

St. Louis Community College Brand & Editorial Style Guide

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OUR LOGO

The St. Louis Community College brand includes four logo variations. The primary logo is a horizontal execution and should be used whenever possible.

Primary Logo



Secondary Logos









NOTE: Use the Stacked Logo only when horizontal space is restricted; for example on small promo items. Please contact Marketing and Communications to request a Location, Department or Program logo.

PROPER USE

The preferred display of the STLCC logo is in full color on a white background. Follow these guidelines to ensure proper use, readability and consistency in logo appearance.

Logo Color Variations

When placing the logo on a color background, it is essential that there is enough contrast between the logo and the background. The grid below displays proper use on a variety of backgrounds.

 <p>St. Louis Community College Expanding Minds. Changing Lives.</p> <p>FULL COLOR ON WHITE BACKGROUND</p>	 <p>St. Louis Community College Expanding Minds. Changing Lives.</p> <p>ONE COLOR ON WHITE BACKGROUND</p>	 <p>St. Louis Community College Expanding Minds. Changing Lives.</p> <p>BLACK ON WHITE BACKGROUND</p>
 <p>St. Louis Community College Expanding Minds. Changing Lives.</p> <p>REVERSE ON MEDIUM TONE BACKGROUND</p>	 <p>St. Louis Community College Expanding Minds. Changing Lives.</p> <p>REVERSE ON DARK TONE BACKGROUND</p>	 <p>St. Louis Community College Expanding Minds. Changing Lives.</p> <p>REVERSE ON BLACK BACKGROUND</p>

Accessing Logo Files

Primary and Stacked logo files are available for [download online](#).

Location, Department and Program logo files must be requested through Marketing and Communications.

Logo File Glossary of Terms

Reference the definitions below to assist with selecting the proper file type.

File Formats

- JPG** A file ideal for placement on a white background.
- PNG** A file with a transparent background that should be used when applying the logo over a colored background.
- EPS** A high quality file that can scale up or down without losing quality. This file can only be opened with graphic design programs like Adobe Illustrator.

Color Profiles

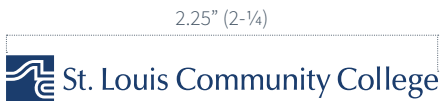
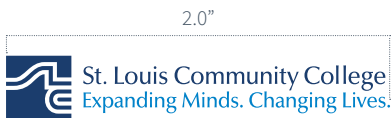
- PMS** Used in one-color printing for precise color matching
- CMYK** Used in four-color digital and offset printing
- RGB** Used for digital presentations, like Microsoft Power Point
- HEX#** Used for precise color matching in web publishing

PROPER USE (CONTINUED)

To ensure readability, please follow the below guidelines for minimum size and logo placement. Please avoid logo distortion often caused by improper scaling, skewing or editing.

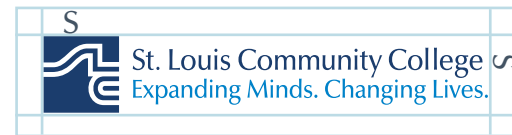
Minimum Size

Follow the below guidelines for minimum size specifications.



Safe Zone

In order to properly read the logo, it needs to be surrounded by a “safe zone” of white space. This can be measured by the capital “S” in the logo’s title.



Common Misuse

Avoid the following common logo application mistakes.



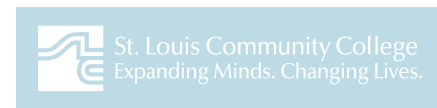
X DO NOT SKEW, STRETCH, ROTATE OR SHRINK



X DO NOT CHANGE LOGO COLOR



X DO NOT RECONFIGURE LOGO ELEMENTS



X DO NOT PLACE LOGO ON BACKGROUNDS WITH LITTLE CONTRAST

BRAND ELEMENTS

The St. Louis Community College brand is supported by two style elements - type and color. To ensure consistency and to develop brand recognition, using approved typefaces and color mixes are critical.

Typography

Source Sans Pro is STLCC's primary typeface and can be [downloaded for free](#). Arial is the brand's alternative typeface and should be used across the Microsoft Office Suite.

Source Sans Pro Family

Source Sans Pro Light
AaBbCcDd012345

Source Sans Pro Regular
AaBbCcDd012345

Source Sans Pro Semibold
AaBbCcDd012345

Source Sans Pro Bold
AaBbCc0123

Source Sans Pro Black
AaBbCc0123

Arial Family

Arial Regular
AaAaBbCc0123

Arial Bold
AaBbCc0123

NOTE: Always follow these best practices:
Left justify | Use title case for headlines | All capital letters should be used sparingly

Color Palette



PMS 654
CMYK
C: 100 M: 85 Y: 30 K: 15
RGB
R: 0 G: 58 B: 112
Web/HEX
#003a70



PMS Pantone Process Blue
CMYK
C: 100 M: 25 Y: 0 K: 0
RGB
R: 0 G: 130 B: 202
Web/HEX
#0082ca



PMS 306
CMYK
C: 80 M: 0 Y: 0 K: 0
RGB
R: 0 G: 179 B: 227
Web/HEX
#00B3E3

NOTE: Using the right color mix depends on the medium you're working in.
PMS = one-color printing | CMYK = 4-color printing | RGB = digital presentations | HEX = web publishing

The St. Louis Community College Office of Marketing and Communications created the Editorial Style Guide to provide a consistent and easy-to-use reference guide for STLCC faculty and staff. To suggest an update or to ask additional questions, please contact Julie Lay at jlay28@stlcc.edu.

ABOUT ST. LOUIS COMMUNITY COLLEGE

Mission

St. Louis Community College expands minds and changes lives every day by offering high-quality educational experiences leading to degrees, certificates, employment, university transfer and life-long learning.

Vision

St. Louis Community College is the first choice for academic excellence: leading the way in student success, innovation and community transformation.

Core Values

- **Academic Excellence.** Expect high standards in all academic endeavors.
- **Learning.** Acknowledge and value the unique needs and potential of each learner.
- **Integrity.** Demonstrate personal and professional behaviors that are ethical and transparent.
- **Accountability.** Be responsible for actions that demonstrate a commitment to St. Louis Community College's vision, mission, core values and strategic priorities.
- **Innovation.** Support risk-taking for creative solutions to realize our vision.
- **Dignity and Civility.** Foster a culture of equity and inclusion through thoughtful, candid and respectful interactions.
- **Intercultural Competence.** Cultivate understanding of and appreciation for different cultures.

Diversity Statement

St. Louis Community College will foster an atmosphere of appreciation for all people, regardless of race, color, creed, religion, sex, sexual orientation, gender identity and expression, national origin, ancestry, age, disability, genetic information, veteran status or class.

Tagline

Expanding minds. Changing lives.

REFERENCE INFORMATION

Campus Names

Bio-Research Development and Growth (BRDG) Park (BRDG Park second mention)

Center for Workforce Innovation

Corporate College

Cosand Center

South County Education and University Center (STLCC - South County second mention or limited space)

St. Louis Community College at Forest Park (STLCC - Forest Park second mention or limited space)

St. Louis Community College at Florissant Valley (STLCC - Florissant Valley second mention or limited space)

St. Louis Community College at Meramec (STLCC - Meramec second mention or limited space)

St. Louis Community College at Wildwood (STLCC - Wildwood second mention or limited space)

William J. Harrison Education Center (HEC second mention or limited space)

Chancellor's Name/Title

As a signature on letterhead

Jeff L. Pittman, Ph.D., Chancellor (Second mention and beyond: Dr. Pittman)

As a signature without letterhead

Jeff L. Pittman, Ph.D.

Chancellor

St. Louis Community College

In paragraph form

Jeff L. Pittman, Ph.D., Chancellor, St. Louis Community College

Second mention is always:

Dr. Pittman

College Name

St. Louis Community College

Never spell out the word Saint in St. Louis Community College (Second mention and beyond: STLCC).

stlcc.edu

Always keep the website in the same format and style as the rest of the text it is in conjunction with. Never include www. before the web address.

College

Always capitalize the C in College when referring to our College in any way. When referring to another college or colleges in general, do not capitalize. When referring to the proper name of a fellow college, capitalize if the word college is part of the proper name.

REFERENCE INFORMATION (CONTINUED)

Degrees

associate degree (not plural or possessive) or Associate of Arts or A.A.

bachelor's degree or Bachelor of Arts or B.A.

master's degree or Master of Social Work or M.A.

doctoral degree or Doctor of Psychology or Ph.D

Standardized Terminology by Campus

Names and Titles

Capitalize both first and last names. Can use last name and courtesy title after first mention.

Use name and degree (Jeff Pittman, Ph.D) or name and courtesy title (Dr. Jeff Pittman).

Buildings and Departments

Use the **correct and full name** of buildings, offices, departments, divisions, intercampus locations and services within buildings.

Use the proper name for the campus theaters on first reference. For subsequent references, the word **theater/theatre** is appropriate.

Examples:

Terry M. Fischer Theatre; Florissant Valley theater; the theater

Mildred E. Bastian Center for the Performing Arts; the theater

Meramec Theatre; the theater

Do not use forms such as office of or department of.

Examples:

Office of Admissions (incorrect)

Admissions office (correct)

Specific buildings for each campus are as listed. References should be made to the Humanities building, the Engineering building, etc., with **building** lower case.

Florissant Valley

Administration

Business

Child Development Center

Communications

Emerson Center for Engineering and Manufacturing

Engineering

Humanities

Instructional Resources

Multipurpose Room

Physical Education

Science-Mathematics

Standardized Terminology by Campus (Continued)

Service
Campus Police office
Maintenance
Social Science
Student Center
Training Center
Terry M. Fischer Theatre

Forest Park

East Wing
A Tower
B Tower
C Tower
D Tower
West Wing
E Tower
F Tower
G Tower
Anheuser-Busch Dining Room
Art Annex
Jack E. Miller Hospitality Studies Center
Library
Mildred E. Bastian Center for the Performing Arts
Parking Garage
Physical Education
Student Center

Meramec

Administration/Clark Hall
Applied Science
Assessment Center
Business Administration
Child Care Center
Continuing Education
Communications North
Communications South
College Police office
Gers Greenhouse
Humanities East
Humanities West
Lecture Halls
Library
Physical Education
Physical Plant
Power House

Standardized Terminology by Campus (Continued)

Science South
Science West
Social Science
Student Center
Theatre

No additional buildings at this time:

BRDG Park
Center for Workforce Innovation
Corporate College
Cosand Center
Wildwood
William J. Harrison Education Center

Common College Terminology/Acronyms

AACC – American Association of Community Colleges
AAMI – African-American Male Initiative
AAS – Associate in Applied Science
AASHE – Association for the Advancement of Sustainability in Higher Education
ABE – Adult Basic Education
ABET – Accreditation Board for Engineering and Technology
ACCT – Association of Community College Trustees
ACF – American Culinary Federation
ACT – American College Test
ADA – Americans with Disabilities Act
AFL-CIO – American Federation of Labor and Congress of Industrial Organizations
AP – Associated Press
APP – Advanced Placement Program
ARRA – American Recovery and Reinvestment Act
ASC – Academic Support Center
ATD – Achieving the Dream
ATE – Advanced Technological Education
BOT – Board of Trustees
BPI – Building Performance Institute
BRDG Park – Bio-Research and Development Growth Park
BTOP – Broadband Technology Opportunities Program
CAC – College Academic Council
CIAC – College Institutional Affairs Council
CAITA – Computer-Aided Three-dimensional Interactive Application
CASE – Council for the Advancement and Support of Education
CASS – Cooperative Association of States for Scholarships
CBIL – Center for Business, Industry & Labor
CC – Cosand Center
CCID – Community Colleges for International Development

Common College Terminology/Acronyms (Continued)

CCSSE – Community College Survey of Student Engagement
CEAIT – Center for Emerging and Advanced Information Technology
CHIPS – Children’s Health Insurance Programs
CLEP – College Level Examination Program
CMS – Content Management System
CNSS – Committee on National Security Systems
CNSSI – Committee on National Security Systems Instructions
COCA – Center of Creative Arts
CTL – Center for Teaching and Learning
CWI – Center for Workforce Innovation
CWSP – College Work Study Program
DESE - Missouri Department of Elementary and Secondary Education
DFNP – Drop for non-payment
EAP – Employee Assistance Program
ESL – English as a Second Language
GED – General Education Development Test
GPA – Grade Point Average
HEC – Higher Education Channel
HEC - William J. Harrison Education Center
HER – Electronic Health Records
HLC - Higher Learning Commission
FIRST – For Inspiration and Recognition of Science and Technology
FOIA – Freedom of Information Act
FP – Forest Park
FTC – FIRST Tech Challenge
FV – Florissant Valley
FY – Fiscal Year
HIT – Health Information Technology
HITECH – Health Information Technology for Economic and Clinical Health
IDID – Inquire, Discover, Interpret, Develop
IR – Instructional Resources
IRP – Institutional Research and Planning
IRT – Information Reporting Technology
IT – Information Technology
JCD – Junior College District
KPI – Key Performance Indicators
LEED – Leadership in Energy and Environmental Design
LT – Leadership Team
MAC - Marketing and Communications
MC – Meramec
MCCA – Missouri Community College Association
MCCAC – Midwest Community College Athletic Conference
MET Center – Metropolitan Employment and Training Center
MoHealthWINS – Missouri Health Workforce Innovation Networks
MoSTEMWINS - Missouri Science, Technology, Engineering and Math Workforce Innovation Networks

Common College Terminology/Acronyms (Continued)

MoManufacturingWINS – Missouri Manufacturing Workforce Innovation Networks
MoPIRG – Missouri Public Interest Research Group
MOWIT – Missouri Women in Trades
NCA – North Central Association
NCCBC – National Community College Benchmarking Project
NEA – National Education Association
NISOD – National Institute for Staff and Organization Development
NJCAA – National Junior College Athletic Association
NSTISSI – National Security Telecommunications and Information Systems Security Instructions
OAT – Online Applicant Tracking
PAS – Personal Assistance
RCGA – Regional Chamber and Growth Association
ROTC – Reserve Officers’ Training Corps
SAP - Student Assistance Program
SAT – Scholastic Aptitude Test
SCEUC – St. Louis Community College - South County
SEED – Scholarship for Education and Economic Development
SEED – Sustainability Education & Economic Development
SGA - Student Government Association
SLATE – St. Louis Agency on Training and Employment
SMACNA – Sheet Metal and Air Conditioning Contractors National Association
SSO - Single sign-on
SSS – Student Success Services
STEM – Science, Technology, Engineering and Mathematics
STLCC – St. Louis Community College
TESS – Technology and Educational Support Services
TSA – Transportation Security Administration
USDOL – United States Department of Labor
USGBC – United States Green Building Council
VA – Veterans Administration
VOC – Volatile Organic Compound
WIB – Workforce Investment Board
WSG – Workforce Solutions Group
WW – Wildwood

NON-DISCRIMINATION/ACCOMMODATIONS STATEMENTS

GENERIC STATEMENT (Non-event, non-recruitment)

Non-Discrimination Statement: St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities, and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information, or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination. Sexual harassment, including sexual violence, is also prohibited. For information or concerns related to discrimination or sexual harassment, contact Mary Zabriskie, Director, Student Conduct/Title IX, 314-539-5345.

EVENT-RELATED STATEMENT (Events at any STLCC location)

Non-Discrimination/Accommodations Statement: St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities, and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information, or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination. Sexual harassment, including sexual violence, is also prohibited. For information or concerns related to discrimination or sexual harassment, contact Mary Zabriskie, Director, Student Conduct/Title IX, 314-539-5345.

If you have accommodation needs, please visit stlcc.edu/AccessContacts and contact the Access Office at the campus you're visiting at least two working days prior to the event.

ACADEMIC-RELATED STATEMENT (Catalog, student recruitment pieces)

Non-Discrimination/Accommodations Statement: St. Louis Community College is committed to non-discrimination and equal opportunities in its admissions, educational programs, activities, and employment regardless of race, color, creed, religion, sex, sexual orientation, national origin, ancestry, age, disability, genetic information, or status as a disabled or Vietnam-era veteran and shall take action necessary to ensure non-discrimination. Sexual harassment, including sexual violence, is also prohibited. For information or concerns related to discrimination or sexual harassment, contact Mary Zabriskie, Director, Student Conduct/Title IX, 314-539-5345.

If you are a person with a documented disability and need accommodations to attend classes, please fill out the Access Office application at stlcc.edu/access at least six weeks prior to the beginning of the semester.

ASSOCIATED PRESS STYLE GUIDE

Style Topic	Guide	Example
A, an, and	Use the article “a” before consonant sounds and “an” before vowel sounds. Avoid using the ampersand (&) except in specific business names.	A horse An honor Olive & Oak
Acronyms	Avoid using acronyms unless using the long formal name multiple times. Write out full name at first reference and acronym after. Two-letter – use periods. Three-letter – do not use periods. See College Acronyms for full list.	St. Louis Community College (STLCC) U.S. USA
Addresses	Do not spell out numbers less than 10. Use City Name, State (two letter all caps), Zip.	1 Main Street St. Louis, MO 63101
Ages	Use hyphens.	15-year-old
Alumni	Alumnus (emeritus) is singular male. Alumna (emerita) is singular female. Alumni (emeriti) is plural male or plural male and female. Alumnae (emeritae) is plural female. Use full year for “Class of” and “’00” for reference.	Joe Smith, Class of 2016 Joe Smith, ‘16
Apostrophes	Use correctly to show possession. Do not use apostrophes to make acronym or numbers plural. Use apostrophes when listing grading marks.	teacher’s, teachers’ class’ ABCs, 1980s Five A’s and two B’s
Because, since	Use “because” to denote a specific cause-effect relationship. Use “since” in casual senses when the first event in a sequence leads logically to the second, but wasn’t its direct cause.	We ate because we were hungry. Since we were in the cafeteria, we ate lunch.
Board	Use capitalization when referring to board. Use lowercase when referring to titles.	Board of Trustees board trustee Joe Smith

ASSOCIATED PRESS STYLE GUIDE (CONTINUED)

Style Topic	Guide	Example
Comma	Always use comma at the end of a list of three or more. Use a comma before “which” and not before “that.”	Red, blue, and green I ate my sandwich, which was delicious. I ate the sandwich that my husband made for me.
Capitalization	Capitalize the following: - Proper nouns and names (and derivatives); - First words in sentences; - Names of books, movies, plays, poems, songs, TV and radio programs, works of art, magazines; - Formal titles used before a name; and - Acronyms.	Marketing Director John Smith
Credentials	Use academic degree credentials (B.A., M.A., Ph.D., MBA) only at first mention after full name without courtesy titles. When used after a name, set an academic abbreviation off by commas.	Jeff Pittman, Ph.D. Jeff Pittman, Ph.D., spoke.
Date/Time	Write out full date reference. Do not abbreviate days of the week unless needed in tabular formats. Omit comma for month and year. Abbreviate months with six or more letters if they are used with a date. Spell out those with five or fewer letters. Spell out month if used without a specific date. Do not abbreviate if listing month to month. Do not use nd, st, or th for dates except holidays. Use the word “through” rather than a hyphen in writing when discussing a period of time without a specific date. Use a hyphen when talking about a period of time with a specific date. Use numerals, spaces, lowercase letters, and periods for time. Do not use extra zeros. Use noon and midnight rather than 12 a.m. and 12 p.m.	Monday, June 1, 2016 Monday - Friday September 2016 Sept. 11, June 7 In September... September to May 2016 Sept. 2, May 1, July 4th Monday through Friday September 1-5, 2016 11 a.m., 11:11 a.m. from 8 to 11 a.m.
Directional “ward”	Do not use towards, forwards, upwards, or backwards.	toward, forward, upward, backward

ASSOCIATED PRESS STYLE GUIDE (CONTINUED)

Style Topic	Guide	Example
Disabilities	Use inclusive language. Do not use “disabled” or “handicapped”. Use “accessible” as general best practice term.	persons with disabilities accessible building
Email Addresses	Use lowercase letters for email addresses.	lowercase@stlcc.edu
Farther, further	“ <i>Farther</i> ” refers to physical distance. “ <i>Further</i> ” refers to an extension of time or degree.	The stop is farther down the road. We will discuss that further in time.
File Formats	Use all caps for proper file format names. Use “.format” in reference to a downloadable file.	PDF .doc
Inclusive Language	Avoid using gendered pronouns when referring to men and women together. Avoid using gendered pronouns when referring to titles and distinctions within STLCC.	Everyone should bring their notebooks. Board Chair Joe Smith
Internet Terminology	email e-newsletter Facebook page, Twitter handle, Instagram account homepage internet login (noun) log in (verb) online website	
Latin Suffixes	Alumnus/Alumna/Alumni/Alumnae Emeritus/Emerita/Emeriti/Emeritae	
Measurement	When describing measurements, use the following formats: - Length - Dimensions - Miles per hour - Temperature - Percentage	6 feet tall, 6', 6'2" 4-by-5 65 miles per hour 72 degrees 30 percent
Money	For dollars, use dollar sign. For cents, use “cents.” Do not use extra zeroes or spell out money.	\$5, 4 cents \$4.00 or four dollars

ASSOCIATED PRESS STYLE GUIDE (CONTINUED)

Style Topic	Guide	Example
More, over	Use “more” when describing numbers. Use “over” when describing spatial amounts.	More than two Over two miles
Names	Use capitalization for titles before name. Use comma and lowercase for titles after name. Use full names on first reference; use only last name after that.	President Dr. Jeff Pittman Dr. Jeff Pittman, president of St. Louis Community College John Smith (first mention) and Smith (second mention)
Numbers	For one through nine, spell words out. For 10+ numbers, use numerals. Use comma for numbers over 1,000. Use the word reference for general numbers: i.e. hundred, thousand. Spell out “percent” instead of using “%” except in graphics. Spell out million, billion, instead of using numerals. Spell out numbers that begin sentences. The exception is specific years.	I have two classes. I have 20 classes. I have 1,200 students. I have a hundred students. I need 2 percent. I want \$1 million. Fifteen days... 1776 was the first year...
Quotations	Use quotations marks around composition titles except newspapers and magazine titles When a sentence quotation is followed by an attribute, place a comma between them, unless quote is a question. If quote is a phrase, do not set off with a comma.	“Life of Pi” St. Louis Post-Dispatch “Are you there?” he said. “I am,” she replied. It’s time to “get ready” for a new school year.
Reference	Refer to St. Louis Community College as “the College” or STLCC	
Scientific Technology	Use italics in reference to formal scientific nomenclature.	<i>Homo sapien</i>
Social Media	STLCC Twitter STLCC Facebook STLCC Instagram STLCC hashtag	@stlcc @stlcc @stlcc #stlcc

ASSOCIATED PRESS STYLE GUIDE (CONTINUED)

Style Topic	Guide	Example
Sports	<p>Do not capitalize names or sports or competitive level.</p> <p>Use plural possessive for gender-specific sports.</p> <p>When describing sports action, the school name is singular and the mascot name is plural.</p> <p>Use numerals for score and records, not points.</p> <p>Use No. X and “x-place” to describe rankings.</p>	<p>varsity softball</p> <p>mens’ basketball</p> <p>St. Louis Community College scored, Pioneers scored</p> <p>Won 15-12</p> <p>Team is ranked No. 3 and beat the first-place team</p>
Telephone Numbers	Use dashes only. Do not use parentheses or periods.	888-888-0000
That, which	<p>Use that and which in referring to inanimate objects or animals without names.</p> <p>Use that for essential clauses, important to the meaning of the sentence.</p> <p>Use which for nonessential clauses, where the pronoun is less necessary, and use commas.</p>	<p>That bear, which ball?</p> <p>This is the book that we will need.</p> <p>This is the book, which I bought last year, that we will need.</p>
Titles	<p>Do not use courtesy titles except in formal invitations.</p> <p>Use quotation marks for books, articles, songs.</p> <p>Do not use quotation marks for newspaper, magazines and journal names.</p> <p>Capitalize formal titles BEFORE names.</p> <p>Lowercase formal titles AFTER names.</p> <p>Sophomore, junior, senior and freshman are lowercase unless at the start of a sentence.</p>	<p>To the Honorable Lacy Clay</p> <p>“Life of Pi”</p> <p>St. Louis Magazine</p> <p>Director Tom Jones</p> <p>Tom Jones, director</p>
United States	United States is a noun, U.S. is adjective	<p>United States</p> <p>U.S. passport</p>
URL	<p>Main URL: stlcc.edu</p> <p>Page URL: stlcc.edu/welcome</p> <p>Folder or file URL: remove http://</p>	