

Piedmont Virginia Community College Branding and Style Manual

Sept. 2008



NOTE TO USERS: This edition replaces and supersedes the Branding Standards Manual Preliminary Edition dated July 2007.

About PVCC's Branding and Style Manual

Piedmont Virginia Community College has promised to provide opportunity, access and excellence in higher education to our community. This promise is our brand, and it's vital that we deliver on it every day through our programs, services and the personal interactions that we have with students and other clients who are important to us.

Another significant way in which we deliver on this promise is through the images and written communications about the College that the public sees or hears. Accuracy, consistency and clarity in these images and communications demonstrate our commitment to excellence while strengthening our College brand.

And that's where this publication, the PVCC Branding and Style Manual, can help. You'll find guidelines in this manual about using our logo and writing about the College which will help us to uphold and protect the integrity of PVCC's brand. I hope that you will find these guidelines to be helpful.

Frank Friedman

Frank Friedman
President

WHAT IS THIS BRANDING AND STYLE MANUAL?

The Piedmont Virginia Community College *Branding and Style Manual* establishes standards and guidelines for use by PVCC employees as we collectively aim to achieve accurate, understandable and consistent visual and written presentations of PVCC to the public.

The manual has two sections:

Part 1 – Branding Guidelines

The front section of the manual is an update of the *Branding Standards Manual Preliminary Edition* that was issued in July 2007. This section focuses on the appropriate and correct use of the PVCC logo, tagline, College seal and official College colors in print and electronic applications and in other usages.

This section also includes information about branded templates for PVCC letterhead and envelopes, memorandum sheet, fax cover sheet, etc. and how to brand your e-mail signature and obtain branded business cards.

Part 2 – Style Guidelines

This section provides style guidelines to apply in writing for:

- PVCC's Web site
- Brochures and booklets
- Fliers
- Posters
- Newsletters (printed and electronic)
- AxisTV postings
- Advertising
- Data entry of class information (where possible)
- News releases
- Writing for other media intended for marketing the College to various audiences

For further consistency, we encourage application of the style guidelines to letters and e-mail communications sent to the public.

The style guidelines are based upon *The Associated Press Stylebook* (or *AP Stylebook*), a long-held standard for media, public relations and marketing communications writing, and upon the *Webster's New World College Dictionary* which is the secondary source to use when the *AP Stylebook* does not provide guidance.

NOTE! The style guidelines in Part 2 are not intended for use in academic classes, scholarly writing by faculty, etc.

Caution About Colors in This Manual

This manual printed in-house on a Xerox copier does not depict the precise College logo colors (Pantone 287 and 208) that will be achieved with high-quality offset printing. Colors shown in this manual are for demonstration purposes only and should not be considered an exact match.

To achieve exact color matching, always proof the logo colors against the *Pantone Color Formula Guide* available from a printer, designer or the Office of Marketing and Media Relations. When printing in-house, strive to match the colors as closely as possible.

Questions, Suggestions, Additions

The Office of Marketing and Media Relations has overall responsibility for PVCC's brand and the College's marketing communications and can assist if you have questions or suggestions about applying the guidelines for logo use and writing style. The office is located in room 735 inside the Jessup Library. You may also e-mail ashowers@pvcc.edu or call 434.961.5247 or 434.961.5202.

PART 1 – BRANDING GUIDELINES

What is PVCC's Brand?

It's not just our logo!

PVCC's brand is a formal *promise*, our *pledge*, to deliver opportunity, access and excellence to our stakeholders – the students, businesses and communities that we serve in the City of Charlottesville and the counties of Albemarle, Buckingham, Fluvanna, Green, Louisa and Nelson.

PVCC's brand is our compass, and it supports the College's mission and strategic plan. The quality and effectiveness of our work, the underlying processes and systems within the College, the messages we convey to key audiences and the image we project all support the PVCC brand.

The logo symbolizes our brand, and the words “opportunity”, “access” and “excellence” in the tagline of the logo are words that embody our brand. On subsequent pages of this manual you'll find specific examples of what those words in PVCC's tagline mean.

What is Branding?

Branding is the process of strategically weaving PVCC's promise throughout the College – all of our services and programs,

our actions and words and the marketing communication initiatives that convey the PVCC story to our stakeholder audiences.

Why is PVCC's Brand Important?

PVCC's brand...

- Lends cohesiveness to imaging and messaging that reaffirms the strengths and value of the College's services and programs
- Fosters understanding and helps prevent confusion that can result from a variety of messages and visual presentations of the College
- Builds credibility, trust, loyalty and pride
- Generates positive impressions and feelings
- Is foundational to successful, integrated marketing
- Is unifying for an organization

When the brand is protected, championed and utilized effectively, it can help to...

- Increase enrollment to help aspiring students fulfill their educational and career dreams
- Increase utilization by employers of PVCC's business-related services and programs
- Aid in generating more donations to PVCC in order to offer more services and programs to our stakeholders

Why and How Was PVCC's Brand Established?

Since it opened in 1972 as part of the Virginia Community College System, PVCC has had a lasting impact on its service region. Over the years, the College has earned the respect and admiration of many citizens and businesses, along the way developing an image and perception of fulfilling its mission and successfully educating thousands of individuals.

The timing for formalizing the PVCC brand was opportune in late 2006. It was one year before the College's 35th anniversary and one year after some tremendous, high-profile accomplishments at the College – the receipt of grants totaling more than \$4.5 million, announcement of plans for a new science building, record enrollment and the introduction of new programs. A unified, cohesive brand was deemed integral to the College's future growth and desired direction.

In early November 2006, an assessment was made of all the various presentations of the College as represented by its then Web site, numerous publications, advertising, signage and messaging.

The College's administration then engaged in several strategic exercises in which it...

- Reviewed national research about the perception of community Colleges and what messages and words resonated with public audiences
- Examined PVCC's own research regarding the perception that our

stakeholder audiences – students, businesses and our community – have about the College

- Identified what makes PVCC unique
- Determined the desired perceptions of the College
- Reviewed the brands represented by taglines that were currently in use by other Virginia community colleges, other colleges and universities in Virginia and numerous institutions of higher education in other states
- Considered the numerous slogans that PVCC had used in the past for various promotions and campaigns

Based upon the assessment and research, PVCC's President's Staff selected the tagline *Opportunity. Access. Excellence.* to represent not only our promise to our stakeholders but also to exemplify how the College desired to be perceived by the public. After selection of the tagline, a new logo and College colors to reflect the brand were rendered by a professional design firm.

Brand Messaging

You are a Brand Ambassador!

Everyone who works at PVCC is a brand ambassador. We are all champions of the brand through our interactions on and off campus with the College's stakeholder audiences and in our efforts to achieve excellence in our work at the College.

Key Branding Messages

Here are some key messages that reflect the PVCC brand and which can be conveyed whenever opportunities arise to share the PVCC story, verbally or in writing, with our stakeholders.

PVCC offers opportunity through...

- A variety of associate degree programs, certificates, career studies certificates and individual classes
- Transfer agreements with more than two dozen four-year Virginia universities and colleges for PVCC graduates to pursue their baccalaureate degree
- Personal enrichment courses for the sheer fun of learning
- Contractor licensing to meet the construction industry's workforce needs
- Business services such as strategic planning, customized training and job assessment to help regional employers to succeed
- A full season of fine arts and performance programming to enrich the lives of individuals in our service region

PVCC offers access through...

- Our open enrollment policy. All students with a high school diploma or GED are admitted to PVCC. Students without a high-school diploma or GED can take placement tests to enroll at PVCC.

- Affordable tuition. PVCC tuition is approximately *one-third* that of four-year institutions in Virginia.
- Financial aid opportunities with grants, loans and scholarships
- Enrollment part time or full time
- Classes that fit lifestyles. Among the options are day, evening and weekend classes; Web-based; onsite at PVCC; off-site at various locations throughout our service region; hybrid classes that combine online and classroom work, etc.
- Developmental programs to prepare new students for college-level work

PVCC offers excellence through...

- Accomplished, dedicated faculty. PVCC has one of the highest rates of faculty with doctorate degrees in the Virginia Community College System.
- Thousands of PVCC students who have successfully transferred to four-year colleges and universities or who entered the workforce after completing their education at PVCC.
- A student Honors Program and a chapter of Phi Theta Kappa, the national honor society for two-year colleges
- State, regional and national recognition earned by faculty, staff and students, e.g., several PVCC students have been named a top 20 community college student among the more than 5 million community college students in the U.S. Several PVCC faculty have been honored with the SCHEV (State Council for Higher Education in Virginia) Outstanding Faculty Award.
- Utilization of information technology to enable academic innovation in teaching and learning
- Accreditation by the Commission on Colleges of the Southern Association of Colleges and Schools

- A nursing program accredited by the National League for Nursing Accrediting Commission
- Surgical technology and emergency medical services programs accredited by the Commission on Accreditation of Allied Health Education Programs

Brand Imaging with the Logo

PVCC’s logo visually represents the College brand and promotes immediate identification. The readability and integrity of the logo should never be compromised. It is a piece of artwork and not a type font; therefore, always use an original version of the logo in either .eps or .jpg format to reproduce the logo.

NEVER copy the logo from the Web site or a .pdf document and paste it into a printed publication because the quality of the logo will be seriously compromised. Please contact the Office of Marketing and Media Relations for an original file of the logo.



Three Parts of Logo + Tagline

The logo consists of three parts: a swipe, the acronym and the College name. The acronym PVCC together with the swipe above it is called the *symbol*. The full name of the College beneath the symbol is the *logotype*. *Opportunity. Access. Excellence.* is our tagline that conveys what the College intends to deliver to its stakeholder audiences.

The Logo Symbol

The acronym PVCC and the swipe above it comprise the logo symbol. *Always use them together.* The type font used in the acronym is Futura Bold Oblique to depict strength and the forward momentum and progress of the College. (Oblique means italic.)

The swipe represents the adage that “the sky is the limit” and also depicts the picturesque, mountainous region in which the College is located and the College’s scenic campus situated on a rolling hillside in Albemarle County.

The Logotype

The full name of the College is the logotype. It is set in all capital letters in Futura Oblique to emphasize strength and progress. A burgundy rule line always separates the College name when the logo is used with the tagline.

The College Tagline

Opportunity. Access. Excellence. is our College tagline. The first letter of each word in the tagline is capitalized and all other letters are lowercased. Always use a period after each word, and keep the words in the sequence shown above.

To reinforce the PVCC brand, use of the tagline with the logo is highly encouraged; however, due to space limitations, this may not be possible. In those situations, the logo may be used without the tagline. When the tagline is used with the logo, always use a rule line to separate them. (Also see *Minimum Size* on the next page of this manual.)

Logo and College Colors

The logo colors and the official College colors are Pantone 208 burgundy and Pantone 287 blue. When printing in full-color, the logo must be printed in these two colors. See the Logo Standards sheet in this manual for guidelines about the proper use of our logo colors.

Required Clear Space Surrounding Logo

Make sure the space surrounding the logo is equal to one-half the width of the “P” in PVCC. (See the Logo Standards page for guidance.) No other competitive design elements can be placed behind the logo or within the required clear space surrounding the logo.

Logo Proportions

Do not stretch, compress, widen, lengthen or otherwise distort the logo in any way. The PVCC logo is designed with specific height and width proportions to ensure proper balance and presentation.

Minimum Size

For optimum readability, the logo with the tagline should not be smaller than 1.25” wide in print or Web applications. Make sure the proportions of the logo remain constant. For small specialty items with restricted imprint areas smaller than 1.25”, use the logo without the tagline or contact the Office of Marketing and Media Relations for guidance.

Required Uses of Logo

Required Uses

Always use the PVCC logo on the cover (front preferred) of all formal printed publications, such as the College catalog, annual report, brochures, fliers, newsletters, class schedules, etc., on the PVCC Web site in accordance with the College’s Web Site Policy and in College advertising. Make sure the logo appears on exhibits, banners, official College identification badges and other items that represent PVCC to the public.

To reinforce the PVCC brand, using the tagline with the logo is highly encouraged for all applications. When space restrictions prohibit the use of the tagline, the logo may be used without it.

Specialty Items

Use of the logo on College specialty items such as cups, T-shirts, hats, pens, notebooks, etc., should be approved in advance by the

Office of Marketing and Media Relations. Proofs of the specialty items on which the logo is printed should be reviewed by the Office of Marketing and Media Relations before full production is authorized.

Imprinted Items in PVCC Bookstore

The Office of Marketing and Media Relations collaborates with the PVCC Bookstore operated by the Follett Higher Education Group about its inventory of specialty items imprinted with the PVCC logo. If you have suggestions about desired items, please contact the Office of Marketing and Media Relations.

Students & Student Organizations

Use of the PVCC logo by students or student organizations requires advance approval by the Office of Marketing and Media Relations.

Letterhead, Business Cards, Branded E-mail Signature, etc.

Letterhead, Envelopes, Memorandum, Fax Cover Sheet, Shipping Labels

Microsoft Word templates in both color and black-and-white versions are available for letterhead, internal memo, fax cover sheet and shipping labels for official PVCC business. The templates are available through the administrative assistants in division offices. (Templates will be accessible through PVCC’s Web site in the near future.)

Envelopes

Number 10 business-size envelopes imprinted with the PVCC logo are available through the Building and Grounds Office which oversees an inventory of supplies. Contact the administrative assistant in your division office to obtain envelopes.

Business Cards

PVCC business cards imprinted with the logo are printed under a State of Virginia

contract and ordered through PVCC's Business Office. Contact your division office to request them.

President's Stationery

The letterhead, envelopes and business card used by PVCC's president will retain the College seal.

Branded E-Mail Signature

All employees of PVCC are encouraged to include the official branded e-mail signature on their College-related e-mails to help brand PVCC to internal and external audiences. Instructions for creating a branded e-mail signature in Microsoft Outlook can be found on the Web pages of the Office of Information Technology at www.pvcc.edu/it, or contact the Office of Marketing and Media Relations.

Prohibited Uses of Logo

Personal Use

The PVCC logo is for official College use only. It may not be used on personal printed materials, personal Web pages, apparel or any other personal items.

Copying the Logo from Other Documents and Web Pages

Never copy the PVCC logo from a Web page, a .pdf document or Word document and paste it into another medium for printing because this will compromise quality and readability. See "Where to Get the Logo" in this manual for additional guidance.

Other Prohibited Uses of the Logo

- Reshaping the proportions of the logo or distorting it in any way
- Cropping the logo or using only a portion, such as only a quarter or half of the logo
- Using the PVCC acronym *without* the swipe above it
- Setting the logo at an angle
- Printing the logo on a busy background that detracts from readability

- Using colors for any parts of the logo other than the approved Pantone colors described in this manual
- Superimposing type or images on the logo

Where to Get the Logo

Obtain an original logo file formatted for either print or electronic use from the Office of Marketing and Media Relations. In the future a password-protected page on PVCC's Web site will be available with downloadable logos for use in all media and in accordance with this manual.

The PVCC Seal

The circular Piedmont Virginia Community College seal, below, is the official signature of PVCC. Usage of the seal denotes that the material or item on which it is used has been officially sanctioned by PVCC.



Approved Use of Seal

The seal is reserved for graduation and other official ceremonies, certificates, diplomas, awards, nursing pins, building plaques, podium signs, the President's letterhead and watermarks on official College documents.

Prohibited Use of Seal

Do not alter or crop the design, delete portions of the seal or extract parts of it. Print the seal in one color. Do not print anything beneath or on top of the seal. Keep the transparent parts transparent. The seal may not be printed on personal items.

Where to Get the Seal

Obtain an original seal file formatted for print use from the Office of Marketing and Media Relations. In the future a password-protected page on PVCC's Web site will be available with a downloadable seal for use in accordance with this manual.

Guidance on Use of Logo and Seal

For additional assistance regarding the PVCC logo or official College seal, please visit the Office of Marketing and Media Relations located in room 735 in PVCC's Main Building, e-mail ashowers@pvcc.edu or call 434.961.5247 or 434.961.5202.

NOTES

This section provides writing style guidelines to apply on the following:

- PVCC's Web site
- Brochures and booklets
- Fliers
- Posters
- Newsletters (print and electronic)
- AxisTV postings
- Advertising
- Data entry of class information (where possible)
- News releases
- Writing for other media intended for marketing the College to various audiences

We encourage application of these style guidelines to College letters and e-mail communications to external audiences.

These style guidelines are based upon *The Associated Press Stylebook* (or *AP Stylebook*), a long-held standard for media, public relations and marketing communications writing, and upon the *Webster's New World College Dictionary* which is the secondary source to use when the *AP Stylebook* does not provide guidance.

Please note that these style guidelines for writing are not intended for use in academic classes, scholarly writing by faculty, etc.

A

a.m. Lowercase with periods and without capitals or spaces. Avoid 12 midnight or 12 a.m.; midnight is sufficient and used in lowercase. Avoid including :00 for times at the top of the hour; use 10 a.m. and not 10:00 a.m. Note there is a space between the hour or minutes and a.m.

advisor Spell as advisor, not adviser

African-American Capitalize in all uses.

alum The informal, plural use for alumnus/alumna/alumni or a group of unknown gender

alumna Formal, feminine singular. Do not capitalize unless it appears as the first word in a sentence.

alumnae Formal, feminine plural. Do not capitalize unless it appears as the first word in a sentence.

alumni Formal, masculine plural. Do not capitalize unless it appears as the first word in a sentence.

alumnus Formal, masculine singular. Do not capitalize unless it appears as the first word in a sentence.

associate degree There is no apostrophe (possessive) in associate degree. *John Jones has an associate degree from Piedmont Virginia Community College.*

B

bachelor's degree Use an apostrophe in bachelor's degree but there is no apostrophe in Bachelor of Arts degree. *A Bachelor of Science degree in business administration was awarded to John Jones, but Mary Jones has a bachelor's degree in communications.*

Blackboard Capitalized and not hyphenated

blog Do not capitalize unless it appears as the first word in a sentence.

Board of Directors When referring to the governing board of the PVCC Educational Foundation the proper name is Piedmont Virginia Community College Board of Directors. May use PVCC Educational Foundation Board of Directors or the board (lowercase) on second reference.

Bookstore Capitalized and not hyphenated when referring to PVCC's Bookstore

Business and Technologies Proper name is Business and Technologies Division or Division of Business and Technologies. May use the division (lowercase) on second reference.

C

classes Avoid using "course," especially when communicating to high school or other prospective students. The term "course" is mostly used in academic circles; however, PVCC and national research indicates many high school students do not know that "course" also means "class." Capitalize specific class names but use lowercase when describing classes in general. *I took Finite Mathematics and Survey of English Literature but I failed math.*

College Capitalize when referring to PVCC on second reference as "the College."

College Board When referring to the advisory body of PVCC, the proper name is Piedmont Virginia Community College Board. May use College Board or the board (lowercase) on second reference.

Commas PVCC does not use serial commas (comma before "and" and "or"): *The summer term includes science, mathematics and chemistry.*

D

Days Capitalize in all uses. Spell out the name of a day when it stands alone in a sentence: *I have chemistry class on Tuesday.*

Decades When used as a noun: *The 1990s were a profitable time* (no apostrophe). *The '90s saw a rise in enrollment* (apostrophe). When used as a possessive: *His term paper discusses the 1990s' cultural changes.*

Degrees and certificates Capitalize when used as a proper noun or adjective: *PVCC offers associate degrees in Business Administration, Computer Science and Liberal Arts, but Bill Jones was awarded an Associate of Arts degree in liberal arts.*

Dickinson Building Proper name is V. Earl Dickinson Building for Humanities and Social Sciences. May use V. Earl Dickinson Building on first reference and shorten to Dickinson Building (capitalized) on second reference.

Dickinson Main Stage Theatre Proper name is Dickinson Main Stage Theatre. May use Dickinson Main Stage or shorten to Main Stage (capitalized) on second reference.

Division of Business and Technologies Proper name is Division of Business and Technologies or Business and Technologies Division. May use the division (lowercase) on second reference.

Division of Humanities, Fine Arts and Social Sciences Proper name is Division of Humanities, Fine Arts and Social Sciences or Humanities, Fine Arts and Social Sciences Division. May use the division (lowercase) on second reference.

Division of Mathematics, Sciences and Human Services Proper name is Division of Mathematics, Sciences and Human Services or Mathematics, Sciences and Human Services Division. May use the division (lowercase) on second reference.

Division of Workforce Services Proper name is Division of Workforce Services or Workforce Services. May use the division (lowercase) on second reference.

dual enrollment Not hyphenated when used as a noun. Do not capitalize unless it appears as the first word in a sentence.

dual-enrollment students Hyphenated when used as a compound adjective: dual-enrollment student, dual-enrollment program, dual-enrollment instructor, etc. Do not capitalize unless it appears as the first word in a sentence.

E

Eastern Shore When referring to the region, spell out as two words and capitalize.

e-mail Hyphenate. Do not capitalize unless it appears as the first word in a sentence.

E-mail Addresses When referencing an e-mail address, use all lowercase letters and no parentheses: *John's e-mail address is jsmith@pvcc.edu.*

EmplID Capitalize E and ID. Do not hyphenate.

F

four-year college Hyphenate when used as a compound adjective: four-year college

full-time student Hyphenate when used as a compound adjective: *full-time student*, but *I work full time* (no hyphen). Do not capitalize unless it appears as the first word in a sentence.

H

health-care Hyphenate when used as a compound adjective: health-care class, health-care industry, health-care programs at PVCC. Do not hyphenate when used as a noun: Health care in the U.S. is declining.

Help Desk Capitalized and not hyphenated when referring to PVCC's Help Desk

home page Two words. Not hyphenated. Do not capitalize home unless it appears as the first word in a sentence.

Humanities, Fine Arts and Social Sciences Division Proper name is Humanities, Fine Arts and Social Sciences Division or Division of Humanities, Fine Arts and Social Sciences. May use the division (lowercase) on second reference.

I

in-state student Hyphenate when used as a compound adjective: *in-state student*. Do not capitalize unless it appears as the first word in a sentence. When used in a headline, note that both the “I” and the “S” are capitalized: PVCC In-State Students Win Awards.

Internet Capitalize in all uses.

K

Kluge-Moses Science Building Proper name is Kluge-Moses Science Building. May use Kluge-Moses Building on second mention. Note that Kluge-Moses is hyphenated.

L

login, logon, logoff (n.) But use as two words, not hyphenated in verb form: *I log in to my computer*.

M

Main Building Capitalize both words when referring to PVCC's Main Building.

Main Stage Theatre Capitalize when referring to the Main Stage Theatre in the Dickinson Building. Theatre is spelled with an “re”.

master's degree Use an apostrophe in master's degree but there is no apostrophe in Master of Arts degree. *A Master of Science degree in business administration was awarded to John Jones, but Mary Jones has a master's degree in communications.*

Mathematics, Sciences and Human Services Division Proper name is Mathematics, Sciences and Human Services Division or Division of Mathematics, Sciences and Human Services. May use the division (lowercase) on second reference.

Maxwell Theatre (Black Box) Although “Black Box” is not part of the proper name, include it in parentheses and capitalize both words when referring to the Maxwell Theatre in the Dickinson Building. Theatre is spelled with an “re”.

midnight Avoid 12 midnight or 12 a.m.; midnight is sufficient. Do not capitalize unless it appears as the first word in a sentence.

mid-quarter Hyphenate when used as a compound adjective: *mid-quarter report*

Months Capitalize in all uses. Spell out the name of the month when it stands alone, or with a year alone in a sentence. *Fall break is in October this year*. Use month abbreviations when used with a specific date: *Fall break is Oct. 8-9 this year*. Month abbreviations (months not listed have no abbreviation): Jan., Feb., Aug., Sept., Oct., Nov., Dec.

MyPVCC Not hyphenated. No space between My and PVCC.

N

noncredit Not hyphenated. Do not capitalize unless it appears as the first word in a sentence.

noon Avoid 12 noon or 12 p.m.; noon is sufficient. Do not capitalize unless it appears as the first word in a sentence.

Northern Neck When referring to the region, spell out as two words and capitalize.

Northern Virginia When referring to the region, spell out as Northern Virginia. Do not use abbreviations Nova, NoVa or NOVA. Note that Northern Virginia Community College can be referred to as NOVA on second reference.

Numbers Spell out whole numbers one through nine; use numerals for numbers 10 and above. Fractions standing alone are spelled out. For fractions with whole numbers, use numerals. *She has seven birds and 13 fish. About one-fourth of her salary goes to pay her rent. Jeff bought 1½ tons of gravel for his driveway.*

O

online Not hyphenated. Do not capitalize unless it appears as the first word in a sentence.

out-of-state student Hyphenate when used as a compound adjective: out-of-state student

P

p.m. Lowercase with periods and without capitals or spaces. Avoid 12 noon or 12 p.m.; noon is sufficient and used in lowercase. Avoid including :00 for times at the top of the hour; use 10 p.m. and not 10:00 p.m. Note there is a space between the hour or minutes and p.m.

part-time student Hyphenate when used as a compound adjective: part-time student, but I work part time (no hyphen).

Piedmont When referring to the region, spell out as one word and capitalize: Piedmont

Piedmont Virginia Community College Our official name is Piedmont Virginia Community College. Use the full College name on first reference, and abbreviate as PVCC or the College (capital "C") on second reference. Never use Piedmont alone, or Piedmont College or Piedmont Virginia College.

PowerWeb This term is no longer valid. PowerWeb was replaced by MyPVCC in February 2008 when PVCC's new Web site was launched.

prefixes Words formed with prefixes such as non-, pre-, post-, un-, re-, co-, etc. are spelled without a hyphen: *noncredit, reapply, nonprofit*. Words formed with prefixes that precede a capitalized second element are hyphenated: *post-First Quarter, un-American*. Except for *cooperate* and *coordinate*, use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel: *pre-empt, pre-exist, pre-eminent*.

PVCC Catalog, PVCC Student Handbook, Names of PVCC publications should be set in italic font: *Fall 2008 Class Schedule, Handbook: Your Guide to Dual Enrollment*.

PVCC Chorus, PVCC Dance, PVCC Theatre Capitalize both words when referring to PVCC's Chorus, Dance and Theatre programs.

R

Regions Northern Virginia, Southwest Virginia (but southwestern Virginia), Tidewater, Southside, Eastern Shore, Piedmont, Northern Neck

S

Southside When referring to the region, spell out as one word and capitalize.

Southwest Virginia When referring to the region, spell out as Southwest Virginia (but southwestern Virginia).

Spacing PVCC uses one (1) space between sentences, not two.

State Council of Higher Education for Virginia Abbreviate as SCHEV after a first reference to State Council of Higher Education for Virginia.

States Spell out the name of a state when it stands alone in a sentence: *I went to Georgia on vacation this year.* Use Associated Press abbreviations when used with the name of a city in a sentence: *I went to Atlanta, Ga. on vacation this year.* The names of eight states are never abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Following are the state abbreviations:

Ala.	Kan.	Nev.	S.C.
Ariz.	Ky.	N.H.	S.D.
Ark.	La.	N.J.	Tenn.
Calif.	Md.	N.M.	Vt.
Colo.	Mass.	N.Y.	Va.
Conn.	Mich.	N.C.	Wash.
Del.	Minn.	N.D.	W.Va.
Fla.	Miss.	Okla.	Wis.
Ga.	Mo.	Ore.	Wyo.
Ill.	Mont.	Pa.	
Ind.	Neb.	R.I.	

Student Information System Capitalize all three words in all uses. On first reference use Student Information System (VCCS SIS 8.9); on second reference use VCCS SIS 8.9.

T

Technology Wing Capitalize both words when referring to PVCC's Technology Wing.

Telephone Numbers PVCC uses periods after the area code and prefix of telephone numbers: 434.961.5290.

theater Use this spelling unless the proper name is Theatre. *Dickinson Main Stage Theatre, Maxwell Theatre, PVCC Theatre* (program).

Tidewater When referring to the region, spell out as one word and capitalize.

Times Use numbers except for noon and midnight. Use a colon to separate hours from minutes except for times at the top of the hour; use 10 a.m. and not 10:00 a.m. Note there is a space between the hour or minutes and a.m./p.m.

Titles Capitalize titles preceding a personal name. Lowercase titles following a personal name or standing alone: *President Frank Friedman, the president, the president of PVCC, the presidency.*

two-year college Hyphenate when used as a compound adjective.

U

United States Spell out when used as a noun. Abbreviate with periods and without spaces (U.S.) when used as an adjective: *He came to the United States to get an education. Extension is part of the U.S. Department of Agriculture.*

University of Virginia Abbreviate as U.Va. after a first reference to University of Virginia.

V

V. Earl Dickinson Building Proper name is V. Earl Dickinson Building for Humanities and Social Sciences. May use V. Earl Dickinson Building or shorten to Dickinson Building (capitalized) on second reference.

VCCS SIS 8.9 Capitalize all letters. On first reference use Student Information System (VCCS SIS 8.9); on second reference use VCCS SIS 8.9.

Virginia Community College System On first reference, use Virginia Community College System. Abbreviate as VCCS or the system (lowercase) on second reference.

W

Web Capitalize: Web page, Web site, Web service, Web address, Web class. Note that all are two words, no hyphen.

Web Addresses When referencing a Web address, use all lowercase letters and no parentheses: *Logon to www.pvcc.edu.*

Web site, Web page, Web service, Web class Capitalize Web. Two words, no hyphen.

Web Site Instructions When documenting instructions for using a Web site, use either quotation marks or bold or italic font consistently throughout for specific actions: *Click "Save"*, *Select OK*, From the drop-down menu, choose *Address Change*.

weblog, webmaster Not hyphenated. Do not capitalize unless it appears as the first word in a sentence.

Welcome Center Capitalize both words when referring to PVCC's Welcome Center.

work-study student Hyphenate when used as a compound adjective: work-study student

World Wide Web Capitalize all three words in all uses. Also, the Web.

Y

Years Use figures, without commas: 1975. Use commas only with a month and day: *Dec. 18, 1994, was a special day.* Use an "s" without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1800s.*

NOTES

PVCC – Piedmont Virginia Community College Logo Standards

Fonts:

PVCC: Futura Bold Oblique
College Name: Futura Book Oblique
Tagline: Futura Oblique

2-Color Printing (Spot):

Pantone® 208 (burgundy)
 Pantone® 287 (blue)

4-Color Process Printing (CMYK):

Build to match:
 Pantone® 208
 C:0, M:100, Y:36, K:37

Pantone® 287
 C:100, M:68, Y:0, K:12

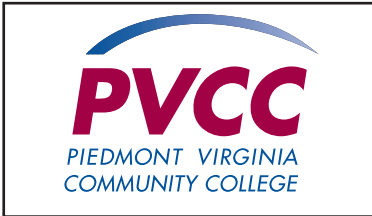


(2-Color – Pantone 208 and Pantone 287)

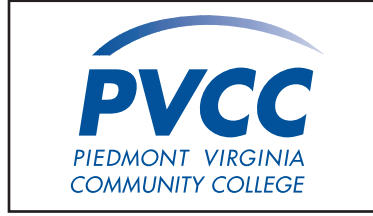


(2-Color – Pantone 208 and Pantone 287)
 Rule must always print 208 in 2 color with tagline.

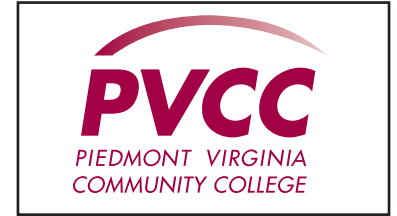
PVCC Logo Usage



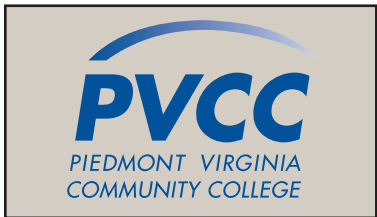
2-Color / White Background



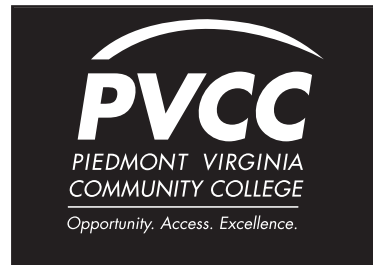
1-Color PMS 287 / White Background



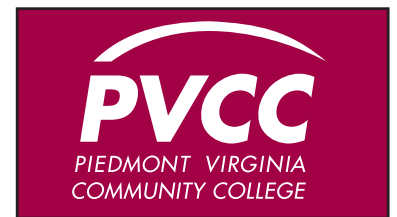
1-Color PMS 208 / White Background



1-Color PMS 287 / Mid-tone Background

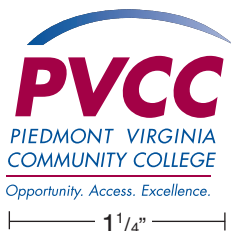


Reverse + tagline / Black Background

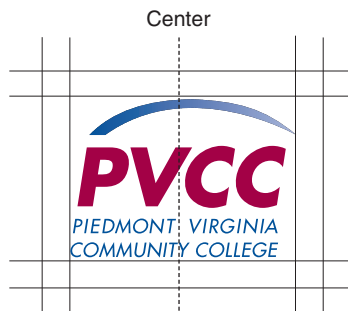


Reverse / Dark Color Background

PVCC Logo Sizing and Positioning



Logo should never be smaller than 1 1/4" wide.
 Proportions must remain constant



Space bordering logo must be equal to the 1/2 width of the bold P.
 Space will change proportionally as size of the logo changes.

Logo Colors

