



Branding Guidelines

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Washtenaw Community College strives to make a positive difference in people's lives through accessible and excellent educational programs and services. In order to maintain the integrity of this mission, it is important that the college brand and identity remain clear and consistent. To support this mission, the visual identity standards have been outlined in this guide.

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Logo



When possible, use of the green Washtenaw Community College is recommended. Acceptable color variations of the logo (shown on the following page) include: white, black, yellow, and a special version for specifying metallic inks and foil stamps.

All graphic files for the college logo and acceptable variations can be found at wccnet.edu/about-us/identity/downloads.



A mandatory “clear space” around the logo equal to the of the diamond portion of the mark. Elements such as text, rules, borders, illustrations, photographs (when not used as a background) and trim edges should not extend into this spacing.



The logo should never be smaller than 1/4" high.

Secondary Signatures

The secondary signature samples shown here are for all academic, administrative and affiliate usage. Logo color requirements apply to secondary signatures.

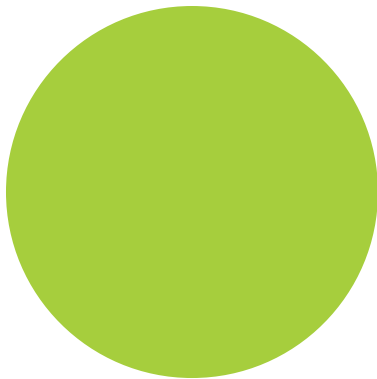
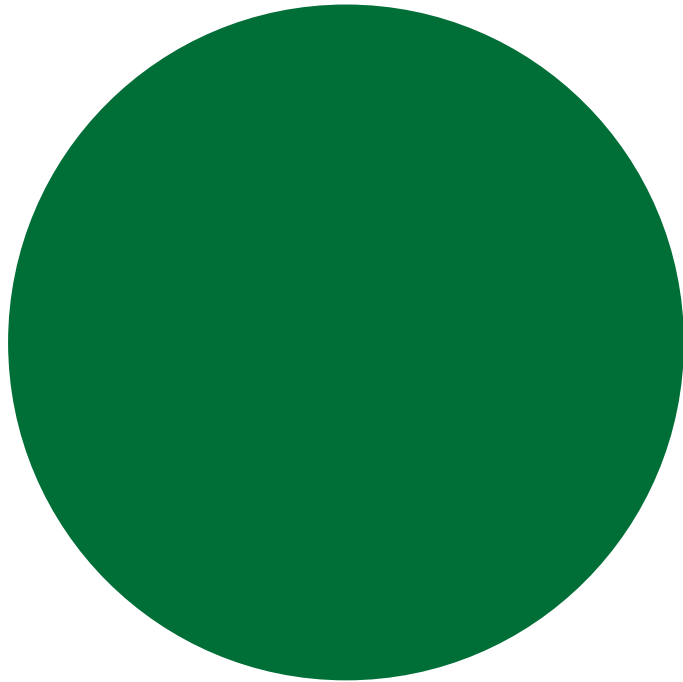
Contact Marketing at marketing@wccnet.edu if you are in need of a secondary signature.



Primary Color Palette

Green and yellow-green are the primary colors for WCC.

The yellow-green should not be used for small-sized text or condensed or book versions of the approved fonts.



PMS 349

Print: C:85 / M:3 / Y:91 / K:44

Digital: R:4 / G:106 / B:56

Hex: 046A38



PMS 375

Print: C:40 / M:0 / Y:98 / K:0

Digital: R:151 / G:215 / B:0






Hex: 97D700

Extended Color Palette






The extended color palette consists of a complimentary set of hues that are chosen to work well together, and with the primary palette, to provide depth and variety to communications.

There are no designated colors for individual departments or areas of the college.

Secondary Colors

 PMS 357	CMYK: C:90 / M:12 / Y:95 / K:64 RGB: R:0 / G:77 / B:33 Hex: 183029
 PMS 361	CMYK: 68 / 0 / 100 / 0 RGB: 67 / 176 / 42 Hex: 43B02A
 PMS 294	CMYK: C:100 / M:74 / Y:0 / K:45 RGB: R:0 / G:47 / B:108 Hex: 002F6C
 PMS 315	CMYK: C:100 / M:0 / Y:17 / K:44 RGB: R:0 / G:103 / B:127 Hex: 00677F
 PMS Cool Gray 9	CMYK: C:50 / M:40 / Y:34 / K:17 RGB: R:117 / G:120 / B:123 Hex: 75787B

Accent Colors

 PMS 2010	Print: C:5 / M:25 / Y:100 / K:0 Digital: R:242 / G:190 / B:25 Hex: FFCD00
 PMS 639	CMYK: C:97 / M:4 / Y:3 / K:2 RGB: R:0 / G:149 / B:200 Hex: 0095C8
 PMS 187	CMYK: C:0 / M:100 / Y:74 / K:26 RGB: R:166 / G:25 / B:46 Hex: A6192E
 PMS 152	CMYK: C:0 / M:61 / Y:100 / K:0 RGB: R:229 / G:114 / B:0 Hex: E57200
 PMS 2617	CMYK: C:85 / M:100 / Y:0 / K:23 RGB: R:71 / G:10 / B:104 Hex: 470A68

Typefaces

The official college typefaces are the New Century Schoolbook and Futura families.

New Century Schoolbook

Aa

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

New Century Schoolbook Roman

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

New Century Schoolbook Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

New Century Schoolbook Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

New Century Schoolbook Bold Italic

Substitutions

If the official typefaces are not available to you **Century Schoolbook** and **Arial** may be substituted.

Futura

Aa

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Book Oblique

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Futura Bold Oblique

Futura

Light

Light Oblique

Medium

Medium Oblique

Demi

Demi Oblique

Heavy

Heavy Oblique

Extra Bold

Extra Bold Oblique

Futura Condensed

Book

Book Oblique

Medium

Medium Oblique

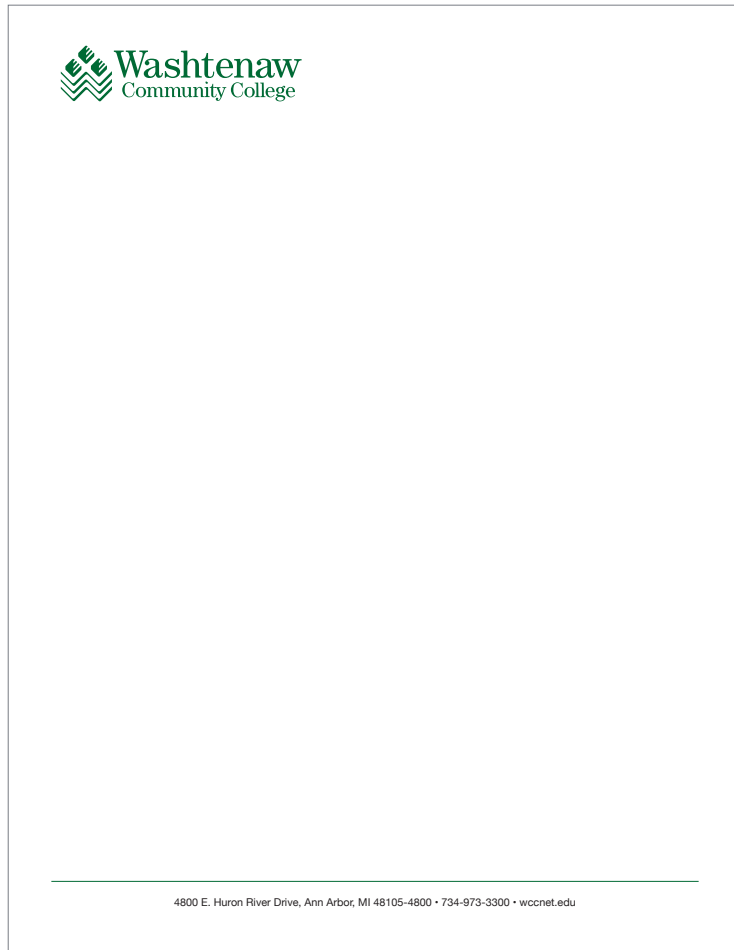
Bold

Bold Oblique

Extra Bold

Extra Bold Oblique

Stationery

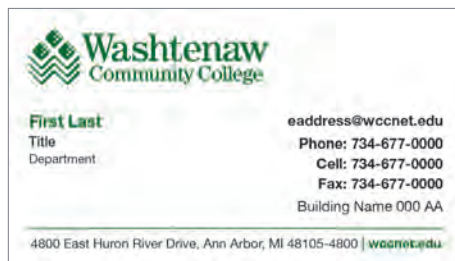


Letterhead

Letterhead templates are available for download at wccnet.edu/about-us/identity/downloads.

Business Cards

Business cards can be ordered at the Copy Center, copycenter@wccnet.edu.



College Seal



Use of the official college seal is reserved for the Office of the President, diplomas, or legal contracts. The seal may also be used for official ceremonial functions and appear on approved plaques.

The seal should never be used in communications in lieu of or in conjunction with the WCC logo. Official art should be obtained from Marketing, marketing@wccnet.edu.

Logo color requirements apply.



Metallic Ink or Foil Stamp



Brand Voice and Writing Style

BRAND VOICE

What is a Brand Voice?

A brand voice is the distinct and consistent personality and language that conveys what a brand is about.

Why Does A Brand Voice Matter?

Just as our logo, colors and other brand elements help WCC distinguish itself in the competitive landscape, so does a well-identified and consistent brand voice. We must have a distinct brand voice to convey our personality, to create compelling stories, and to develop memorable content.

WCC's Brand Voice

Like all brand elements, WCC's brand voice supports the College's mission: *"Our College strives to make a positive difference in people's lives through accessible and excellent educational programs and services."*

The WCC brand voice is a core voice that is evident without regard to the specific message and audience. Although messages may come from different areas of the College and speak to different audiences, the core voice is always present in all communications.

WCC's voice is meant to articulate a deeper sense of value for students, stakeholders, and community members – what it really means for them to be a part of WCC.

WCC's brand voice keeps the focus on them, the students, stakeholders, community members and others. We exemplify the idea that everyone has a next chapter in their life story, and we exist to help them fulfill it.

In this way, our brand voice is completely relatable and inclusive. And those who are ready for the next chapter will see WCC as a means to achieve it.

How We Speak

We speak in positive and emotional brand tones that are able to adapt to a range of audiences. All communications should use these tones to guide the College's messages.

Aspirational – opportunity, hope, desire or achievement. WCC speaks to both the heart and the head, offering benefits that people understand and value.

Empowering – success, confidence, and future-focused. WCC helps people connect, learn, and grow, communicating in ways in which people feel heard, respected, understood, and cared for.

Inclusive – accessible to anyone and everyone; WCC welcomes diverse people, ideas, beliefs, and backgrounds.

Transformative – life-changing, metamorphic; WCC helps people change in ways they never thought possible.

Within these tones, we strive to communicate in ways that are:

- Welcoming and inviting
- Approachable
- Conversational; talking "with" people, not "at" them
- Enthusiastic
- Helpful
- Knowledgeable

Adapting the Tone

Use the brand tones to bring WCC's voice to life when speaking with specific audiences, "flexing" the tone, as appropriate, when communicating with prospective students, current students, stakeholders, and the community.

Writing Style

WCC follows The Associated Press Stylebook (AP Style) as the foundation, however, there are instances when a modified version of AP Style is used for newsletters, brochures, flyers, ads, web stories, and other promotional materials produced for the College.

Capitalization

- Capitalize the “College” when referring to Washtenaw Community College.
- ‘Internet’ is capitalized when used as a proper noun, for example: **the Internet**. It is not uppercased in instances such as internet technologies.
- Lowercase the word ‘building’ when it follows the name of a campus structure, for example: **Student Center building**.
- Lowercase the word ‘room’ when it precedes a classroom or office number, for example: room 150 in the Morris Lawrence building.
- Only the first word in a headline and subhead is uppercased. However, the designer may choose to uppercase all letters in a headline as a style feature.
- ‘Department’ is lowercased when following the name of an office or academic discipline. For example: **Student Services department, math department**.
- ‘Program’ is lowercased when following the name of an academic discipline. For example: Internet Professional program.
- Degree titles are capitalized only when the formal title is used. For example: **Construction Technology Associate in Science degree**. Titles are lowercased when a general reference is made. For example: **the construction technology degree**.
- ‘Faculty’ is lowercased in all references. For example: **Liberal Arts faculty member John Smith, and nursing faculty attending last month’s meeting....**
- The Board of Trustees may be referred to as ‘the Board.’ It is capitalized in both instances when used as a proper noun and lowercased when used in a general reference.
- The name of a season is lowercased unless it is part of a proper name. For example: **classes begin in the fall and when students return for the fall semester. The Fall 2014 Semester begins August 22.**
- Capitalize **brand names** when using them in a sentence. Include the trademark/registered symbol when publishing a copyrighted logo or image.

Formatting

- One space, never two, after a period.
- No space between em dashes.
- Commas are preferred over em dashes for subordinate clauses that occur within or at the end of a sentence. However, em dashes could be used at the end of a sentence to separate two independent clauses. For example: **When I see the faces of proud parents and family members, I feel as proud as they do.** Or: **Our instructors are seasoned professionals—they know what you need to know.**
- Single space sentences.
- Double space between paragraphs.
- Time is written to follow AP Style: 7 a.m. to 11:30 p.m.
- Telephone numbers are formatted with dashes between the area code, central office code and line number: **734-973-3300**.
- Use “4-year college or university” (or “four-year college or university” in more formal communications.)

Writing Style

Inclusivity

Ensure copy is inclusive of all races, ethnicities, socioeconomic statuses, genders, sexualities, and self-identifications. Consider the relevance of each when communicating.

Gender and Sexuality

Use gender neutral language, e.g., police officer instead of policeman, city leader instead of city fathers, server instead of waiter or waitress. Refer to AP Style for more gender-neutral terms

Gender and Sexuality: language around gender is evolving, and with that, WCC must evolve for its writing to an inclusive tone. Therefore, personal pronouns such as “they,” “them” and “their” should be used where practical.

Race

To be inclusive when communicating with audiences of diverse backgrounds, carefully consider the relevance of race and the potential for unnecessary attention when identifying people by race. AP Style provides guidelines when race is pertinent in writing:

- In writing that involves significant, groundbreaking or historic events, such as being elected as the first Black president or the first Hispanic justice of the U.S. Supreme Court.
- In cases where suspects or missing persons are being sought and the descriptions provided are detailed and not solely racial.
- When reporting a demonstration, disturbance or other conflict involving race, or issues like civil rights.

When referring to specific races, use Black, white, African American (if a U.S. citizen), Latino, Hispanic, Native American, Indian (people from India), etc. Refer to AP Style for additional references to race.

Punctuation

- Use a comma to separate the first two of three items in a series, for example: online, blended and on campus classes.
- Use exclamation marks sparingly. In most contexts, exclamation marks come across as hype. However, this preference does not apply to ads.
- Punctuation marks, such as periods and commas, go inside an end quote, not after it.
- Associate degree is written singular (not “associate’s”), unlike bachelor’s degree and master’s degree.

Sentences and Paragraphs

- Use shorter words where possible, longer words where necessary.
- Shorter sentences are generally easier to read and should generally be fewer than 20 words.
- Paragraphs:
 - Write in short, logical paragraphs to encourage reading.
 - Use bullets for easy scanning.
 - Use as few words as possible without sacrificing clarity.
 - Depending on the audience and channel, content should be written between a 6th and 9th grade reading level. Visit <https://readable.com/> to confirm content readability.

Abbreviations

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

EXAMPLES: *January 1972 was a cold month; Jan. 2 was the coldest day of the month. His birthday is May 8; Feb. 14, 1987 was the target date. She testified that it was Friday, Dec. 3, when the accident occurred.*

In tabular material, use these three-letter forms without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

Writing Style

Word Usage

- Address the audience in the second person, “you” (or students, etc. where practical).
- Use active verbs so the subject of the verb is doing the action:
- Ex: “More than 200 million people speak Spanish,” not “Spanish is spoken by more than 200 million people.”
- Avoid using jargon or other “insider” language.
- Use plain language: use, not utilize
- Avoid the use of “-ing” words
- Use action words such as create, develop, call, discover, analyze, deliver, compute, etc.
- Spell out a person’s full name on the first reference. Use only the last name in subsequent references.
- Define industry terms in the first reference. For example:
 - “...a model with few or no levels of intervening supervisors between employees and managers is often referred to as a flat management model.”
 - “Classes taught with a blend of online and on campus sessions...instead of ‘blended classes’ on the first reference.”
- Always spell out Washtenaw Community College on first reference. Use the acronym (WCC) in subsequent alliterations. Use of “we” is also permissible after first reference, depending on the audience.
- The (WCC) acronym does not immediately follow Washtenaw Community College on first reference in most circumstances. However, an acronym may be applicable for organizations not easily recognized by our regular audiences. For example: The American Association of Community Colleges (AACC).
- If your article uses a quotation, use “said” instead of “says” in the attribution.
- Though technically a compound modifier, it is not necessary to hyphenate “on campus” when using it to refer to “on campus classes.”
- “Online” is preferred over “on-line” and “on line” when referring to courses or information on the Internet.
- Percentage is always spelled out in a sentence. For example: Enrollment for this semester was up 2.1 percent from last year.
- Numbers one through nine are spelled out. Numbers starting a sentence are spelled out as well.
- Use full-size letters, not superscript, to mark ordinal numbers (st, nd, rd, th) that are written as numerals.

- Spell out ordinal numbers through one hundred. For example: a business is on Seventh Avenue, not 7th Avenue. A restaurant is on 122nd Street, not One hundred and twenty-second Street.
- When writing a number with a measurement, write one as a number and the other as a word. For example: She made 2 one-hundred-pound cakes. They stacked 3 six-foot ladders on top of one another.
- WCC uses one word when writing healthcare. Child care is spelled with two words.

Technology Terms

With the rapid evolution of technology, both terms and language continue to change. Refer to AP Style, however, below are some examples for use:

- IT – use as secondary reference after Information Technology
- Email – never hyphenate (e-mail)
- App – short for application; acceptable on first reference
- Wi-Fi – not wifi
- Website – not web site or web-site
- World Wide Web – capitalized

Presidential Reference

Under her signature at the end of a letter or formal communiqué:

Dr. Rose B. Bellanca, Ed.D.
President, Washtenaw Community College

In a feature story, Web page, press release, or other written material:

Dr. Rose B. Bellanca, WCC president
or
Washtenaw Community College President Dr. Rose B. Bellanca

Writing Style

Sources

- “Washtenaw Community College Adverthinking,” Perich Advertising, May 2016.
- “Style Guide for Web Content: Washtenaw Community College Content Strategy and Migration Project,” The Understanding Group (TUG), September, 2017.
- AP Style Book
- WCC PRMS Style Guide, 12/9/2014.
- “Brand Voice: What is it & why it matters,” Jenn Chen, Sprout Social.
- Lansing Community College Brand Standards
- Oakland Community College Brand Standards
- Eastern Michigan University Brand Standards
- Miami University Brand Guidelines

Resources

Download Logos

wccnet.edu/about-us/identity/downloads

Branding Guidelines PDF Download

wccnet.edu/about/brand