tr>
<td>Arial Bold</td>
<td><img src="example.png" alt="Arial Bold" /></td>
</tr>
<tr>
<td>Arial Italic</td>
<td><img src="example.png" alt="Arial Italic" /></td>
</tr>
<tr>
<td>Arial Bold Italic</td>
<td><img src="example.png" alt="Arial Bold Italic" /></td>
</tr>
</tbody>
</table>

Do not use both of these fonts in the same document. Choose one or the other as your complementary typeface.
GILL SANS MT

Gill Sans offers a contemporary feel with versatile function. Gill Sans has a wide variety of weights and styles and is a great choice for supporting type, standout type, notes, etc.

This font can be used in addition to a primary and complementary typeface, but should only be used for titles, heading, subheads, photo captions, etc.

Gill Sans MT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans MT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans MT Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans MT Ext Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans MT Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans MT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Did you get the memo?

A cohesive stationery system includes letterhead, envelopes, business cards, memos, and fax sheets. In many cases, these materials are the first impression that people have of JCC, so they must present a unified look. They are a key component to the brand and offer an easy way to maintain consistency throughout the college.

To place letterhead and envelope orders, contact the JCC mailroom at 716.338.1027 (Jamestown) or 716.376.7573 (Olean).

To place a business card order, contact the marketing department at 716.338.1047.
LETTERHEAD

JCC's letterhead design is standardized to promote consistency.

Use official typefaces for body copy (Goudy Old Style or Times New Roman). Arial when necessary for a more modern feel.

Do not use photocopied stationery for official correspondence.

Second page blank stationery will be available for long letters.

Margins:
- Top: 2.25" - REQUIRED
- Left: 1.25" - suggested
- Right: 1.25" - suggested
- Bottom: 1.75" - suggested
STANDARD ENVELOPES

In compliance with postal regulations, the return address and graphic does not exceed more than 50 percent of the horizontal envelope length. Recipient addresses should not be handwritten, but typed, and the address should be no more than four lines. Address blocks should not intrude into the bottom .625” of the envelope.

RETURN SERVICE REQUESTED ENVELOPES

Return Service Requested is an endorsement that requests the USPS return an undelivered mail piece with the new address or the reason for non-delivery. These envelopes are available, but should only be used when necessary to update a mailing list.

This version of the envelope is also in compliance with postal regulation. Recipient addresses should not be handwritten, but typed, and the address should be no more than four lines. Address blocks should not intrude into the bottom .625” of the envelope.

Envelopes are available in a variety of sizes. To check availability and place orders, contact the JCC mailroom at 716.338.1027 (Jamestown) or 716.376.7573 (Olean)
BUSINESS CARDS

All college business cards must conform to this format and may not carry unit-specific logos.

Business cards are available to administrators, faculty and staff who serve as directors or coordinators, and others with administrative approval.

To place a business card order, contact the marketing department at 716.338.1047.
MEMO AND FAX TEMPLATES

You have the power to create instant brand recognition for your communications by consistently using the memo and FAX cover sheet templates available on the internet.

To download the approved fax and memo Word templates, visit the JCC website at www.sunyjcc.edu/brand.
The power of design.

Everything from PowerPoint slides to banners to fax sheets should be designed with a consistent look. This steadfast attention to detail across every communication will connect the materials in a way that further reinforces and builds the brand to both JCC and the community. Because these elements are often produced through many different departments, it’s even more important to establish a consistent look that can be easily followed, duplicated, and produced.

To download the approved design templates, visit the JCC website at www.sunyjcc.edu/brand.
IMPRINTED ITEMS

When the standards of JCC’s visual identity are consistently applied, imprinted items - from apparel and pens to stickers and balloons - can convey the look and feel of the college. JCC’s website (www.sunyjcc.edu/brand) offers you logos for diverse applications that you can share with your vendors. Please consult the marketing department for specific recommendations.
MAIN SLIDES

Slides 1-3 are recommended options when creating your cover slide. The cover slide introduces your presentation with the JCC college logo.

SUPPORTING SLIDES

Slides 2-6 can be mixed and matched to customize your PowerPoint presentation. They give you the ability to customize the copy to include a heading, subheading, and bullets. Be sure to size or crop your photograph to fit the area.

To download the approved PowerPoint templates, visit the JCC website at www.sunyjcc.edu/brand.
POSTER/FLYER TEMPLATES

These poster and flyer templates offer an easy way to customize a Publisher file to promote an event. The image and headline can be customized to fit the event, and more detailed copy can be included below the headline in white type.

Information about the event should be included in dark gray type and should be located in the large white block for easy readability.

The location and time should be larger than the rest of the body type. RSVP and contact information should also be included.

To download the approved Publisher poster templates, visit the JCC website at www.sunyjcc.edu/brand.
BROCHURE TEMPLATE

This brochure template is another easy way to customize a Publisher file to promote an event, program offering, or share a special announcement. This brochure can be placed easily into a brochure rack or a #10 envelope for mailing.

The images and content can be customized to represent your event. When using this template, be sure to respect the white space, font usage, and overall layout. Try to use the existing spacing and do not stray from the overall look and feel of the template design.

To download the approved Publisher poster templates, visit the JCC website at www.sunyjcc.edu/brand.
A picture tells a thousand words.

Photography is both a visual element and method for telling a story. Conveying realistic moments, artistic expression, and significant events through photos are important to the type of imagery JCC wants to convey to viewers.

JCC’s Flickr account ([www.flickr.com/photos/sunyjcc](http://www.flickr.com/photos/sunyjcc)) is a repository of photos representing students, events, and facilities. The photos can be used in a variety of contexts. Please include “All rights reserved. JCC” as the photo credit.

To download images from Flickr, see page 35.

If you have high quality images that you would like to submit for consideration to JCC’s Flickr account, contact JCC’s community relations office, 716.338.1047.
FLICKR

JCC's Flickr account is accessed at http://www.flickr.com/photos/sunyjcc. Although all photos on the account are public images, they are copyrighted as “All rights reserved.” If you are using a photo from the JCC account for a non-JCC related publication, please add a credit line of Photo courtesy of Jamestown Community College.

To download a photo from Flickr:
Double click on the photo. A menu on the right side of the image has several icons. Click on the one with three dots. A Download/All sizes hover option will appear, which allows you to choose the download size.

If you’re forwarding a link to a photo on JCC’s Flickr account:
After accessing an image, you will see icons on the right side. Choose the box with an arrow, which will provide options for sharing as well as a shortened url.
Must haves.

When utilizing JCC’s logo/visual identity, you must include certain language and information on your printed materials to share with the public. This includes a disclaimer, publication dates and amounts. This specific language will be detailed in the following pages.

For questions, contact the marketing department at 716.338.1047.
REQUIRED ELEMENTS

Disclaimer

JCC’s disclaimer must appear on all publications designed for the general public and on its website:

Jamestown Community College is sponsored by a regional board of trustees representing Cattaraugus County, Chautauqua County, and the City of Jamestown. Jamestown Community College does not discriminate on the basis of color, sex, sexual orientation, race, creed, religion, national origin or citizenship, age, marital status, military status, disability, family status, domestic violence victim status, arrest or conviction record, or predisposing genetic characteristics. This policy applies to all activities and programs under the college sponsorship as well as to application and selection for admission, employment, and all other personnel procedures within the college. This material can be made available in alternative media upon request for those with disabilities. Accommodations for those with disabilities can be arranged upon request.
PUBLICATION DATES AND AMOUNTS

Whenever possible, include the date of publication (or revision) on documents that are distributed for general use. The information should be displayed numerically as the month/year and in a point size no less than 7 points and no more than 9 points. For example: 3/2012. This information usually goes at the bottom of a document or, in panel brochures, at the bottom of a back panel. Gill Sans MT Condensed Regular is a good font option to keep the type as inconspicuous as possible.

Materials that are published in large quantities should contain amount and publication date. Thousandths are shortened to the letter M.

Dates of revision are suggested for web material that is altered frequently.

For example:
The basic rules of writing.

The editorial guidelines set forth by Jamestown Community College are intended to help our staff and faculty navigate confusing and sometimes treacherous waters. These editorial rules apply to all communication outputs and are used to ensure consistency and adherence to the brand. Employees and freelancers are both expected to read, understand, and follow these guidelines when publishing work on websites, in various digital applications, and in other public appearances.
ABBREVIATIONS

- Use periods with abbreviations for A.A., A.A.S., A.S., B.A., M.S., Ph.D.
- Do not use periods with abbreviations for JCC, GPA, FSA, SUNY
- Form the plural by adding an s but no apostrophe: DVRs, CDs

academic degrees

- Associate in Arts (A.A.)
- Associate in Applied Science (A.A.S.)
- Associate in Science (A.S.)
- Also: Bachelor of Arts (B.A.), Bachelor of Sciences (B.S.), Master of Arts (M.A.), Master of Science (M.S.), Doctor of Philosophy (Ph.D.)
- Use lowercase and, where appropriate, possessive in text: “master’s degree in business administration”; “doctorate in political science.”
- A degree takes the indefinite article a: “He earned a Ph.D.” or an: “She earned an associate’s degree.”
- Form the plural by adding s: BAs, PhDs, MBAs.

advisors

- Not adviser

affect/effect

- Affect, as a verb, means to influence. Example: His absences will affect his grade.
- Affect, as a noun, is used in psychology to describe an emotion. Not used in everyday language.
- Effect, as a verb, means to cause. Example: He will effect many changes in the curriculum.
- Effect, as a noun, means result. Example: He miscalculated the effect of his actions.

African American

- No hyphen

ages (see numbers)

- Spell out one through nine.
- Use numerals for 10 and up: “a six-year-old boy,” “a 47-year-old man.”

alumnus/alumna/alumni

- Alumna is a female graduate; the plural is alumnae.
- Alumnus (plural: alumni) is the masculine form, but it’s gender inclusive of men and women.
- Avoid alum.

among/between

- In general, “between” describes relationships involving two people or things and “among” describes those involving three or more. Examples:

The money was divided among Sue, John, and Betty. I can’t decide between coffee or tea.

a.m./p.m.

- Use lowercase with periods instead of “o’clock.” Do not use double zeros, e.g., 8:00 a.m. Examples: 8 a.m.; 7:30 p.m.; 8 a.m. to 5 p.m.; 3 to 4 p.m.
- For time periods, use a hyphen in listings and from/to in text. Examples: 5-8:30 p.m. (in listings), from 2:30 to 4 p.m. (in text).
- Official invitations might opt for more formal use of times, including “o’clock.” In formal invitations, spell out the time. Examples: six-thirty o’clock, eleven o’clock (which are exceptions to the rule on numerals).
- See also: time.

board of trustees

- Capitalize when used in publications or resolutions. Use lowercase otherwise, i.e. Jane Doe is a member of the JCC board of trustees.
- See also: titles, personal.

brackets

- Use square brackets, not parentheses, to add words to quoted material. (See Chicago Manual of Style 6.104).

campus and extension center names

- Jamestown Campus
- Cattaraugus County Campus (not Cattaraugus or Olean Campus)
EDITORIAL GUIDELINES

- North County Center
- Warren Center
- Campus or center is capitalized on single reference: Jamestown Campus, Warren Center
- Use lowercase for reference to both campuses: Cattaraugus County and Jamestown campuses

capitalization
- See Board of Trustees; class year; college; departments; titles, and titles of works.

captions/cutlines
- End with a period if caption/cutline is a complete sentence.
- If the cutline is only a name to identify the person in a photo, do not use a period.

chairperson
- Preferred use for either male or female references.

class year
- Capitalize the word class when it refers to a specific year: John Doe, Class of 1973.
- Names and class years can also be represented as: Jane Nelson Doe ’80 (no brackets around maiden name, and class year is defined with an apostrophe).

college
- Use lowercase unless accompanied by a proper noun. Examples: I work for Jamestown Community College. I work for the college.
- When referring to JCC, do not capitalize college in subsequent references: “The college’s soccer field was slightly damaged by flooding.”

colleges/universities
- Use the full name of colleges and universities on first reference:
  - State University of New York at Fredonia (SUNY Fredonia thereafter)
  - University of Pittsburgh at Bradford (Pitt-Bradford or UPB thereafter)
- First reference: She graduated from the State University of New York (SUNY) at Fredonia with a bachelor’s degree in music education. Subsequent references: She coordinated the music internship program at SUNY Fredonia.
- First reference: The Jamestown Community College women’s basketball team faces its stiffest challenges this season from Genesee Community College and the University of Pittsburgh at Bradford. Subsequent references: JCC reached the Division 3 finals after defeating GCC and Pitt-Bradford.

comma
- Use the serial comma: “Abe, Bob, and Camille.” In a series consisting of three or more elements, the elements are separated by commas. When a conjunction joins the last two elements, use a comma before the conjunction. (See Chicago Manual of Style 6.19–6.20.)
- Follow Chicago Manual of Style 6.31 on punctuating nonrestrictive clauses: “My daughter, Julia, enjoyed touring the campus,” but “My three girls, including my daughter Julia, are field hockey players.”
- See also: Jr., Sr.

Commencement
- It is normally not capitalized.

Communicator/Campus Voice
- The Communicator or Campus Voice (italics, no quotes).

compound words
- In general, use a good dictionary such as Merriam-Webster’s to determine whether or not to hyphenate.
- To avoid ambiguity, hyphenate compound modifiers preceding a noun. If the compound is in the dictionary, ambiguity is unlikely: “a high school student.”

course titles
- Capitalize but do not use quotation marks: Her course, Microcomputer Applications I, is offered each semester.

coursework
- One word.
dates
• Use month-day-year sequence (omit the year if it’s obvious).
• Use cardinal, not ordinal, numbers: June 30, not June 30th.
• Do not separate month and year sequence with a comma: September 2003.
• Use commas to set off the year when using full dates. Example: She was born June 7, 1982, in Salamanca.
• Do not use commas when using only month and year constructions. Example: Planning began in May 2009.
• Do not use 1st, 2nd, etc., with dates. Right: January 5, October 23. Wrong: January 5th, October 23rd.
• Use the year if not the current calendar year. Examples: Ed and Sally McCormicks were married in April 2001. The McCormicks were married in April.
• Periods of years. Examples: She worked from 1968 to 2001. She worked in the 1970s (if a decade); avoid ’70s.

dates’ list
• Do not capitalize. Since JCC has two deans issuing the list, it is deans’, not dean’s.

departments
• Academic: Use lowercase for informal reference (business and social sciences division) but capitalize for formal reference (Arts, Humanities, and Health Sciences).
• Administrative: admissions office, alumni affairs office, student development office, registrar’s office.
• Capitalize the formal name: Hultquist Library, Center for Continuing Education, Main Street.

dollar amounts
• Use a dollar sign followed by a numeral. Do not use .00 with dollar values. Examples: $250 (not $250.00), $12,300, $5.3 million (not $5,300,000).

e.g./i.e.
• The abbreviation e.g. means exempli gratia, or “for example.” It should be punctuated with periods and set off with commas. Example: Representatives from various areas (e.g., criminal justice, business, engineering) were among the conference participants.
• The abbreviation i.e. means id est, or “that is.” It is for listing the specific case(s) referred to in the preceding material. It should be punctuated with periods and set off with commas. Example: Please e-mail your vote, i.e., aye or nay.

e-mail
• Use the hyphen.

English as a second language
• Capitalize only English, but the acronym is ESL.

exclamation point
• Frequent use of the exclamation point for emphasis is not recommended, nor is multiple use, i.e. “Come join us!!!!!!”

faculty/staff
• These are singular nouns, referring to groups. When used alone, treat it as a singular noun. To make it plural, use “faculty members.” When referring to the people who make up the faculty, use “faculty members.” Examples: Our faculty is the best. All of our faculty members teach multiple classes. Also, “the staff is,” but “staff members are.”
ax
• Use lowercase letters (or capitalize the first letter if starting a sentence or line of formatted text with it).
• Do not use all caps.

fewer/less
• In general use “fewer” for individual items, “less than” for bulk or quantity. Examples: Fewer than 20 people applied. I had less than $200 in my account. (An amount.) I had fewer than 20 $1 bills in my wallet. (Individual items.)
fieldwork
• One word.

first come, first served
• Means the first to come is the first to be served. Do not hyphenate.

foreign words
• Use italics for words not listed in Merriam-Webster’s.

fractions
• Spell out fractions: two and a half years; one-fifth.
• See also: percent.

full-time/part-time (adjective)
• Hyphenate when used as a compound modifier: full-time faculty member. However, she works full time at JCC.
• If using both terms in same reference: The Counseling and Career Development Center has postings for full- and part-time positions.

geographical terms
• Follow Chicago Manual of Style 8.46–8.50: The West, the Western world, Western civilization; the Midwest; the East; the industrialized North; the developing South; the third world. Exceptions: western New York, New York state, northwestern Pennsylvania. Examples: We have a lot of tornadoes in the Midwest. The East Coast can be cold in the winter. The Western states are dry. She is a Northerner. Some New Yorkers can't make up their minds if they live in upstate or downstate New York, but Jamestown is definitely located in southwestern New York.

hyphens
• Follow Chicago Manual of Style 6.82 (on hyphen use with numbers) and 7.82–7.90 (on compound words). Example of suspensive hyphenation: He will give a 10- to 15-minute presentation.
• Other hyphenation examples: decision-making, face-to-face, one-on-one.

initials
• Don’t use spaces between initials. Example: J.R. Doe

Internet
• Capitalize.

italics
• Court cases: Brown v. Board of Education.
• Foreign words not listed in Merriam-Webster’s
• See also: titles of works.

it’s/its
• “It’s” is the contraction of “it is” or “it has.” Example: It’s not uncommon for this word to be used incorrectly as the possessive.
• “Its” is the possessive. Example: The group lost its president.

Jr., Sr.
• Not preceded by a comma: John B. Jones Jr.

liberal arts
• No hyphen, even when it’s used as an adjective: “a liberal arts curriculum”

logo
• The JCC logo must be represented on all college materials.

months
• Spell out in text.
• See also: dates.

names, personal
• In text, first reference should include full name; later references last name only. Exception: Those holding a doctoral or medical/dental degree are referred to by title and last name in subsequent references: Dr. Jones. Repeat first name only to avoid confusion with someone else with the same last name.

nicknames
• Use quotation marks, not parentheses, for nicknames: Daniel “D.J.” Smith

noon
• Use noon rather than 12 p.m. to avoid confusion.
numbers
• Spell out one through nine. Use numerals for 10 and up. Follow style for ages as well: “a six-year-old boy,” “a 47-year-old man.”

online
• One word, not hyphenated.

percent
• Spell out.

photo captions
• See: captions/cutlines.

possessives
• Singular common nouns that end in s: add ’s: “the class’s graduation party”
• Singular proper nouns that end in s: Weiss’s book, Texas’s laws, Congress’s deadline
• Plural common nouns that end in s: add only an apostrophe: “the five cats’ bed.”
• Proper nouns with plural form: add only an apostrophe: Los Angeles’, United States’

prefixes/suffixes
• Follow Chicago Manual of Style 7.90.

quotation marks
• Always place commas and periods inside quotation marks.

quotes or italics
• See also: titles of works.

room numbers
• Do not capitalize the word “room” if used.
  Example: Library & Liberal Arts Center room 308 (subsequent reference: LLAC 308)

spaces
• Use one space after periods, commas, or colons when typing text.

sports
• Use dashes, not hyphens, in scores.
  Example: JCC defeated GCC 73-71.
• Use lowercase for names of individual sports: men’s basketball, men’s and women’s swimming and diving.

staff, staff members
• See: faculty/staff.

state names
• Use two-letter postal abbreviations (no periods).

student organizations and clubs
• Capitalize. Examples: Student Senate, Campus Advisory Board, Criminal Justice Club

telephone numbers
• Use periods between sets of numbers: 716.338.1000, 716.376.7500.

terms, academic
• Lowercase: fall semester

theater/theatre
• Some variations exist: Scharmann Theatre, Weeks Theatre, and Lenna Teleconference Theatre, but Cutco Theater.

time
• Use lowercase with periods instead of “o’clock.”
• Do not use double zeros, e.g., 8:00 a.m.

titles, personal
• Capitalize when they precede a name as a courtesy title; use lowercase when they follow the name or stand alone.
• Always place long titles after a name.
• Use lowercase for descriptive titles (“psychology professor Jan Jones”) before or after a name; consider former titles to be descriptive. Follow Chicago Manual of Style 8.21–8.35. Examples: “Cheryl Daniels, associate professor of nursing,”
but “Professor Daniels” (note that the honorific doesn’t distinguish between professorial ranks); “development officer Betty Bane”; “Dean Edward Jones”; “Susan Magee, director of admissions.”

titles of works
• Titles in italics: book, magazine, online magazine, newspaper, movie, play, long poem, work of art, opera or other long musical composition, television program or series, art exhibition, record album (vinyl, tape, CD), video or DVD, radio program.
• Titles in “quotes”: comic strip, short story, short poem, song or other short musical composition, episode of TV series, college course (quote marks are not necessary in college catalogs or as part of a long list of course titles).

toward
• Not towards.

trademarks
• Capitalize trademarks (trademark symbol is not necessary).

T-shirt
• Always capitalize the T.

under way
• Two words. Example: The project is under way.

United States
• Spell out as noun, abbreviate as adjective: “They were born in the United States,” but “the U.S. representative to Spain.”

web-related terminology

e-mail
• The “e” is not capitalized unless it’s the first word of a sentence. Examples: My e-mail didn’t get through. E-mail is a great tool.
• If an e-mail address cannot be kept on one line, only break it at the “@.”

home page
• Two words, no capitalization.

hyperlinks/URLs
• When creating a print document, you should not allow text to be formatted as a hyperlink. Microsoft Word automatically formats URLs into hyperlinks when you type them in. To correct this on a PC, right click on the blue URL and select “Remove Hyperlink.” With a Mac, go to the “Edit” menu and select “Undo AutoFormat” immediately after the automatic formatting occurs.

Internet
• Capitalize the “I.”

Online
• One word, lowercase.

Web
• Capitalized in an informal reference; also “World Wide Web.”

web addresses
• Only include “http://” when it is necessary, such as when “www” is not present.
• Only break addresses at logical places, not in the middle of a word or grouping. Avoid using long and complex addresses.

web page
• Two words.

website
• One word, not capitalized.

which/that
• That is a restrictive, or defining, pronoun; it introduces a phrase or clause that is essential to the meaning of the sentence.
• Which is a nonrestrictive, or descriptive, pronoun; the phrase or clause it introduces, which is usually set off by commas, could be eliminated without changing the meaning of the sentence.
Socializing on the web.

Social media continues to break down the old walls that separated brands and institutions from the general public. This offers us several incredibly exciting opportunities, allowing us to engage with our students, alumni, and the community in a different, much more authentic way, but it also comes with new pitfalls and potential dangers. As you and your department begin to use tools like Facebook, Twitter, YouTube, and other social media channels, it is important to develop a voice that represents JCC in an authentic and engaging manner.

JCC’s official Facebook, Twitter, Pinterest, YouTube, and other social media sites are managed by the Web content staff within the marketing department. However, the greater JCC’s presence on social media, the better, so long as that presence is uniform and high quality. To create a unit-specific social media presence, college personnel should:

• Consult with the web content manager.
• Provide editorial access to the web content manager.
• Note that the unit-specific presence does not reflect the official views of the college.
• Link to the college’s official social media presence.
• Include SUNY JCC in your social media page name.

For questions, contact the web content manager at 716.338.1048.
COMMENTING STANDARDS AND REGULATIONS

Social media is all about having conversations with people, not just talking at them. This means that we encourage people to comment on our posts, and in turn should feel free to comment back and engage them in conversation. However, as we have all seen, comments on the internet can quickly turn nasty, and social media administrators should monitor their pages and accounts closely to ensure that conversations on official SUNY JCC social media accounts remain acceptable and serve to further the college's mission, not detract from it.

To that end, social media administrators should follow these general guidelines when monitoring comments:

- Delete any posts or comments from spammers or third party advertisers.
- Do not use or allow comments that contain hate language.
- Do not allow posts that would be offensive to a reasonable person.
- Do not use profanity, or placeholders for profanity, in posts.
- Be cautious about comments that are personal attacks against public figures, and particularly against members of the SUNY JCC community.
- Encourage reasonable dialogue and offer a balanced perspective and multiple points of view.
PROFILE PICTURES AND IMAGE SIZES

Most social media accounts allow you to upload a profile picture, which is typically small and square shaped, and a larger image that serves as your cover photo. When selecting an image to use as your profile picture, we encourage you to use the official JCC logo, scaled to the appropriate size (the standard pixel size for Facebook and Twitter profile pictures is included to the right). If you elect to use a different profile picture, please use an iconic and/or easily identifiable image. For sites like Facebook, which allow you to also upload a larger cover photo, please make sure that you select and upload a picture of high enough quality that it will fill the space without appearing distorted or pixelated. The JCC Flickr page is a great source of high quality photographs.

- Facebook profile picture dimensions: 180 x 180 px
- Facebook cover photo dimensions: 851 x 315 px
- Facebook timeline photo: 403 x 403 px
- Facebook highlighted post or milestone: 843 x 403 px

- Twitter profile picture dimensions: 81 x 81 px
- Twitter header photo dimensions: 520 x 260 px
- Twitter shared image: 375 x 375 px
Leading the way.

A great guide doesn’t just show you the way. It gives you the power to lead. Now you have the standards needed to be a part of building the JCC brand.

By the time you’ve reached this point, you’ve probably realized that a brand isn’t a logo or a photograph or a color. It’s all of these things – and you. You’ve always made JCC stand out. And now you’ll bring us together.

Just like any valuable resource, this guide will be continually updated to reflect the latest standards and guides, so check the internet before beginning new projects.

For additional information contact the JCC marketing department.

To download the templates mentioned throughout this guide, visit the JCC website at www.sunyjcc.edu/brand.