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Introduction
Introduction

Graphic standards are vital to the identity of any organization and are particularly important for Delaware County Community College. Because we are many things to many people, using the College’s logos and colors cohesively and consistently and communicating the College’s message clearly helps build our identity—and reinforces the many benefits the College provides.

This Graphic Standards and Style User’s Guide provides mandatory verbal and visual guidelines for Delaware County Community College’s message, logos, colors and typefaces. It also contains examples of how these elements have been incorporated into various types of marketing materials.

This guide is a vital reference tool for everyone at the College and must be strictly adhered to in all communications materials produced by all units. All questions regarding the Style Guide or preparing any marketing or promotional material for the College should be directed to the Public Relations Office. Thank you for your efforts on behalf of Delaware County Community College.

Dos and Don’ts
• DO refer to this guide when writing or designing any communications materials.
• DO use the official logo on all publications. Download the official logos from the College’s Global Server at S:Advancement/Public Relations/Public/College Logos/DCCC 2007. Choose from the following formats: EPS, JPG, TIF.
• DO provide this guide to any graphic designer or copywriter that works with you on College publications.
• DON’T use any stationery or materials with the “old” logo. DON’T create a logo for your department or program. There is only one primary logo for the College and sub-logos for its locations.
• When the College’s logo cannot be effectively utilized for print on unusual sized materials, giveaways, promotional items, paraphernalia etc., the College defers to using the name Delaware County Community College only without the flame. It should be in the identical typeface as the logo and can be stacked to fit as necessary
• DON’T be concerned if a project arises that is not covered in detail in this guide. The College acknowledges that these standards cannot address every situation. Contact the Office of Public Relations with any questions about standard usage.

Contact Us
Office of Public Relations
Phone: 610-359-5276 (ext 5276)
Email: PR@dccc.edu


From the President

Delaware County Community College is the center of postsecondary educational opportunity in Delaware and Chester counties. This is how the College’s positioning statement begins, ringing true to those who know us and those who will get to know us. In communicating who we are and what we do for prospective students and their parents, alumni and friends, current and potential donors, our community, employers, and educational partners, we must make a bold statement about the College’s value to the region.

For this reason, we have compiled this guide to our message and look, which communicators at the College will use to ensure that we present a cohesive and consistent image to our constituencies.

To continue to achieve even greater heights, we must communicate strategically and purposefully: in all that we say, all that we print, and all that we do. This guide will serve as a valuable resource, not only to those creating marketing materials, but to every employee of the College.

Jerome S. Parker
PRESIDENT
Part 1
The College’s Message
THE COLLEGE’S MESSAGE: Positioning Statement

Delaware County Community College is the center of educational opportunity in Delaware and Chester counties. We welcome and serve all who seek academic achievement, career advancement, or personal fulfillment. The quality, range, and accessibility of our programs and services reflect and respond to the goals of today’s students, the demands of a changing workforce, and the needs of our dynamic community.

The positioning statement is a powerful tool for all of the College’s communicators. It is not a motto or slogan, nor a mission statement, but a reference and a guide for telling the College’s story in all forms of communication.
THE COLLEGE’S MESSAGE: Key Messages

These key messages support and clarify the positioning statement, and provide a more detailed tool for communicators when marketing the College.

The Advantage of Accessibility
- Delaware County Community College is deeply committed to providing outstanding educational value to all, with a particular focus on Delaware and Chester county residents.
- Multiple locations, convenient class times, online courses, and a wide a variety of credit and non-credit programs allow us to prepare the transfer student, the working professional, and the lifelong learner with equal dedication.
- To foster accessibility, the College maintains an open acceptance policy, strives to keep the cost of tuition at reasonable levels, and works diligently to secure student retention.

A Stepping Stone to Success
- A Delaware County Community College education imparts not only theoretical knowledge, but also the skills and mindset that allow students to succeed at the next level of their education, and indeed throughout their careers and lives.
- The College boasts numerous transfer and dual-enrollment agreements with high schools and major four-year colleges and universities that facilitate students’ transition to the next step in their education. Most transfer students educated at the College fare better at four-year institutions than those who enter those schools as freshmen. The resulting self-confidence provides a lifelong springboard to greater achievement.
- Practical training in occupational coursework provides critical and specific knowledge that employers are seeking. It also gives working students in a variety of fields the chance to enhance their skills, keep up with changing trends, and improve their career prospects.
- For the lifelong learner, the College is a haven of self-improvement, with an array of classes to take both for the sake of personal enrichment and for professional advancement.

A Comprehensive Community-Focused Education
- Delaware County Community College’s curriculum results in a comprehensive educational experience with a significant scope and wide-ranging benefits for students, employers, and the community.
- Much of the College’s associate degree curricula mirrors the first two years at four-year colleges and universities, preparing students from Chester and Delaware counties and beyond for future academic success.
- The College takes a leadership role in developing and offering a wide array of degree and certificate career programs, including our Applied Engineering Technology programs, which anticipate and meet the demands of today’s changing workforce in Delaware and Chester counties and beyond.
THE COLLEGE’S MESSAGE: Key Messages (continued)

A Singular Focus on the Student
- Delaware County Community College faculty members focus their attention on teaching. They bring to the classroom a combination of scholarly achievement and a wealth of real-world experience.
- The College’s faculty is dedicated to the student experience and is committed to serving students at their particular place in life.
- Significant support services in such fields as academic advising, transfer preparation, career counseling, and more provide the assistance students need to make their experience at the College as comprehensive and fulfilling as possible.
- Faculty and staff take great pride in their commitment to providing a nurturing, supportive environment that helps every student achieve his or her educational, career, and personal goals.
- Extracurricular activities in a variety of areas enhance students’ experience at the College by providing a well-rounded education and meeting needs outside of programs and coursework.

An Institution of True Diversity
- Men and women of all ages, from a wide array of cultural backgrounds, working in all professions, and at various points in their education and careers study and teach at Delaware County Community College.
- Delaware County Community College is committed to diversity in the truest sense. Our students, staff, and faculty enrich the educational experience by providing a diversity of backgrounds, cultures, and viewpoints so that learning springs from personal interaction as well as from courses and programming.
- The common trait of Delaware County Community College students is motivation. Whether they seek to transfer to a four-year institution, to advance in their careers, or to better themselves personally, their passage through the College is marked by a serious desire for self-improvement.
THE COLLEGE’S MESSAGE: Official Names and Terms

Consistency is the cornerstone of effectively branding the College. In order to increase name recognition, the names and terms associated with the College should be used in the same way in all forms of communication.

Delaware County Community College
Our official name, to be used on the cover of all publications and College materials. Our identity as a College distinguishes us from our competitors and strengthens our presence in the marketplace.

The College
Shorthand for our official name, very often spoken, and useful as a second reference in print. Within text, “the” should be lowercased.

Serving Delaware and Chester Counties
Should be used on all publications as a sign-off to reinforce that the College serves both counties.

Official Division Names
Allied Health and Nursing
Business and Computer Information Systems
Communications, Arts and Humanities
Mathematics, Science and Engineering
Public Service and Social Sciences
Technical Education and Public Safety

Official Location Names
Main Campus, Marple
Malin Road Center, Broomall
Southeast Center, Sharon Hill
Downingtown Campus
Exton Center
Pennocks Bridge Campus, Jennersville
THE COLLEGE’S MESSAGE: Brief College Profile

This profile can be useful to end press releases, include in event programs, and in directories and employment advertisements.

Delaware County Community College, founded in 1967, is the center of educational opportunity in Delaware and Chester counties. At Delaware County Community College, students find success through associate degree and certificate programs, a clear-cut course to a bachelor’s degree, career advancement opportunities or personal fulfillment. With two campuses, seven centers and eight locations found throughout Delaware and Chester counties, the College serves a diverse population of more than 27,000 students annually. For more information, visit www.dccc.edu.
Part 2
The College’s Mark
THE COLLEGE’S MARK: Overview

The Delaware County Community College logo is the College’s official identification mark. It should always appear on all print and electronic communications.

The College’s logo has two parts—the symbol (flame) and the wordmark (name). The wordmark is always used with the symbol. Sufficient space (safety zone) around the logo is required so that it stands apart from surrounding visual elements. These elements should not be closer to the logo than half the height of the symbol (flame) all the way around the mark.

The College is the only entity to have a logo. All locations have individually designed signatures that feature their names in combination with the College symbol and wordmark.

These standards outline the use of the College symbol and wordmark with locations.
THE COLLEGE’S MARK: Overview (continued)

The College’s logo should always appear on all communications as previously shown in the official College mark. However, when a small format is required and the horizontal wordmark is not legible, the below stacked mark is acceptable.

The College’s wordmark is stacked vertically with the symbol nested to the right. The size and location of the wordmark and symbol should not be altered in any way.

Possible uses for this stacked wordmark would be areas that are small or narrow such as icons for social media websites.
THE COLLEGE’S MARK: Color

The logo may only be reproduced in the College’s official colors (PMS 287 and 7406) or black as indicated below. These colors are an important part of maintaining consistency of the brand.
THE COLLEGE’S MARK: Locations

All of the College’s locations have individually designed signatures that are comprised of three parts—the College symbol (flame), the wordmark (name) and the location name. Any of the following locations may be reproduced in the logo variations on the previous page.

1. Delaware County Community College
   - Downingtown Campus

2. Delaware County Community College
   - Exton Center

3. Delaware County Community College
   - Malin Road Center

4. Delaware County Community College
   - Southeast Center

5. Delaware County Community College
   - Pennocks Bridge Campus

6. Delaware County Community College
   - Chester County Alliance
THE COLLEGE’S MARK: Correct Usage

Please use logos as outlined below, with legibility as the primary goal.

- PRIMARY TWO-COLOR LOGO AGAINST WHITE
  - Delaware County Community College

- COLLEGE SYMBOL CAN OVERLAP PMS 287 BACKGROUND
  - Delaware County Community College

- PRIMARY TWO-COLOR LOGO AGAINST COLOR BACKGROUND
  - Delaware County Community College

- ONE-COLOR (BLACK) AGAINST WHITE BACKGROUND
  - Delaware County Community College

- ONE-COLOR (PMS 287) AGAINST WHITE BACKGROUND
  - Delaware County Community College

- REVERSED WHITE OVERTOP PHOTOGRAPHY
  - Delaware County Community College

- REVERSED WHITE AGAINST BLACK BACKGROUND
  - Delaware County Community College

- REVERSED WHITE AGAINST PMS 287 BACKGROUND
  - Delaware County Community College
THE COLLEGE’S MARK: Incorrect Usage

Following are several examples of incorrect logo usage.

DON’T USE UNAUTHORIZED COLORS.

DON’T CHANGE THE RELATIVE SIZE OR POSITION OF THE ELEMENTS OF THE MARK.

DON’T REMOVE ANY OF THE ELEMENTS.

DON’T LEFT ALIGN THE WORDS.

DON’T APPLY SHADOWS OR OTHER SPECIAL EFFECTS TO THE MARK.
THE COLLEGE’S MARK: Incorrect Usage (continued)

DON’T USE THE LOGO ON TOP OF IMAGERY WHERE IT’S ILLEGIBLE.

DON’T CROP THE MARK.

DON’T ROTATE THE POSITION OF THE MARK.
Part 3
The College’s Look
THE COLLEGE’S LOOK: Typefaces

The type palette includes two typefaces: Clarendon and Optima.

Courier and Arial are acceptable substitutes for Clarendon and Optima respectively, for projects with limited resources.

**HEADLINES AND DISPLAY COPY**
Set in upper and lower case only.

**Clarendon**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SUBHEADS**
May be set in upper and lower case, or all capitals.

**Optima**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Clarendon**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**QUOTATIONS, CAPTIONS, CALL OUTS AND MARGINALIA**
Flushed left, ragged right. Do not justify.

**Clarendon**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
THE COLLEGE’S LOOK: Typefaces (continued)

BODY COPY
Flush left, ragged right. Do not justify.

Optima
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE COLLEGE’S LOOK: Color Palette

Brand consistency is maintained by use of a consistent color palette. These appear full strength or screened back to percentages indicated, but not to other tints.

The color palette for the College logo and signatures may only be reproduced in PMS 287 (blue), PMS 7406 (yellow), black and white as illustrated in this document. They may not be reproduced in any other colors.

Choose colors from the secondary color palette when printing in two colors. This will strengthen the Delaware County Community College brand.

This palette is broken down into cool, warm, muted, and neutral colors which provide a blueprint for a variety of communications needs. It provides the opportunity for individual and unique expression within the College family.

**PMS 287**

- **50%**
- **65%**
- **50%**
- **50%**
- **50%**

*Process*
- C 100
- M 68
- Y 0
- K 12

*Web:* #005392

**PMS 7406**

- **50%**
- **50%**
- **50%**
- **50%**
- **50%**

*Process*
- C 0
- M 18
- Y 100
- K 0

*Web:* #FFCE00

**Black**

- **60%**
- **50%**
- **40%**
- **30%**
- **20%**

*Process*
- C 0
- M 0
- Y 0
- K 100
### THE COLLEGE’S LOOK: Color Palette (continued)

#### Brand Colors

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<tr>
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<th>PMS Code</th>
<th>Process</th>
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<th>Magenta</th>
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Part 3
Applications
APPLICATIONS: Stationery

LETTERHEAD

Left-hand margin of letter: 1 1/4"

Right-hand margin of letter: 1 1/4"

SPECIALIZED LETTERHEAD

BUSINESS CARD

NO. 10 BUSINESS ENVELOPE

NOTECARD

(front)

(back)

NOTECARD ENVELOPE
APPLICATIONS: Expanded Stationery
APPLICATIONS: PowerPoint

Delaware County Community College

- Founded in 1967
- Serving more than 27,000 students each year
- 7 locations in Delaware and Chester counties
- Offers over 70 degrees and certificates
- www.dccc.edu

Tuition Comparison between Delaware County Community College and Philadelphia-area colleges and universities:

Source: Institutional Research, Delaware County Community College

Delaware County Community College
APPLICATIONS: Web
APPLICATIONS: Out-of-Home
APPLICATIONS: Print Ads

**REGISTRATION AD**

**CURRENT NEWS AD**

**BRANDING AD**
APPLICATIONS: Brochures

Work toward a Degree
Earn an associate degree or transfer to a bachelor’s program

Who are you?
You have your College career planned out—not to mention what comes after. You have a major in mind, and you’ve identified the four-year college from which you’d like to earn your bachelor’s degree. Most of all, you know an associate degree is the first step in your education.

Or
You’re a senior in high school, and, like many of your peers, you are unsure about your future. You know you want to go for your degree, but you don’t know where or for what, let alone what you want to do for the rest of your life.

Or

Find yourself here.

Delaware County Community College
Serving Delaware and Chester Counties

VIEWBOOK 2007-08 BROCHURE
A great education: you can afford it.

At Delaware County Community College, a great education doesn’t have to be expensive and the financial aid process doesn’t have to be intimidating. We’re here to help.

Who should apply for financial aid?

Everyone! Regardless of your age, you are recommended completing the FAFSA (Free Application for Federal Student Aid). It is used to determine your eligibility for federal grants, loans and work study. In Pennsylvania, it also enables you to apply for state aid through PASscholars (Pennsylvania Higher Education Assistance Agency). It may also be required for calculation for funding offered through the Workforce Investment Act, the Trade Adjustment Assistance, WAGE (Workforce Assistance Grant for Education), and other non-federal sources of aid.

When should you apply? As soon as possible!

Financial aid is awarded for the fiscal year beginning July 1 of the year prior to the fall semester. If you plan to begin your classes in the fall, you will need to complete your FAFSA process prior to January 15. To ensure you are considered for all available aid, apply as early as possible to the FAFSA. In addition, the earlier you complete your FAFSA, the earlier you will receive a decision letter informing you of your eligibility for financial aid.

Apply for your financial aid today!

The key to applying for financial aid is completing your FAFSA. Visit the College’s website or the Financial Aid Office to learn more about the financial aid application process and the various options available to you.

Find yourself here.

Delaware County Community College

How is financial aid eligibility determined?

A student’s “need” for financial assistance is determined by the difference between what the student and family can pay, and what the student needs to pay. The federal government calculates a student’s need by completing the Free Application for Federal Student Aid (FAFSA), which is the basic requirement for determining eligibility for financial aid. The FAFSA is a standardized form that asks for income and other financial information. The FAFSA also determines eligibility for federal and state financial aid programs.

Financial Aid Brochure
APPLICATIONS: Postcard

(front)

Delaware County Community College

Are you looking to start your college education this spring, earn an associate degree, work toward your bachelor’s degree, or receive a professional certificate? No matter what course you take, you can find yourself at Delaware County Community College.

Find out more today. Go to www.dccc.edu or call 610-239-3056 about credit and non-credit courses.

Classes start January 16.

Courses as low as $174 per credit.

Save on college tuition. Go back to school. Earn your associate degree. Transfer to a bachelor’s program. Schedule classes around you. Fulfill your lifelong dreams. Improve your earning potential. Advance your career.

Find yourself here.

Delaware County Community College

(back)