The background features a large, stylized fish pattern in a muted olive green color. The fish are arranged in a grid-like fashion, with their heads facing right. The pattern is composed of thick, rounded lines, giving it a graphic, almost tribal or indigenous feel. The fish are contained within a large, semi-circular shape on the left side of the page, which fades into the background on the right.

CHEMEKETA COMMUNITY COLLEGE BRAND IDENTITY SYSTEM

Vol 2

*Discover*



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*The primary benefit  
of a strong brand is trust.*

## Introduction

Our approach to branding is based on several core beliefs about human behavior. People generally –

1. Judge a book by its cover
2. Prefer what is familiar
3. Desire meaningful connections

A strong brand responds to these human qualities and delivers benefits to an organization when it –

1. Looks attractive
2. Expresses consistency
3. Establishes relevance

We have a system to help us achieve the benefits of a strong brand identity. The system's elements include –

1. Logo
2. Color palette
3. Typography system
4. Graphic design elements
5. Writing style guide

The primary benefit of a strong brand is trust. Trust is built over time through high-quality, consistent behavior. Using the brand identity system to represent Chemeketa will contribute to high-quality consistency and strengthen trust in Chemeketa so that our students are confident we can help them, our funders are comfortable with our stewardship and our community sees us as an asset.



## Logo Usage

The Chemeketa logo is derived from our name. Chemeketa means "Place of Peace" in the language of the local Kalapuya Native Americans.

The rich-earth colored circle marks the perfect boundary of a gathering place.

The flourish-green arrows represent aspirations flowing into this place where they connect and interact.

That interaction inspires the human figures enveloped in harvest gold to return to their communities enriched and inspired to serve because of what they learned at Chemeketa.

The tagline "Discover" functions as both a promise of expanded potential and a call to action to learn more about what Chemeketa offers.



A Primary Signature



B Secondary Signature

## Primary versus secondary versions

The primary version of the logo includes the tagline and is preferred for most uses. The secondary version without the tagline is useful when the application is so small that the tagline would be illegible.

## Size

The dimensions listed here in inches and pixels represent the smallest allowable size for the Chemeketa logo in both print and digital applications.

## Clear space requirements

The clear space around a logo amplifies its significance and enhances its appearance. It must never be crowded by text, images or other design elements.

## Color versus black and white versions

Always use the white version of the logo on a dark background. The black version is used in black and white reproduction. Use the color version of the logo in all other cases.



PRINT 1.625" total width  
ELECTRONIC 117 pixels total width



PRINT .5" total width  
ELECTRONIC 36 pixels total width



Actual Sizes



Primary Signature

## Unacceptable uses

The Chemeketa logo has three elements –

1. The seal illustrating the Place of Peace
2. The logotype treatment of the words Chemeketa Community College
3. The tagline Discover

These three elements must always be used in precisely the same relationship when representing the college. Logos for subbrands like locations, programs and departments have a variation on the college logo.

We have more flexibility when using the elements apart from the logo. For example, the seal can be used as a stand-alone graphic element.



Do not change orientation of layout.



Do not distort logo.



Do not substitute typefaces.



Do not add unapproved elements.



Do not alter color palette.



Do not overlap logo with other graphic elements.



Do not use logo at an angle.



Do not use logo as pattern or decorative element.

## Color Palette

Our brand identity system consists of primary and secondary colors.

The primary colors are found in the logo and as part of the foundation of our graphic language.

The secondary palette provides complementary accents to the primary colors.

Each of the colors in our palette may be used in tints ranging from 1% to 99%.



PMS 5757  
RGB 107-111-42  
CMYK 56-40-100-23  
6b6f2a



PMS 1255  
RGB 174-132-34  
CMYK 30-45-100-8  
ae8422



PMS 4625  
RGB 82-44-27  
CMYK 43-74-83-58  
522c1b



PMS 5747  
RGB 63-69-25  
CMYK 65-51-100-51  
3f4519



PMS 5483  
RGB 86-144-153  
CMYK 69-31-36-2  
569099



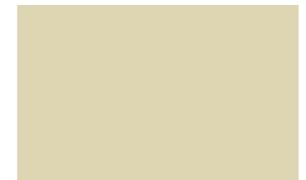
PMS 1815  
RGB 122-36-38  
CMYK 32-92-82-39  
7a2426



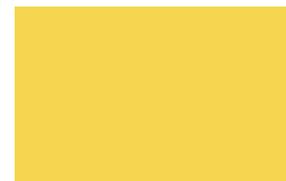
PMS 1525  
RGB 201-77-0  
CMYK 15-82-100-6  
c94d00



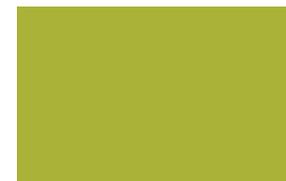
PMS 5845  
RGB 175-170-109  
CMYK 34-25-68-1  
afaa6d



PMS 4545  
RGB 222-213-179  
CMYK 13-11-32-0  
ded5b3



PMS 128  
RGB 246-214-84  
CMYK 4-12-80-0  
fd654



PMS 583  
RGB 170-179-0  
CMYK 39-17-100-1  
aab300



PMS 7466  
RGB 0-177-193  
CMYK 95-0-29-0  
00b1c1

## Typography

Chemeketa marketing communications uses the Avenir family of fonts. That font is not standard in Microsoft Office, so Arial is the preferred alternative font for general college communications.

Use only initial capital letters followed by lower-case letters when writing –

- Chemeketa Community College
- Discover

Avenir Book

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890?!@#\$&

Arial

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890?!@#\$&

## Legal Mandatories

All external communications must include the appropriate version of the following legal statements.

### Long— Use for multi-page publications

Chemeketa Community College prohibits unlawful discrimination based on race, color, religion, national origin, sex, marital status, disability, protected veteran status, age, gender, gender identity, sexual orientation, pregnancy, whistleblowing or any other status protected by federal, state, or local law in any area, activity or operation of the College. The College also prohibits retaliation against an individual for engaging in activity protected under this policy, and interfering with rights or privileges granted under federal, state or local laws.

Under College policies, equal opportunity for employment, admission, and participation in the College's programs, services, and activities will be extended to all persons, and the College will promote equal opportunity and treatment through application of its policies and other College efforts designed for that purpose.

Persons having questions or concerns about Title IX, which includes gender-based discrimination, sexual harassment, sexual violence, interpersonal violence, and stalking, contact the Title IX coordinator at 503.365.4723, 4000 Lancaster Dr. NE, Salem, OR 97305, or <http://go.chemeketa.edu/titleix>. Individuals may also contact the U.S. Department of Education, Office for Civil Rights (OCR), 810 3rd Avenue #750, Seattle, WA 98104, 206.607.1600.

Equal Employment Opportunity or Affirmative Action should contact the Affirmative Action Officer at 503.399.2537, 4000 Lancaster Dr NE, Salem OR 97305

To request this publication in an alternative format, please call 503.399.5192.

### Short— Use for single page, single or double-sided publication

The College is an equal opportunity/affirmative action employer and educational institution committed to an environment free of discrimination and harassment. Questions regarding sexual harassment, gender-based discrimination and sexual misconduct policies or wish to file a complaint contact the Title IX coordinator at 503.365.4723. For questions about equal employment opportunity and/or affirmative action, contact 503.399.2537. To request this publication in an alternative format, please call 503.399.5192.

### Mini— Use for statement only in newspaper/journal advertisements where space is at a premium

EO/AA/ADA/Title IX institution

## Production Process

The Office of Public Information, Marketing and Student Recruitment provides resources to help you represent Chemeketa in accordance with the brand identity system.

The Brand Identity System site on Employee Dashboard has templates you can use to create –

1. PowerPoint presentations
2. Flyers
3. Electronic stationery

Our staff is available to help should your communication needs go beyond the prepared templates. Our copywriting, graphic design and project management skills are free to you. We usually require that you pay for reproduction. We can provide print estimates for your approval, and we can help you design a piece to fit tight budgets.

We suggest the following process for our collaboration –

1. Contact our office to schedule a meeting to start work
2. Prepare to engage us in a conversation about your audience and how you benefit them
3. Give us a deadline, preferably at least eight weeks after our meeting date
4. Tell us what your budget is for this project

## Photographing and Videoing Individuals

When do we need permission to use an individual's image?

The law requires written permission for use of an image if either or both of two conditions are met –

1. Individuals captured are identifiable and had an expectation of privacy  
*This includes individuals in the following spaces unless these spaces are being used to host classes, lectures or other public events: residential spaces; private offices; libraries; in chapels or worship spaces; and in secluded spaces engaged in private conversation.*
2. The individuals captured are identifiable and the image is used for marketing or promotional purposes  
*This applies when an individual or individuals are identifiable and "featured" — the focus of an image — for websites, publications, e-communications, social media etc. for the purposes of: promoting academic or administrative programs; promoting events in advance; fundraising; recruiting; and encouraging attendance or participation, etc.*

# Writing Style Guide

This guide is assembled and maintained by the Office of Public Information, Marketing and Student Recruitment. It is intended to help anyone preparing written material on behalf of Chemeketa Community College.

## Personality and Tone

If Chemeketa were a person she would be –

- Warm
- Smart
- Sincere
- Caring

Think of Chemeketa as a beloved and respected big sister or aunt who you trust to be real with you. She is compassionate yet clear and direct in her communications, and she always has your best interests at heart.

Writing conversationally helps convey the attributes of our preferred brand personality. Imagine you are talking to a person who represents your audience, write down what you would say. Then use these tactics to shape that conversation into a composition –

- “You” and “we” will create a better impression than “the student” and “the College”
- Eliminate legalese and dry, uninteresting writing
- Simplify
  - o Keep text to short sentences and paragraphs
  - o Numbered or bulleted lists are effective
  - o Use subheads that explain what will be found in each block of copy

## Abbreviations and Acronyms

Avoid using abbreviations unless they are universally recognized.

### Academic Degrees

- Do not use periods with academic degree abbreviations
- |      |      |          |     |     |     |
|------|------|----------|-----|-----|-----|
| AAOT | AS   | ASOT-BUS | EdD | MA  | MAT |
| AAS  | ASD  | BA       | JD  | MBA | MEd |
| AGS  | ASOT | BS       | LLM | MS  | PhD |

### Administrative and Academic Titles

- Place abbreviations of academic credentials after the person’s name  
*Jim Eustrom, MEd*  
*Cheryl Buckholz, PhD*
- Only use Dr. for physicians
- In lists, style faculty credentials as follows –

PhD 2001 University of Oregon. MBA 1996 University of Southern California. BA 1992 Oregon State University. AAOT 1990 Chemeketa Community College.

### Chemeketa Community College

- Never use CCC as an abbreviation for Chemeketa Community College
  - o After establishing our complete name, you may shorten subsequent references to Chemeketa or the College

## Dates and Times

- Months of the year should be spelled but those that are 5 letters or longer can be abbreviated with the first three letters  
*Jan., Feb., Mar., Apr., May, June, July, Aug., Sep., Oct., Nov., Dec.*
- Spell out days of the week, but you can abbreviate with the first three letters of their names if space is limited  
*Mon., Tue., Wed., Thu., Fri., Sat., Sun.*
- Avoid using numerals such as 6/16/17 to indicate dates as this may be confusing to international students.
- Times should be written with space between the number and am/pm designation. Do not include periods when writing am and pm  
*7 am*  
*8:15 pm*
- Use a hyphen with no spaces to separate times in a range  
*7 am–2 pm*

## Other Abbreviations

- Avoid shortening common Chemeketa names
  - general education not gen ed
  - college preparation not college prep

## Acronyms

- Generally colleges use too many acronyms
  - Try to use the full name or a common noun in place of the full name
- Use full name on first reference followed by the acronym in parentheses, then the acronym may be used on subsequent references  
*The Chemeketa Center for Business and Industry (CCBI) houses our Small Business Development Center (SBDC).*

## Capitalization

- In general colleges treat too many words as proper nouns
  - So words with initial capital letters tend to proliferate beyond what is common practice in the English language
- Try to guard against inventing proper nouns
- When in doubt, do not capitalize

## Administrative and Academic Titles

- Capitalize and spell out formal titles when they precede a name and use lowercase when used alone or after a name  
*President Julie Huckestein*  
*Julie Huckestein, president of Chemeketa Board of Education Chair Betsy Earls*  
*Betsy Earls, chair of the Board of Education*
- Titles should be lowercase when used without a name  
*The marketing director completed the ad campaign on time.*

## Board of Education

- Capitalize when referring to the Chemeketa Board of Education
  - Use Board on second reference

## College

- Capitalize College when it stands for Chemeketa Community College
  - The substitute Chemeketa is preferred but the College is acceptable

## Courses, Degrees, Departments, Majors Offices and Programs

- Official names of courses should be capitalized  
*She teaches Applied Geometry.*
- Do not capitalize names and descriptions of classes programs when used generically  
*She teaches geometry.*
- All references to academic degrees should be lowercase unless abbreviated  
*associate degree*  
*AAOT*

- Capitalize these names of departments, offices and special programs. If use requires a modifying noun, capitalize it also: Capital Projects and Facilities Department.

Academic Development	First Year Programs
Academic Progress and Regional Education Services	General Education and Transfer Studies
Applied Technologies	Grants Office
Apprenticeship	Governance and Administration
Auxiliary and Contracted Services	Health, Human Performance and Athletics
Budget and Finance	Health Sciences
Business Services	High School Dual Credit
Capital Projects and Facilities or Capital Projects or Facilities	High School Partnerships
Career Center	Human Resources
Chemeketa Bookstore	Humanities & Communications
Chemeketa Foundation	Information Technology
Chemeketa Online	Institutional Research
<i>Chemeketa Press</i>	Instruction and Student Services
Chemeketa Scholars	International Programs
College Access Programs	Library and Learning Resources
College Advancement	Legal Resources
College Credit Now	Marketing, Public Relations and Student Recruitment
College Support Services	Math and Science
Community Education	Multicultural Center
Copy Center	My Chemeketa
Corrections Education	Northwest Innovations
Counselling and Student Support Services	Operations Management
Disability Services	Planning and Lean Development
Diversity and Equity	President's Office
eLearning and Academic Technology	Public Safety
Emergency Services	Risk and Emergency Management
Enrollment Services	
Enrollment Center	
Financial Aid	
Financial Management	

Social Science, Human Services, Business Technology, Early Childhood Education  
Student Development and Learning Resources

Student Retention and College Life  
Teaching and Learning  
Title IX Office  
Tutoring Services  
Veterans' Services  
Yamhill Valley Campus (YVC)

- Do not use capital letters when referring to the services of these departments or programs  
*budget not Budget*  
*counseling not Counselling*  
*marketing not Marketing*
- Do not capitalize the informal names of departments  
*the foundation not Foundation*  
*the bookstore not Bookstore*
- In informal names and descriptions of academic departments, capitalize only proper nouns
  - (Informal names often begin with the subject)  
*biology department*  
*education department*  
*English department*
- Lowercase academic majors except for proper nouns  
*history*  
*Spanish*
- Capitalize the formal names of Chemeketa programs but not the word program  
*Automotive Technology program*  
*Early Childhood Education program*  
*Hospitality and Tourism Management program*
- Do not capitalize the generic term career technical education
  - Do capitalize its abbreviation CTE
- Parking lots on the Salem Campus are identified with an initial capital letter  
*Blue lot*  
*Teal lot*

## Headings and Subheadings

- Capitalize the key words in headings and labels

## Locations

- Capitalize our location names  
*Salem Campus*  
*Polk Center*

## Other Capitalization Rules

- Avoid turning frequently used common nouns into proper nouns
  - general fund not General Fund
  - self-support not Self-Support
  - unit plan not Unit Plan
  - fall term not Fall term
- Compass directions are lowercase unless they are part of an address  
*north, south, east or west*  
*Lancaster Drive NE*
- Words referring to specific regions or place names can be capitalized  
*Pacific Northwest, the South, the Eastern Seaboard*
- Capitalize identifying terms that refer to a specific region  
*Hispanic, African-American, Asian-American, Native American, Pacific Islander*
- Use lowercase when referring to an ethnicity or race  
*black, white*

## Inclusive Language

- When possible refer to a specific country of origin  
*Guatemalan instead of Hispanic*
- Use international students not foreign students
- Use people with disabilities or hearing impaired not disabled people or deaf

## Confusing Terms

Advisor, not adviser

Alumna, Alumnae, Alumni, Alumnus

- *Alumna*: singular, female
- *Alumnae*: plural, women only
- *Alumni*: plural, men only or men and women
- *Alumnus*: singular, male
- *Alum*: casual form for male or female appropriate for informal contexts

## Ages

- Always use figures  
*The Chemeketa Scholar is 18 years old.*  
*She just turned 30.*
- If ages are expressed as adjectives before a noun or as substitutes for a noun, use hyphens  
*He has a 3-year-old child*  
*The room was full of 50-year-olds*

## Buildings and Rooms

- Use initial capital letters and abbreviations  
*Bldg. 2, Rm. 208*

## Other Usage Guidelines

### Bullet Point and Numbered Lists

- Text after bullet points or numbers loses its right to be treated as a sentence
  - Do not place a period at the end of text in a bullet point or numbered list
  - Express a single thought in a bullet point
- And use sub-bullets to convey subordinate thoughts
  - Always use an initial capital letter in the first word of a bullet point

### Chemeketa Pronunciation

- According to the cultural resources manager of The Confederated Tribes of Grand Ronde, pronouncing Chemeketa with the hard “cha” is more accurate than saying “sha”  
*Cha-meketa not Sha-meketa*

### Contact Information

- Preferred order and format for printing is –  
*For more information, contact –  
Meghan Gallop, Marketing Coordinator  
Salem Bldg. 2, Rm. 208  
503.399.2517  
megan.gallop@chemeketa.edu*
- For online or digital publications, use –  
*For more information, contact –  
Meghan Gallop, Marketing Coordinator  
Salem Bldg. 2, Rm. 208  
503.399.2517  
Email*

### Email

- Use as one word  
*email*
- Do not use the hyphen form e-mail

### ESOL

- Not ESL  
*She teaches English to speakers of other languages.*

### Grades

- Use grade point average on first reference and GPA subsequently
- Use letter grade with no quotation marks  
*She earned an A in Psychology of Human Relations*

### Internet

- not internet

### Locations

- The Chemeketa Board of Education has approved official names of our locations

<i>Chemeketa Brooks</i>	<i>Chemeketa Salem</i>
<i>Chemeketa Eola</i>	<i>Chemeketa Polk</i>
<i>Chemeketa Yamhill Valley</i>	<i>Chemeketa Woodburn</i>
<i>Chemeketa Center for Business and Industry</i>	
- Certain programs have a strong affiliation with particular locations but they should not be used in place of the official location name  
*The Northwest Wine Studies Center at Chemeketa Eola  
The Regional Training Facility at Chemeketa Brooks*
- Campus applies only to our Salem and Yamhill Valley locations
  - All other locations are centers  
*Salem Campus  
Woodburn Center*

## My (student service)

- Chemeketa has an established method of identifying particular student services using My as a prefix
  - In all cases there should be a space between the names of the service  
*My Chemeketa*  
*My Game Plan*  
*My Orientation*

## Money

- Use the dollar sign and the shortest possible designation for currency  
*\$4*  
*\$0.50*

## Telephone

- Separate with periods
- Do not use parentheses  
*503.584.7153*

## Online

- One word, not hyphenated

## Websites

- Do not print *http://* or *www* as part of the address  
*chemeketa.edu*
- Web URL addresses should be all lowercase or all capital letters
  - Do not mix
- Do not underline sites in print material
- Web page not webpage

## Punctuation

### Colons

- Use a colon after a complete sentence to introduce a series and capitalize the first word after the colon  
*Robert LaHue has several responsibilities: Social media, the monitor network and electronic signs*

### Commas

- Use a comma after elements of a series but not before the coordinating conjunction  
*Diversity, sustainability and quality*  
*Faculty, students or parents*

### Exclamation Marks

- Exclamation marks are properly used to convey the equivalent of shouting a command  
*What are you doing? Stop!*
- Exclamation marks are not effective for motivating or conveying excitement
- Exclamation marks are not allowed in most college communications

### Dashes

- Use a dash (–) not a colon (:) to introduce lists or sections of information not in a sentence  
*CTE programs include instruction in –*
  - *Business*
  - *Health*
  - *Technology*

## Writing for the Web

- Audience
  - Website copy has one purpose: Get the reader to take the step
  - The site visitor has one objective: Find a specific piece of information
- Visitors will decide within 3 seconds of landing on a page if it is worth exploring
  - They determine this by making a quick scan of the page
- Brevity
  - Content should be organized into small chunks
- Provoke interest with the heading being a call to action –
  - Why choose \_\_\_\_?
  - What you will learn
  - Your career opportunities
- Make the first sentence of each copy chunk convey the main message of that block of copy
- Use numbered or bullet-pointed lists wherever possible
  - Word count goal is 350 words per page
- Do not exceed 500 words on a page
- One concept per page
  - Write for a 6th grade reading level
- Short sentences
- Common language
- Avoid multi-syllable words
- Tone
  - See the description of the Chemeketa brand personality and tone at the beginning of this guide
  - Conversational
- Imagine you are talking to your target audience
- Make your first draft as if you were writing down what you said
  - Second person
- “You will...” NOT “The student will...”
  - Avoid institutional jargon
  - Distinguish between pages that have a goal of persuading the audience versus pages with the goal of providing information to facilitate a transaction
- Match your writing style to the purpose of the page

