

The Prairie State College Brand

An important part of an institution's branding is its visual identity. Creating a strong, positive, and consistent image for the College helps us attract students and faculty. It also affects the community support we receive. The College's image is established, maintained, and reinforced by its consistent use across all kinds of communications. The brand represents the values that are perceived by past, present, and future students, their families, as well as our employees. Our goal is to communicate to our many audiences a single, recognizable identity and image that conveys academic excellence and solidifies our image in a variety of venues. Strengthening and promoting that image will benefit all our programs and new initiatives.

This publication has guidelines to help us maintain a consistent brand for Prairie State College. This graphic standards guide is designed to help answer questions and address issues regarding project procedures, branding, logo use, photo consents, writing, Web styles, and other information.

What Are Graphic Standards, and Why Are They Important?

Graphic standards provide tips, policies, and procedures for achieving a high quality and consistent look in Prairie State's publications, advertising, and Web pages. Prairie State's 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, flyers, posters, and ads.

Definition

College publications are those written materials that use the College name or logo and include flyers, posters, brochures, postcards, schedules, catalogs, banners, booklets, and invitations.

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, we are asking that all communications materials, including those listed above, be reviewed by the Communications and Marketing Department before being circulated.

We Are Here to Help You Promote Your Programs and Classes

At Prairie State College, there are two departments here to help you promote your classes and programs: Communications and Marketing and Institutional Support Services. Our mission is to provide the necessary support and assistance so your classes and programs are successful. This guide has been developed to help answer some of the questions we receive and to make the process easier for all to understand.

Creating Your Publication

The first step in planning a publication is to decide what you really need. Communication objectives can be accomplished in many ways: a brochure, poster, letter, newsletter, open house, informational meeting, postcard (or direct mail piece), Web site, or advertisement. How do you decide what you want to accomplish? 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?** What is your message, and what response are hoping to obtain? What problem do you want to solve?
- **Who is your audience?** The more specific you are in terms of who you are trying to reach, the better your marketing piece will be. What do you want your audience to do?
- **What is your budget?** Do you have money in your budget for printing, promotions, etc.? The Communications and Marketing Department pays for the printing of all program brochures. Other printing is typically paid by the individual departments.
- **What is your deadline?** For a printed piece, consider how long it will take to write, edit, design, and print the piece.
- **How will the material be distributed?** Will it be a direct mail piece like a postcard, letter, or mailer? Or, will it be a handout or poster?

Process for Faculty Flyers, Posters, and Projects

For faculty who want flyers for new classes, or new class sections, those requests should be taken directly to Institutional Support Services. The jobs will be completed using graphic standards.

- For new classes or sections, only flyers (not to exceed 8.5 x 11) are to be done for individual classes.
- Posters are appropriate for programs, degrees, or new initiatives. Posters will no longer be produced for individual classes or sections.
- Each semester Institutional Support Services does Late Start posters.
- Team teaching flyers, LinC posters, and other related faculty projects are to be done by Institutional Support Services using the new graphic standards.

For a new college program, the first step is to meet with the Communications and Marketing team to discuss possible marketing ideas. For all college programs a tri-fold brochure is developed. In addition, a press release, Web page, home page notice, or other marketing items may be appropriate. Contact the Executive Director of Communications and Marketing to get started.

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 Web sites and Brochures

- All brochures, flyers, posters, banners, and Web sites for student clubs and organizations are done by Institutional Support Services.

Club Web site

The screenshot displays the Prairie State College website. The header features the college logo and tagline "Start near. Go far." on the left, and navigation links like "A-Z Index" and a search bar on the right. The main content area is titled "Student Life and Multicultural Affairs" and includes a sidebar with a list of links such as "Home", "Student Life", and "Protégé Program". The main text describes the Protégé Program as a premier program for African American men, supported by a federal grant. It mentions the program's role in providing textbooks and scholarship opportunities, and its participation in the Brother2Brother initiative. A contact link for Sean Smith is provided for more information.

Web Site Pages

The Executive Director of Communications and Marketing is the initial contact for all new Web site page requests. (Please see separate Web site section in this manual.)

Letters

If you need assistance with the letter content, contact the Communications 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.

Outdoor Marquees on Halsted Street and Vollmer Road

To submit your marquee request, fill out a marquee request form, available in Communications and Marketing or in Institutional Support Services. Requests may also be made online through the Communications and Marketing Web page. Events that are open to the public can be posted on the marquees.

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 Communications and Marketing receives the completed form to get your business cards. Business cards are set up like the following example.



Photography Guidelines and Photo Releases

Use photographs when possible. Photographs are available through the Communications and Marketing Department, or new photos can be taken for specific jobs. All photo requests need to be made **in advance** with Communications and Marketing. We want to honor all photo requests and making your request in advance will help us make sure a photographer is available.

- Resize files and photographs appropriately so images are not distorted.
- Photo releases. For individual shots, or group shots where the subjects are identifiable, a photo release must be signed. For candid shots, a photo release doesn't have to be signed, unless it is a close-up shot. Photo release forms are available in Communications and Marketing.
- Photo request process. All photo requests need to be made in advance with the Executive Director of Communications and Marketing.

Photography Dos and Don'ts

- Limit use of posed or staged imagery.
- Do not portray stereotypes.
- Do convey these key personality attributes: change, driven, ambitious, likable, approachable.
- Do depict individual and/or group portraits.
- Do convey the spirit of teamwork.
- Do illustrate energy with motion.



Official Web Pages

The Prairie State College Web site is the first point of entry to the College for thousands of people throughout the district and beyond. The Web site is the “front door” of the College providing information for prospective students, current students, community members, alumni, the media, policy makers, the general public, and the internal campus community. The Web site allows individuals access to an extensive network of academic, administrative, and faculty and staff information.

The PSC Web site is designed to ensure accessibility, allowing equal access to information and functionality for a wide range of people with disabilities. Following these guidelines also makes it easier for our users to access our Web content. This is especially helpful for older users and those using different computer devices, including assistive technology.

The PSC Webmaster is a Certified Internet Webmaster (CIW), which includes knowledge of WC3 (World Wide Web Consortium) standards. The WC3 is the organization that sets the standard for Internet accessibility and usability. The Webmaster ensures the PSC site is accessible and meets WC3 standards.

How to Request a New Web Page: Departments

- Contact the Executive Director of Communications 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.

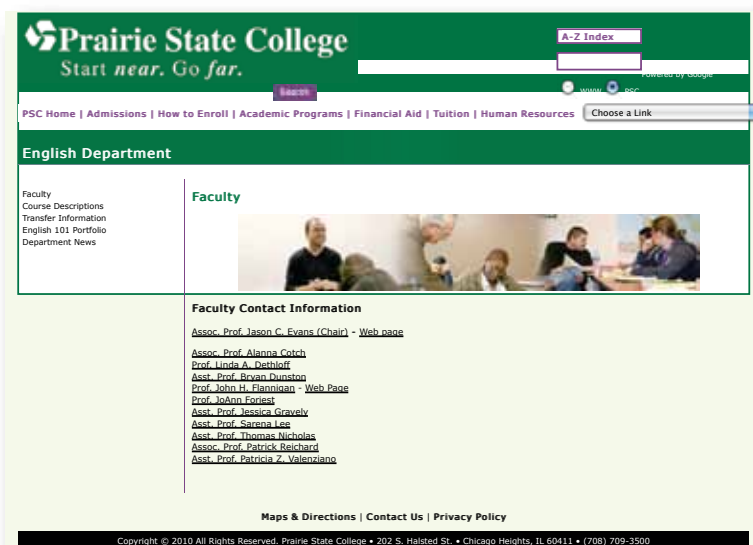
How to Request a New Web Page: Faculty

- 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/jflannigan

Updates to Current Web Pages, Home Page Changes, and Forms

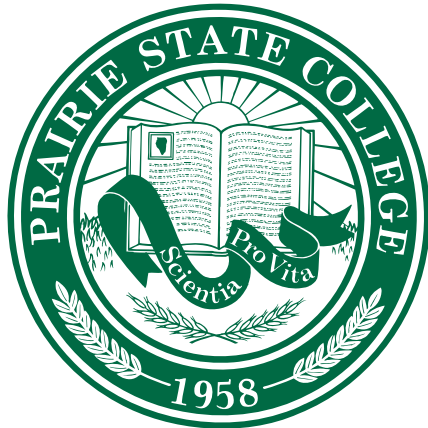
- Immediate updates to Web pages are to be taken directly to Institutional Support Services.
- Request for a home page change or new home page listing is to go to the Executive Director of Communications and Marketing.
- Request for rotating slide on home page needs to go through the Executive Director of Communications and Marketing.
- Forms on the Web site need to follow the Web site form template. Contact the Webmaster to add a form to the Web site.

Faculty Web site



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.



Colors for Official Prairie State College Seal

Blue • Pantone 2727

Orange • Pantone 179

Gold • Pantone 722

Purple • Pantone 2583

Green • Pantone 349

The Logo

An institution's logo is its most powerful communication tool because it is seen by more people than any other form of communication. The College recognized and supports two logos: the official College logo and the athletics logo.

We don't create logos for other areas of the college. Graphics of this nature compete with the Prairie State College 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 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.

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.

The horizontal version is the preferred logo designs. 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 Communications and Marketing if you need an official copy of the College logo for a PowerPoint presentation or other official approved use.

Logo in PMS 349 green and can be used in black or reversed out white



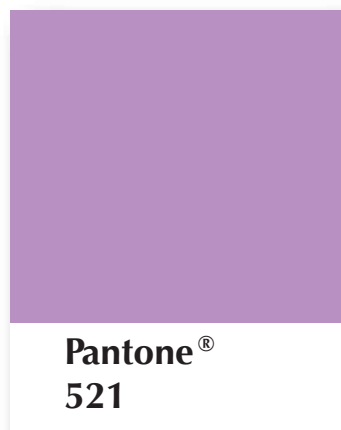
Pioneer Logo

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 Communications and Marketing to promote PSC's intercollegiate athletics programs and teams.



Colors

The official colors of Prairie State College 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 521 and PMS 259 are also used as accent colors.



Tagline

Prairie State College's tagline is "Start near. Go far." There is only one tagline for the college.

Social Media

In line with current Internet trends and the Web habits of a large portion of the Prairie State College student population, PSC has incorporated the use of Facebook as an additional means of communicating college-related information to prospective and current students, parents, community members, alumni, faculty, and staff.

The Communications and Marketing Department monitors and maintains PSC's Facebook page. It is located at facebook.com/prairiestatecollege

Organizations or groups on campus that wish to use Facebook should contact the Communications and Marketing Department about getting information on the college's Facebook page and/or setting up their own fan page. No campus organization or department should set up their own Facebook page without meeting with Communications and Marketing to discuss the expectation and responsibility of setting up a Facebook page.

The College also has a YouTube presence. The page is located at youtube.com/prairiestatecollege. To get videos posted on YouTube, contact the Communications Specialist.

Faculty and staff who are doing something unique in the classroom or a club advisor that has an interesting event should contact Communications and Marketing about setting up a shoot to create a video for YouTube.



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

co-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.*

e-mail; electronic mail. Use hyphen.

flier [one who flies]; flyer [small poster or advertising circular]

full-time, part-time [adj. or adv.]

healthcare

home page

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@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, off-line

pre-concert, pre-law, pre-med

résumé

Social Security number

spreadsheet

theatre

URL, URLs [Web site address]

vice president [not hyphenated; capitalized if referring to a PSC administrator, [see section “Names, Titles, and Offices”]

voicemail, voice-mailbox

Web site [often seen as *website*, especially on the Internet, but the majority of style manuals still recommend this as the standard for publications and other non-Web references]

workforce, workplace

World Wide Web, the Web

Style Guidelines

Here are a few tips to avoid common language errors and to foster consistency. *The Chicago Manual of Style* is a good general reference, with some modifications. For relevance and conciseness, it is still hard to beat *The Elements of Style* by Strunk and White. Press releases should 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’s 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.

- A.A.’04, A.A.S.’06, Certificate ’05: *Jim Smith, A.S.’99, transferred and earned a bachelor’s degree.*
- 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 does not 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: *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”: *George 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 e-mail 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 and Physical Plant and Facilities

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)

- *President Eric C. Radtke; Eric C. Radtke, president of PSC*
- *Professor of Biology Marian Kelly; Marian Kelly, professor of biology*
- *Vice President, Academic Affairs Adenuga Atewologun; Adenuga Atewologun, vice president, finance and administration*
- *Enrollment Advisor Beth Wyack; Beth Wyack, enrollment advisor.*

Print Pieces – Examples

Catalog cover



Newspaper ad

"PSC wants students to succeed and gives them tools such as free tutoring. Class sizes are small with helpful instructors."
-Jennifer McCorkle

We have an option for you!
Fall courses begin Aug. 23.

Prairie State College
202 South Halsted Street
Chicago Heights, IL 60411
(708) 709-3500 | prairiestate.edu/start

Start **near.** Go **far.**

Billboard

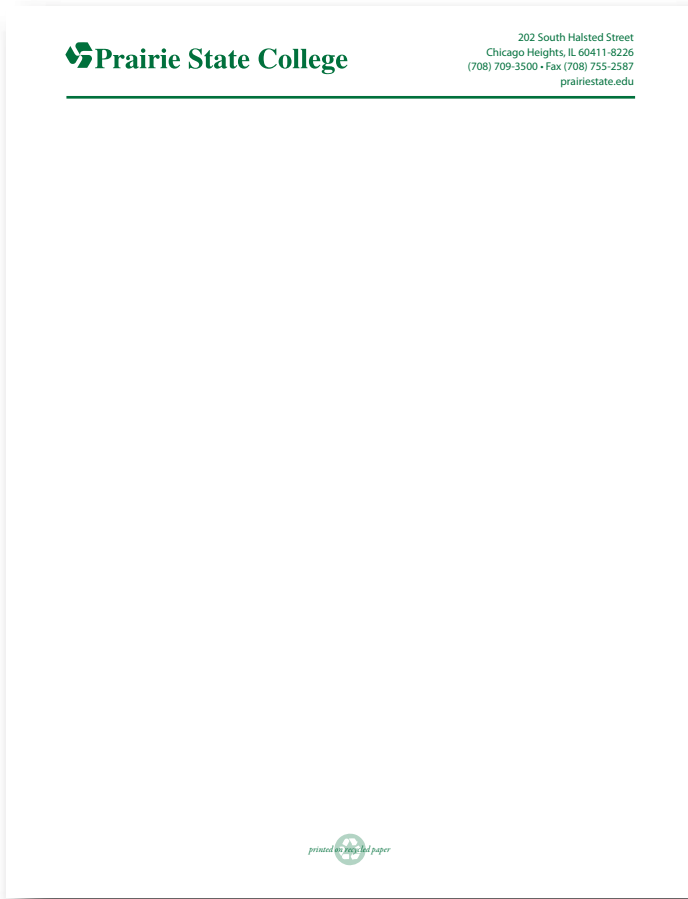
It's all about **options** at **PSC!**

Start **near.** Go **far.**

Prairie State College
prairiestate.edu

Find us on Facebook

Letterhead



Promotional flyer



Promotional banner



Course schedule cover

**Fall 2010
Class Schedule**

Inside:
Credit Courses
Non-Credit Classes

Prairie State College
Start near. Go far.
prairiestate.edu

Reasons to Attend Prairie State College

- Fully accredited
- Credits that transfer
- Small classes
- Great career programs
- Dedicated professors
- Convenient scheduling
- Free tutoring and open computer labs

Admissions

Prairie State College offers "open admission" that encourages diversity and admits all high school graduates or the equivalent.

Here's how to start your college career at PSC:

- Provide a high school diploma or GED
- Take the COMPASS Placement Test or submit a copy of ACT scores
- Meet with an advisor from Counseling and Advising to select courses. For questions, contact an academic advisor at (708) 709-1306.

Financial Aid

Prairie State College's tuition is affordable, and financial aid is available through a variety of sources. More than 50 percent of our students receive financial aid.

The first and most important step in applying for financial aid is filing a Free Application for Federal Student Aid (FAFSA). A FAFSA is required whether you receive federal or state financial aid, loans, grants, or scholarships.

Forms of financial assistance include:

- FAF Grant
- MSP Grant
- Supplemental Education Opportunity Grant
- Scholarship National Student Loans
- PLUS Loans
- Work Study
- Scholarships
- Veterans Benefits

PSC Financial Aid Opportunities:

- PSC Board of Trustees Scholarships covers tuition and fees for two years.
- The PSC Foundation awards more than \$75,000 in scholarships annually to students who are not fully funded through any other source. Find out more at prairiestate.edu, go to choose a link, and click on scholarships.

For more information about how to obtain financial aid, call (708) 709-1362 or e-mail Alvin Garcia at agarcia@prairiestate.edu.

CNA/Advanced Bedside Care

Prairie State College
161 South Central Street | Chicago Heights, IL 60411
(708) 709-1306 | prairiestate.edu
Start near. Go far.

Program brochures

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Fire Science Technology

Prairie State College
161 South Central Street | Chicago Heights, IL 60411
(708) 709-1306 | prairiestate.edu
Start near. Go far.

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Automotive Technology

Prairie State College
161 South Central Street | Chicago Heights, IL 60411
(708) 709-1306 | prairiestate.edu
Start near. Go far.

Design Guidelines

- **Keep it simple.** A well-designed publication communicates quickly and clearly.
- **Don't use more than two different fonts in a publication.** There are two types of fonts: serif, which looks like this, and sans-serif, which doesn't have lines on the ends of letters. Pick a serif font, such as Times, for text, and a sans-serif font, like Arial, for headlines.
- **Don't use Comic Sans MS Font.** It was originally designed for comic book talk. It is not a professional-looking font. Use fonts such as Times and Arial.
- **Use white space.** White space can make documents easier to read. Avoid cluttering your document with excessive items.
- **Limit use of clip art.** If a graphic is needed, generally photographs are more appealing. One strong photo is better than several small photos.
- **Use left alignment because it is easier to read.** When text is centered it is more difficult to read because it is hard to determine when one line ends and the next begins. Therefore, left justify paragraphs for all documents. Right justification also makes documents harder to read and is rarely appropriate. Full justification creates awkward spacing and also should be avoided.
- **Use bold and italicized text sparingly.** Mainly use it for headlines and headings, not in the text.
- **Use high resolution logos and graphics for all documents.** Do not use logos or graphics pulled from Web sites because the resolution is too low.
- **Put only one space after a period between sentences.**
- **Avoid underlining if at all possible.** For Web sites, only underline if the item is a hyperlink.
- **Use upper and lower case when possible.** Avoid the use of all caps because it is harder to read.

Web Document Design Standards

All graphic standards outlined previously apply, but additionally the items listed below are important for Web documents. The most important item is to make sure Web documents upload quickly and efficiently.

- **Use white background color for Web documents.** Do not use solid background colors because they take too long to load.
- **Use photos or graphic design elements.** Limit use of clip art.
- **Optimize all photos for easy loading.**
- **Use properly sized photos so images are not distorted.**

Web Page Photos/ Graphics/Media

- **Web Images.** All Web images must have ALT (alternative tags or text that pops up as tooltips in Windows) and TITLE attribute (provides text description and pops up as tooltip on images in Firefox and other browsers).
- **Image resolution.** Use images with a resolution of approximately 72 dpi (dots per inch).
- **Appropriate image format.** Save images in the appropriate formats. JPEG provides the best quality for photos. GIF is used for drawings, graphics, transparencies, logos, clip art, navigational icons, simple diagrams, and illustrations to reduce the file size without degrading the visual quality. Use PNG to store graphics that may require periodic modifications.
- **Storage for documents.** PNG to store graphics that need revising constantly.
- **Use correct dimensions.** Provide correct size dimension (width="" height="") in the tags.
- **Use of Animation.** Animation is used only in slide shows with approval of the Webmaster.
- **Optimizing images for ease of use.** Optimize images to improve loading time.
- **Appropriate sizing of images.** Resize images proportionately within an image editor.
- **Web site photos.** Contact the Communications and Marketing department if you need photos of PSC people or places.
- **Other Web media.** PDF (Portable Document Format) is the preferred format for digitizing print-based materials such as brochures and flyers. The information should also be provided in an accessible Web page. All PDFs should be optimized for optimal download time. Always provide a link to download a free reader. For larger documents, provide the full document along with the option to download in separate sections. For example, the College catalog is available as one PDF file and also is separated into smaller sections.
- **Provide contact details on all Web pages.** Contact details must be provided on the Web page to assist with providing a printed version of the PDF document.

- **Open PDF documents in a new window.** All PDF documents should open in a new window to ensure the site remains open when the PDF is closed. Include a tool tip (<title>tag) to warn the user the link will open a new window.
- **Link to a PDF.** On a content page, as part of a link to a PDF, include the size of the PDF. As an alternative, provide a Word version of the document.
- **PowerPoint presentations.** In general, PowerPoint should be used sparingly on the Web site due to the viewer that is required for the program.
- **Using FLASH on the Web site.** Avoid using Flash because of accessibility issues associated with the program.
- **Using Video on the Web site.** Contact the Executive Director of Communications and Marketing for approval before using a video on the Web site.

Online Forms

- Online forms must be in the template provided by Communications and Marketing Department that complies with the W3C's accessibility guidelines.
- For users who are unable to complete the form online, an alternative method of supplying the information or a College contact must be provided.
- Online forms must include a disclaimer and a link to the Privacy Plan.

File and Directory Names

- All file and directory names must be in lowercase (including the file extensions). Spaces and other irregular characters are not allowed.
- Directory and file names must be meaningful and easy to type and remember.

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