INTRODUCTION

Public Relations and Marketing
Brandi...
Know the PSC Story

A brand conveys a college’s story. But to do that, you must know our story, and be very clear about what makes us unique.

Start near. Go Far.
This tagline sums up what we want for our students: to start their college career with us—whether their goal is to transfer, gain a certificate, or pursue work opportunities—then go far, by taking that degree or certificate and applying it to a successful future. It can all start at PSC.
Other important information about PSC:

• Small class sizes
• Highly qualified faculty
• Affordable tuition
• Student support services
• Flexible scheduling

The intangible part of the PSC brand is the fact that our faculty know our students, and are on a first name basis with many of them. Our faculty are focused on teaching, being in the classroom, and our students’ success. That is the story we all should be sharing.

We have community partnerships and provide resources and facilities and employment that impact many of our district residents.
The PSC Audiences – Knowing what to say depends on who you are talking to about PSC.

**MAIN AUDIENCES:**

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<thead>
<tr>
<th>AUDIENCE</th>
<th>WHAT THEY CARE ABOUT</th>
</tr>
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<tbody>
<tr>
<td>High school students</td>
<td>Transfer information&lt;br&gt;Quality of faculty and classes&lt;br&gt;Affordability&lt;br&gt;Class size&lt;br&gt;Availability&lt;br&gt;College and campus experience</td>
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<tr>
<td>Adult learners</td>
<td>Course offerings&lt;br&gt;Flexibility&lt;br&gt;Job opportunities&lt;br&gt;Transfer opportunities&lt;br&gt;Affordability&lt;br&gt;Convenience&lt;br&gt;Veteran support</td>
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<tr>
<td>Career-focused high school students</td>
<td>Quality of instructors&lt;br&gt;Career opportunities&lt;br&gt;Affordability&lt;br&gt;Career counseling&lt;br&gt;Internship opportunities</td>
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<tr>
<td>Parents of high school students</td>
<td>Affordability&lt;br&gt;Transfer guarantee&lt;br&gt;Safety&lt;br&gt;Focus more on education than on campus life&lt;br&gt;Successful outcomes</td>
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<tr>
<td>School counselors</td>
<td>Guaranteed credit transfers&lt;br&gt;Quality of faculty&lt;br&gt;Quality of courses&lt;br&gt;Campus life&lt;br&gt;Affordability</td>
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<td>Students for non-credit programs</td>
<td>Short term results&lt;br&gt;Skills instead of credit&lt;br&gt;Wide array of choices&lt;br&gt;Career readiness</td>
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When talking with prospective students, parents of prospective students, and counselors, it is about building awareness of PSC.

**OTHER AUDIENCES:**

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<thead>
<tr>
<th>AUDIENCE</th>
<th>WHAT THEY CARE ABOUT</th>
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<td>Our district residents</td>
<td>Economic impact</td>
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<td>Accessibility</td>
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<td>Employment</td>
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<td>Business and corporate partners</td>
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<td>Conference and event space</td>
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<td>Employment and internship possibilities</td>
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<tr>
<td></td>
<td>Events</td>
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<tr>
<td>Alumni and friends</td>
<td>Employment and internship possibilities</td>
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<td>Economic impact</td>
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<td>Events</td>
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<td>Donors</td>
<td>Impact of their gifts</td>
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<td>Benefits of their gifts</td>
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<td>Community partnerships</td>
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PSC has so much to offer. Help tell the PSC story and build awareness.
PSC has many audiences. The goal of the Public Relations and Marketing Department is to communicate to our many audiences a single, recognizable identity and image conveying academic excellence. Strengthening and promoting the PSC brand enhances our image, benefits our programs, and helps our community.

The branding strategies outlined here are reinforced by our visual identity. Creating that strong, positive, consistent image of PSC is our goal. The college’s image is established, maintained, and reinforced by the consistent use of language, graphics, and visuals across all aspects of communication. By doing so, we will help attract students and faculty. In turn, it will impact the community support we receive.

The Public Relations and Marketing Department and the Institutional Support Services Department is responsible for all official college publications and their production. These responsibilities are outlined in two college procedures: C-05 and C-07.
WHAT ARE GRAPHIC STANDARDS, AND WHY ARE THEY IMPORTANT?

Graphic standards provide procedures for achieving a high quality and consistent look in PSC’s publications, advertising, and Web pages. The graphic standards include things like how to use the college logo, number of fonts per document, college colors, and common design features for Web pages, fliers, posters, and ads.

Definition
College publications are those written materials that use the college name or logo, and includes fliers, posters, brochures, postcards, schedules, catalogs, banners, booklets, social networking, institutional publications, special outreach publications, handbooks/manuals, invitations, etc.

Style Standards and Consistency
All college publications, including their editorial content and design, must conform to the policies and standards described in this document. To maintain this consistency, communications materials, including those listed above, should be produced by the Public Relations and Marketing Department or Institutional Support Services before being circulated.
Creating Your Publication

Visit prairiestate.edu and the Public Relations and Marketing Web page. We can help you answer the following questions to help determine the best marketing program to achieve your desired results.

• What do you hope to accomplish?
• Who is your audience?
• What is your budget?
• What is your deadline?
• How will the material be distributed?
New Program or Initiative?
For a new college program, the first step is to meet with the Public Relations and Marketing team to discuss possible marketing ideas. Different marketing strategies can be discussed to determine the best strategy to promote the program or initiative. Contact the Executive Director of Public Relations and Marketing at ext. 3949 to get started.

Photography and Video Requests
Before you request the photo or video, please think about what it will be used for and for what purpose. Complete the online request form to set up the photo or video. Please make the request as far in advance as possible.

Press Releases
Please complete the press release request form on the Public Relations and Marketing Web page or contact the Executive Director of Public Relations and Marketing.

Website Pages
The Executive Director of Public Relations and Marketing is the initial contact for all new website page requests.

Marketing Job
Please complete a marketing request form.

Calendar Listing
Please complete the events/press release form.
The Process
Process for Faculty Fliers, Posters, and Projects
For faculty who want fliers for new classes or new class sections, requests should be taken directly to Institutional Support Services. The jobs will be completed using the graphic standards.
• For individual classes or sections, only fliers (not to exceed 8.5 x 11) are to be done.
• Posters are appropriate for programs, degrees, or new initiatives. Posters will no longer be produced for individual classes or sections.
• Team teaching fliers, Learning Community posters, and other related faculty projects are to be done by Institutional Support Services.

Forms
All printed forms such as registration, job fair registration, change of residency, add/drop, athletic events, and any other type of form is done by Institutional Support Services.

Student Clubs and Organizations Websites and Brochures
All brochures, fliers, posters, banners, and websites for student clubs and organizations are done by Institutional Support Services.

Letters
If you need assistance with letter content, contact the Public Relations and Marketing Department. Institutional Support Services will work with you to print and mail your letters.

Monitors in the Atrium
Take your request to Institutional Support Services, and they will ensure it is put up on the monitors.

PowerPoint Template
If you need to do a PowerPoint presentation and you are representing the college, please use the template available under Public, PSC Docs, psc powerpoint template.

Event Signage
Having an event? There is a template under Public, PSC Docs, that you can personalize for your event.
Requests and Forms

Visit prairiestate.edu and the Public Relations and Marketing Web page. You will find all of the forms you need to complete a request.
Business Cards
To request a business card, fill out the Business Card Request form and obtain the appropriate signatures. Note: It takes approximately seven to ten business days after the Public Relations and Marketing Department receives the completed form to get your business cards.

Business cards follow a set style and format for names, titles, and degrees.

Video Marketing
Video provides another opportunity for you to connect directly with your audience. Because video is free and it has the ‘viral’ potential, it is a highly cost-effective way for you to get your message out there, gain exposure, and let people see who you really are. Contact the Manager of Design and Multimedia Services with your video request.

Photography Guidelines and Photo Releases
Photographs are available through the Public Relations and Marketing Department, or new photos can be taken for specific jobs. All photo requests need to be made in advance with the Manager of Design and Multimedia Services. We want to honor all photo requests, and making your request in advance will help us make sure a photographer is available.

For individual shots or group shots where the subjects are identifiable, a photo release must be signed. For candid shots, a photo release does not have to be signed, unless it is a close-up shot. Photo release forms are available online or in the Public Relations and Marketing Department.
OFFICIAL WEB PAGES

The PSC website is the first point of entry to the college for thousands of people throughout the district and beyond. It is the “front door” of the college, providing extensive information. The website allows individuals access to an extensive network of academic, administrative, and faculty and staff information. It also showcases college events, programs, activities, and employment opportunities.

How to Request a New Web Page: Departments
• Contact the Executive Director of Public Relations and Marketing to set up a meeting to plan a new Web page. Once the information is obtained, the timeline and designer will be determined.

How to Request a New Web Page: Faculty
• Contact the Webmaster to set up a faculty Web page.
• All faculty Web pages will be set up as follows: prairiestate.edu/firstinitiallastname.
  Example: prairiestate.edu/acotch

Updates to Current Web Pages, Home Page Changes, and Forms
• Immediate updates to Web pages are to be taken directly to Institutional Support Services.
• Request for a home page change or new home page listing is to go to the Executive Director of Public Relations and Marketing.
• Request for a rotating slide on the home page needs to go through the Executive Director of Public Relations and Marketing.
• Forms on the website need to follow the website form template. Contact the Webmaster to add a form to the website.
Social Media

In line with current Internet trends and the Web habits of a large portion of the PSC student population, PSC has incorporated the use of social networking tools such as Twitter, Facebook, Pinterest, Instagram, YouTube, and Flickr as an additional means of communicating college-related information to current and prospective students, parents, community members, alumni, faculty, and staff.

The Public Relations and Marketing Department monitors and maintains the following PSC social networking sites:
Twitter: Twitter.com/prairiestatecol
Facebook: facebook.com/prairiestatecollege
Instagram: instagram.com/prairiestatecollege
Pinterest: pinterest.com/prairiestate
You Tube: youtube.com/user/prairiestatecollege
Flickr: flickr.com/photos/prairiestatecollege
Introduction
Social networking has played a crucial role in bridging gaps and enabling people to communicate on a common platform. Implementing social networking for the benefit of PSC has the potential to increase our recruitment, retention, and overall awareness. This is the goal of the PSC social networking sites. Our Facebook and Twitter accounts have been used to engage students, faculty, and staff by allowing easy access, two-way communication with PSC, creating a neighborhood; a social community.

Purpose for Guidelines
These guidelines are intended to assist PSC employees to effectively use social networking tools to advance the college’s mission and purpose, and to guide participation in these online conversations when employees are acting on behalf of the college. The same general principles that guide our messages and communications in traditional media should apply in the online social networking space. These guidelines were developed consistent with the college’s Board Policy C-21, Use of Information Resources including World Wide Web and Internet.

Definition of Social Networking Tools
Social networking tools refer to all Web-based tools that provide immediate publication of content to the Web related to communities of users who can respond back to this content. This would include, but is not limited to, blogs (Blogger, Word Press), micro-blogs (Twitter), social networking sites (Facebook, Pinterest, Instagram, LinkedIn), or any other site that allows for direct publication to the Internet.

Benefits of Social Networking
Social networking is a useful communication platform for PSC students, faculty, staff, and alumni. Prevalent social networking sites such as Facebook, Twitter, YouTube, Instagram, and Pinterest make it possible for PSC to connect with a wider audience; conveying instantaneous updates, news, multimedia, and more. Social networking has the potential to enhance PSC and bring students, faculty, staff, and alumni a broader awareness of what PSC has to offer.
PSC Social Networking Guidelines/Expectations

We recognize the purpose of an educational institution is to share knowledge and learn as a community. We offer these general guidelines related, but not limited, to social networking platforms. It is expected that users of social networking sites will:

- represent PSC in a professional manner;
- use the sites to communicate college-related content only;
- notify the Public Relations and Marketing Department whenever a new social networking site is established;
- give the Public Relations and Marketing Department access to social networking sites established for a college related group or activity;
- use good judgment when posting profiles, photos, and any other information;
- seek input from supervisors and/or Public Relations and Marketing staff when questions arise about information that will be used that require clarification;
- be aware that information distributed internally via email, campus newsletters, or other forms of communication may not be approved for distribution to the public without permission from appropriate individuals;
- keep supervisors informed of situations related to posting to social networking sites of content or imagery that may be deemed of a controversial nature or may need attention from others in the college;
- be respectful to and of the college, fellow colleagues, and students, which may require seeking appropriate permission before posting information or photos to the Web;
- comply with PSC confidentiality and disclosure of proprietary data and FERPA policies;
- offer clear disclaimers when publishing on the Web and when referring back to your role as a college employee that the views expressed by the writer in a blog entry are the writer’s alone and do not represent the views of PSC;
- comply with PSC’s confidentiality policies and procedures, disclosure of proprietary data and FERPA policies. This also applies to comments posted on blogs, forums, and social networking sites when a college employee is publishing personal and other commentary on Web-based tools;
- follow copyright laws and use good academic and professional standards of integrity by properly citing information and attributing credit where appropriate; and
- read and understand Board Policy C-21, Policy for Use of Information Resources including the World Wide Web and Internet.
Responsibility
PSC respects the rights of employees to use blogs and other social networking tools as a means of self-expression, as well as a means to advance the college’s mission and purpose. However, it is important that we all are aware that references to the college and/or an employee’s association with the college, its programs, and services, could be cause for liability on the part of the college for an employee’s actions online. Employees will be held responsible for their actions. Anything an employee posts that potentially can harm the college’s image and/or reputation ultimately will be that employee’s responsibility. Official college communication that relates to classes and coursework, as well as health records or any other educational records that are deemed private, are inappropriate for public display and should never be discussed in a public context or posted on the Web in any context. This also applies to college employees publishing personal and other commentary on the Web. It is important to remember that the Internet is permanent. Once information is published online, even if you “remove or delete” it later, a record of its original iteration remains.

College employees who manage a social networking site on behalf of PSC should have at least one other college employee designated with secondary user access to the site in the event site access needs to be gained and the primary user and/or creator is not available. Employees must not use or align the college with any institutions, businesses, or websites that deploy the use of excessive tracking software, adware, malware or spyware.

College employees who serve as advisors to PSC student clubs and organizations are expected to follow these guidelines and discuss them with student members of the club or organization they counsel. Employees cannot use PSC equipment or time to post to social networking sites unrelated to college business.

Copyright
All college employees are expected to adhere to and respect copyrights, trademarks, rights of publicity, and other third-party rights in the online social networking space, including but not limited to, photographs, video, art, logos, and graphics.
Recommendations
It is recommended that social networking users at PSC:
• have a purpose statement that ties the social networking site(s) to each department’s mission;
• have an understanding of social networking tools and how each works;
• have knowledge of and abide by the policies, agreements, and terms of service that relate to each social networking, blog, and public website you post content on;
• strive to keep information fresh and up to date;
• keep the messages clean, clear, and concise; and
• use great photos.

Assistance
For assistance in setting up and maintaining social networking sites on behalf of PSC, contact the Public Relations and Marketing Department.
Seal and Logos
THE OFFICIAL SEAL

The primary components of the official seal are the college name, the credo, and a traditional representation of an open book. The official seal is a symbol reserved for official and legal college documents—including diplomas, transcripts, and certificates—and for formal decorative use as authorized by the President. The seal is not to be used interchangeably with the logo or as a readily recognizable graphic symbol in publications, advertisements, displays, or other promotional materials that describe or otherwise illustrate the college, its programs, or its services.

The seal is to be printed in hunter green (Pantone Matching System, or PMS, 349) or in black. Additionally, the seal may be reversed-out and printed in white on black or white on PMS 349. No other variations may be used, except in those instances where the seal is displayed in full color or when determined to be necessary by the President.
THE COLLEGE LOGO

The college has one logo that is used either in a stacked or horizontal format. There also is an athletics logo. Additional logos for departments and programs are not allowed. We do not create logos for other areas of the college. Graphics of this nature compete with the PSC logo. For departments seeking their own identity, the department name may be added to the college logo using fonts consistent with the college’s graphic standards.

The college logo, the graphic image appearing on college stationery, signs, publications, merchandise, and related materials, may be reproduced in two versions. Both versions include the three-pronged open book symbol and the title of “Prairie State College,” set in a bold Times upper- and lower-case typeface. One is with the college name printed horizontally; the second has the name stacked vertically to the right of the three-pronged design.

*Note:* The college logo is the book symbol and official typeface together, not just the symbol.

The logo is to be printed primarily in black ink, hunter green (PMS 349) ink, or the reverse of either of these options.

Reversed out logo

Stacked logo

Horizontal logo
The horizontal version is the preferred logo. The vertical version, however, is preferred when design dictates that a stacked rather than elongated graphic image is needed.

The logo is to be printed in a prominent location on all official college publications and printed materials, unless it is deemed necessary, and with the approval of the college President, that the seal be used in its place.

Please contact the Executive Director of Public Relations and Marketing if you need an official copy of the college logo for a PowerPoint presentation or other official approved use.

WHAT NOT TO DO

Do not alter the proportions of the logo
Hold down the shift key as you drag a corner of the logo to resize it with your mouse. When using an image properties dialogue box to resize the logo, ensure the horizontal and vertical scale percentage values are the same and “maintain aspect ratio” is enabled.

Do not alter the color of the logo
The official PSC logo only appear in solid (100%) approved colors, or white (when on a colored background). Any other color is prohibited, unless approved by the Public Relations and Marketing Department.

Do not re-position any of the logo’s elements
Repositioning any element of the logo to suit a specific application is not permitted. The logo must appear unmodified in all materials.

Do not use the logo as part of a title or sentence
The logo may not be used as part of a sentence or a title.
Pioneer Logo
In 2006, the Department of Physical Education and Athletics introduced a new Pioneer logo. This symbol is used by that department, Institutional Support Services, and Public Relations and Marketing to promote PSC’s intercollegiate athletics programs and teams.

Colors
The official colors of PSC are hunter green and white. For printing and reproduction purposes, the shade of green used is Pantone Matching System (PMS) 349. Shades of purple, (PMS) 259 and (PMS) 521 are also used as accent colors.

Pioneer Logo

Tagline
There is only one tagline for the college. PSC’s tagline is “Start near. Go far.”

Font
Gill Sans is the preferred sans serif font for use in signage and as a complementary typeface for publication captions, titles, and text.

Gill Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 –!@#$%^&*( )":;.,

Gill Sans Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 –!@#$%^&*( )":;.,
Word List
This is a partial list concerning spelling, hyphenation, capitalization, etc., to promote professionalism and consistency. It is a work in progress. In general, we use the first entry in Webster’s, with a few of our own idiosyncrasies.

advisor
a.m., p.m.
bilingual
coo-author, co-chair, co-worker
the college (when referring to PSC); never refer to the college as a school.
composed of [to be made up of]; comprise [to include or contain]:
The College Council is composed of representatives from various student and employee groups. District 515 comprises Chicago Heights, Olympia Fields, and several other suburbs.
coursework, classwork, fieldwork
database
download, upload
e-commerce
e.g., [“for example,” followed by a comma]: The colors available for the brochures are the primary ones; e.g., red, blue, and yellow.
email; electronic mail.
flier: small poster or advertising circular
full-time, part-time [adj. or adv.]
healthcare
homepage
i.e., [“that is,” followed by a comma]; That brochure embodies everything we stand for at the college, i.e., academic excellence, diversity, and affordability.
Internet
Kids at College
lifestyle
-like: e.g., catlike, childlike, bell-like, alligator-like, Truman-like [hyphenate before this suffix when the noun has more than one syllable, ends in the letter l or is a proper name]
-long: hourlong, daylong, weeklong, yearlong, semester-long [hyphenate before this suffix when the noun has more than one syllable or ends in the letter l]
mid: Midterm, no hyphen is used unless a capitalized word follows; e.g., mid-America, Mid-Atlantic, mid-1990s, mid-20th century, mid-20th-century literature. But use a hyphen when mid precedes a figure; e.g., mid-30.
multicultural, multidisciplinary
non-credit
on campus, off campus [adv.]; on-campus, off-campus [adj.]: The lecture will be held on campus. Rich East High School is an off-campus location for non-credit classes.
online, offline
pre-concert, pre-law, pre-med
résumé
Social Security number
spreadsheet
theatre
URL, URLs [website address]
vice president [not hyphenated; capitalized if referring to a PSC administrator, see section “Names, Titles, and Offices”]
voicemail, voice-mailbox
website
Web page
workforce, workplace
World Wide Web, the Web
Here are a few tips to avoid common language errors and to foster consistency. For relevance and conciseness, it is still hard to beat *The Elements of Style by Strunk and White*. Press releases follow Associated Press Style (AP).
**Academic Degrees and Class Years**

Full names of degrees are uppercased; more casual references to degrees are lowercased and take an apostrophe; abbreviations are uppercased and take periods:

- Associate in Arts in Business, Associate in Science, Associate in Fine Arts, Associate of Arts in Teaching, Associate in Applied Science degree; associate degree; A.S. in chemistry
- Bachelor of Arts; bachelor’s degree; B.A. in sociology
- Master of Arts, Master of Business Administration; master’s degree; M.B.A., M.S., M.A.
- Doctor of Philosophy, Doctor of Medicine; doctorate; Ph.D., M.D.

If the year is not written out fully (i.e., 2008) the abbreviated version is ’08 should have an apostrophe, not an opening single quotation mark, with no space between degree and year. A person’s name is followed by a comma, then the degree and year.

- the Class of 2007, the Class of ’07

**And Versus the Ampersand**

In most cases, the word “and” is preferred to the ampersand. The college prefers not to use ampersands in its titles or division names.

- The new program is a collaboration between the Divisions of Community and Economic Development and Academic Affairs.

**Capitalization**

- In titles of works, capitalize the first and last words, nouns, pronouns, verbs, adverbs, adjectives, and subordinate conjunctions; lowercase articles, coordinate conjunctions, prepositions of any length, and the to in infinitives: Cole Porter’s song, “I’ve Got You under My Skin”
Commas
• Include the final comma in a series (except for press releases, when AP Style is followed): The student has talent in drawing, painting, and sculpture.
• Insert a comma before and after Jr. or Sr. but not before a numeral designating, for example, “the third”: John Smith, Jr., is an enrollment advisor. Alvin Paul III is an adjunct professor of mathematics.
• Use a comma when addressing a person or people: The president said at the end of the speech, “Congratulations, Graduates!”

Courses and Programs
• COMM 101: Principles of Communication; COMM 101-01
• The Graphic Communications Program; the graphics program

Italics versus Quotation Marks
• Use italics for titles of books, movies, large musical works, plays, newspapers, magazines, other periodicals. Use quotation marks for poems, short stories, television shows. Some email programs are limited in the use of features such as italics.
• When a whole block of text is italic, use roman (not italic) to signify what would normally be italicized: The novel Gone with the Wind was made into a movie in 1939.
• Use quotation marks to specify academic grades.
• Note that periods and commas always go inside closing quotation marks, even when the sense of the sentence seems to indicate otherwise: Her favorite short story is “The Gift of the Magi,” and her favorite song is “My Favorite Things.”

Numbers, Numerals, and Dates
• Spell out numbers one through nine and their corresponding ordinals, and use numerals for larger numbers: She made the second out of the 10th inning.
• When a number begins a sentence or a course title, always spell it out.
• If the same category contains numbers both above and below nine, use numerals within that category: The two College Bowl teams had each won 14 matches and lost 7.
• Use numerals for percentages. The percent symbol (%) may be used in tables, but in non-scientific running text, write out the word: Only 6 percent of the residents replied.
• For times on the hour, omit the colon and zeros in most running text: The workshop starts at 9 a.m. and ends at 3:30 p.m.
• For phone numbers, in most cases we enclose area codes in parentheses, followed by one space, and use a hyphen after the prefix: The main number of Prairie State College is (708) 709-3500.
• Use commas to set off the year when using full dates: She was born on Jan. 19, 1977, in Chicago.
• Do not use commas when using only month and year constructions: Planning began in September 1985.
• Do not use 1st, 2nd, etc., with dates: July 21, April 2, etc.
• Dollar Amounts. Use a dollar sign followed by a numeral. Do not use .00 with dollar values: $250, $12,200, $5.3 million.

Plurals and Possessives
• For Latin-based words: singular is alumnus, alumna; plural is alumni, alumnae (alum or alums should be used only in informal contexts); curriculum, curricula, professor (or director) emeritus or emerita, professors (or directors) emeriti or emeritae.
• When a generic term is capitalized as part of an official name, the plural used with another name also is capitalized:

  Lakes Michigan and Huron
  The Departments of Business Services
  The Chicago and London Symphony Orchestras
  Mounts Baker and Rainier
  The Chicago White Sox and the Boston Red Sox Outfielders

Names, Titles, and Offices (document specific) for use in press releases
• President Terri L. Winfree; Terri L. Winfree, president of PSC
• Professor of Biology Marian Kelly; Marian Kelly, professor of biology
• Vice President, Student Affairs Gregory Thomas; Gregory Thomas, vice president, student affairs
• Enrollment Advisor Beth Wyack; Beth Wyack, enrollment advisor
The Logo and Photographs
The PSC logo is most noticeable when placed in white on a PSC green or purple background along the top of a document. This is the recommended treatment for promotional applications.

The Logo and Basic Layouts
The top left area of a page is the ideal position for the PSC logo. For simple layouts such as letterhead documents and invitations, ample surrounding white space and shorter text line lengths offer a clean and professional look.

The Logo and Photographs
When placing the logo and text on a photograph, ensure it is placed in an area where it can easily be seen and read. Make sure any other text placed on the photograph is clearly separated from the logo.
Behind the Scenes
This department focuses on all recruiting materials distributed outside the college to the wider community. All marketing and communication publications that have a wider distribution start in Public Relations and Marketing. In addition, all press releases, the college’s social networking activities, videos, and advertising campaigns are developed in this department. The website also is Public Relations and Marketing’s responsibility.

The staff works with all departments to evaluate communication needs and to develop strategic marketing strategies to drive prospective student recruitment. The communication strategies are coordinated across several functions, including advertising, website, and social networking.

Jennifer E. Stoner  
*Executive Director, Public Relations and Marketing*  
ext. 3949 or jstoner@prairiestate.edu

Kristin Carrera  
*Manager, Design and Multimedia Services*  
ext. 3633 or kcarrera@prairiestate.edu

Crystal Alston  
*Public Relations and Marketing Specialist*  
ext. 7801 or calston@prairiestate.edu

Andrea Small  
*Public Relations Specialist*  
ext. 2948 or asmall2@prairiestate.edu

Nathan Albert  
*Videographer/Photographer*  
ext. 3563 or nalbert@prairiestate.edu

Sarah Kubik  
*Graphic Designer*  
ext. 7897 or skubik@prairiestate.edu
INSTITUTIONAL SUPPORT SERVICES

This department produces all internal flyers, posters, and promotional items. They also support the student clubs and provide faculty with all materials needed for their courses. They create and maintain the student club Web pages and the college’s events calendar. They coordinate student mailings, provide database assistance, and produce banners for internal use.

Paulette Maurer
Director, Institutional Support Services
ext. 3630 or pmaurer@prairiestate.edu

Pam Hambrick
Coordinator, Document Production Office Support Services
ext. 3619 or phambrick@prairiestate.edu

Alanda Gray
Webmaster
ext.7889 or agray@prairiestate.edu

Janet Kruzel
Document Production Specialist/Mail Delivery
ext. 3739 or jkruzel@prairiestate.edu

Jodi Pedersoli
Document Production Specialist
ext. 3660 or jpedersoli@prairiestate.edu

Jenifer Tirado
Document Production Specialist
ext. 3737 or jtirado@prairiestate.edu
DUPLICATING SERVICES AND MAIL ROOM

Karen Clifford  
**Assistant Mail Clerk Duplication**  
ext. 3591 or kclifford@prairiestate.edu

Patricia Hughes  
**Digital Production Technician (Days)**  
ext. 7706 or phughes@prairiestate.edu

Roseanne Alcantar  
**Digital Production Technician (Days)**  
ext. 3592 or ralcantar@prairiestate.edu

Donna Rokicki  
**Mail/Duplication Clerk**  
ext. 7810 or drokicki@prairiestate.edu
For questions or clarifications about any portion of these brand guidelines, please contact:

Public Relations and Marketing
202 South Halsted Street
Chicago Heights, IL 60411