

**Graphics, Publications,
& Media Standards Guide**

**Web and Online
Standards Guide**



DRAFT

Graphics, Publications, & Media Standards Guide

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Introduction

To maximize and maintain the College's visual identity, unity is needed in all publications. The Graphics, Publications and Media Standards Guide has been written to guide you in making each printed piece more readily identifiable as a Los Angeles Harbor College publication.

While publications may (and should) have differences demanded by the purpose of each piece, all publications should convey the Los Angeles Harbor College graphic identity.

Also included are procedures to be used for publication planning and interaction with the media, as well as information on publicity, advertising and photography.

All departments and offices of the College should conform to the criteria established in this guide. The authority and responsibility of interpreting and implementing the guidelines has been placed with the Office of Planning, Research, & Special Projects.

Individual departments and officers should follow the guidelines.

Official listing of Board and District Administration in publications:

In major District and College Publications such as commencement programs, diplomas, class schedules, and catalogs, members of the current Board of Trustees and Chancellor must be listed in a prominent location in front of the publication (eg inside front cover or first few pages) College Administration and District senior staff may be added as appropriate.

Graphic Quick Reference

Fonts to be used for publications are: Times New Roman (serif)
Arial (sans serif)
Gil Sans (sans serif)

The above fonts can be italicized, bolded or roman.

Body Copy size to be no larger than 11/13 (11pt on 13pt leading)

Sub Headings 18 pt bold

Headings Larger than 18 pt and bold.

The LAHC logo can be used in either color (pms blue 2747 & yellow pms 123) or black/grey (see printout attached).

The letterhead is to be used for each department as sample attached and can be printed in either blue/black or black. The letterhead is prepared as a template in Word. The applicable name can be added.

The graphic artist can be emailed: at vandinrm@lahc.edu and she will supply departments with this logo and letterhead.

An official release form must be signed by any photographed person before the photograph is used. The release form is available by emailing the graphic artist.

Please request any of the following attachments from the Graphic Artist

- Attachments:
- A) 2004 Official listing of Board of Trustees and College Administration (word file)
 - B) Color Logos (jpeg or tif)
 - C) Black & White logo (jpeg or tif)
 - D) LAHC letterhead (word file)
 - E) Envelope (word file)
 - F) Banner Header (jpeg or tif)
 - G) Photographic Release form (word file)

Graphic Identity

Name Usage

“Los Angeles Harbor College” is preferred in its full context without abbreviation.

Secondary references include “Harbor College” and “LA Harbor College.” When secondary reference “College” is preferred, the “C” is capitalized.

The acronym “LAHC” may be used in informal communications.

Unified Image

Our various constituencies should easily recognize the College’s graphic identity as representing a multi-faceted institution striving toward a common goal.

For Los Angeles Harbor College to present a unified image, the logo, seal and colors must be recognized and used campus-wide.

Logo

The logo font is a manipulation on Times New Roman. The logo appears to the left of the words “Los Angeles Harbor College.”

The logo should be used for publications and printing both on- and off-campus printing.

You can request a logo “slick” (camera-ready artwork) or our logo on disk or through email from Ray Van Dinther or Ann W. Tomlinson.

Do NOT use a photocopy.

Remember, when re-sizing the logo from disk, do it proportionally so you don’t end up with a squashed, warped image. To resize proportionally, hold down the shift key when re-sizing, or pull the corner of the image box.

Seal

The seal is reserved exclusively for formal events and documents, such as diplomas. Use of the seal always requires Senior Staff approval.

The seal may not be used on letterhead or other publications without specific approval.

Colors

The College colors are blue and yellow. Pantone Matching System (PMS) color numbers of the College are blue (2747) and yellow (123). Yellow should not be used for font color in type unless reversed out of the blue.

Graphic Services Production Policies and Procedures

Graphic services are available through the Graphic Artist Co-ordinate use of Graphic Artist through Ann W. Tomlinson. All brochures, booklets, pamphlets and other promotional/public materials should follow the authorization channels listed below: Brochures, booklets, pamphlets and other promotional materials intended for public distribution, in whatever form or reproduction, shall not be authorized as an official publication of Los Angeles Harbor College unless they have been routed as follows:

1. To the division chair and College dean, or if a non-academic area, to the administrative head, Student Services, Admin. Services & Workforce Development.

Off campus printing still requires a Los Angeles Harbor Purchase Order PO approved by department head, with appropriate vice presidential approval.

2. To the Office of Planning, Research, & Special Projects. Once copy has been formalized, the Office of Planning, Research, & Special Projects and Graphics Artist will be available for assistance on text, design, layout, use of College logo and photography.

Publication Planning

When planning a publication, consider these factors:

The audience: Who are your anticipated readers?

The message: What are you trying to communicate to your readers?

The reaction: What do you want your readers to do?

The cost: How much do you have to spend?

(Don't forget the cost of clerical help and mailing.)

The time: When must the piece be in the readers' hands to get the reaction you want?

Working backward from this date, allot time(at least two weeks for minor publications and more for major publications) for the following:

Preparation for mailing

Printing (either on or off campus)

Composition

Design

Copy preparation, including all approvals

Remember:

Rushing a publication usually causes cost to increase and quality to decrease.

Producing more copies of a publication lowers the per unit cost. Keep at least one copy of the finished piece in your files for future reference.

Throwing away unused copies is equal to throwing away money.

Guidelines for Using Graphic Services

Before submitting copy for publication, check it thoroughly for spelling, grammar and punctuation errors. Although the Office of Planning, Research, & Special Projects will proof your copy, you are ultimately responsible for the accuracy of your publication. When you sign off on your project, you are saying it is approved and ready for production. It can be very expensive to correct errors in later stages of production, so make sure you proofread carefully.

Text (especially word intensive documents)

The best, most accurate and least time consuming way to transfer text is As an email attachment in Microsoft Word.

Please do not type in all caps or use abbreviations. Remember to be consistent throughout with capitalization, abbreviations, punctuation, symbols or words.

Do all your editing and revisions, if at all possible or practical, before presenting it for production. This will save time and cut your costs for excessive revisions and wasted materials.

Remember to use grammar and spell check.

When revising the final product our department gives to you, make all changes onto that document (no need to retype, etc.).

Design

Don't feel you have to design your publication before you submit it for graphic services.

The Graphics Artist can design it for you. If you are sure of exactly what you want, let that be known so that artistic liberties will not be taken with your design.

Art & Photography

If the Office of Planning, Research, & Special Projects is producing art (through an outside vendor) or taking photos for you, allow extra time to produce them.

We have an extensive supply of stock photos. You can see a lot of these on the website at lahc.edu/photographs/index.html. You can email the graphics artist for high resolution photographs or simply 'grab' them from the site for use on the web.

If you are providing the art and/or photos, bring them with the text and other instructions so that they can be more easily incorporated with the design.

Publications produced by Planning, Research, & Special Projects will have the appropriate College logo.

Production & Printing Coordination

The Graphic Artist will help you decide your best options for printing, color, cost and mailing.

Camera-ready work will be produced, and proof copy will be available.

Allow approximately eight working days for production, plus five to 10 days for printing. Extent of the publication and revisions will impact the production time frame.

Make sure you go over your timeline carefully with the Office of Planning, Research, & Special Projects in order to know if your job is feasible for on-campus production in the time allotted.

The Dean of Planning, Research, & Special Projects will coordinate all printing on and off campus for the College. Specifications will be discussed and appropriate vendors contacted in a competitive bidding process. Once vendor and cost have been determined, a PO should be initiated by the department following College procedures.

Pointers For Good Design

When creating your own publications, use the following guidelines and show the Office of Planning, Research, & Special Projects your final product for approval before publishing.

Type Styles & Text

Generally, use no more than two fonts on a page.

Use italic instead of bold to emphasize more than a few words in a line.

Try not to use all capitals for more than a few words at a time. They are too difficult to read.

Use special character styles such as outline or shadow rarely, if ever. Use reverse type (white type on black background) with extreme restraint.

When typing numbers in text, always spell out one through nine. Use figures for 10 or more unless they appear at the beginning of a sentence.

Graphics, Photos & Clip Art

Use clip art discerningly.

Use boxes, borders and rules with restraint.

A screen behind a block of type can separate and highlight special sections, but keep the screen to no more than 20 percent, or the type becomes difficult to read.

Graphics, photos and spot color can brighten a publication and focus attention when relevant.

General Composition

Avoid cramming too much information into a small composition.

Make sure your headlines and subheads are closer to the text they refer to than the text above.

Don't use every available feature.

Copy set in two or three columns is much easier to read than copy set in one wide column on an 8-1/2" x 11" page. As a general rule

Keep sentences and paragraphs short but varied in length.
Break up long text with subheads.

Names, Titles & Degrees

First and last names are used on first reference only.

Last names only are used on subsequent references.

Faculty, staff and administration names will be followed by an abbreviated form of the department in which they work such as nursing, business, English, etc., i.e., Debbie Doe, nursing. With the exception of proper names, these abbreviations are not capitalized.

Titles

Titles are capitalized when used as part of a name, EX: President Lance A. Masters. The title is not capitalized in the case of Dr. Lance Masters, president.

Use italics for publication and periodical titles - never use underlines.

Courtesy and academic titles such as Dr. and the Rev. are used in the first reference only. Mr. and Mrs. are not used. Second reference will be last name only.

Departments and titles will start with a capital letter in the main copy.

EX: The Student Services Office recently

Military titles can be used preceding a name.

Degrees

Degrees are capitalized , when abbreviated (B.A., bachelor of arts or bachelor's degree)

Degrees are listed with periods following the name EX: John Doe, Ph.D., or Jane Doe, M.D.

Graduates and former students are referred to as alumni (plural), alumna (female) or alumnus (male) followed by their graduation year or last year of attendance. Example: John Doe ' 83

Stationery

Letterhead

All College stationery and envelopes follow the approved College standards as outlined in this guide and should be coordinated through the Office of Planning, Research, & Special Projects.

Individual departments or offices may be printed onto College stationery, however, other names of individuals or marks are not acceptable.

Camera-ready letterhead art is formatted in the Graphics Office.

Press

All letterhead requires the College logo; the department and the address are printed along the bottom.

The phone number can be written with periods instead of dashes.

EX: 310.233.4000.

Ink: PMS 295 (blue) Paper: VIA Neutrals, bright white, smooth writing, 24#

Letterhead template in Word is available through the Graphic Artist.

Personalized stationery with the Los Angeles Harbor College logo is unacceptable in any format for College use.

Personal business communications should not be printed on College stationery. LAHC Stationery should be used for College business only.

Business Cards

All business cards are to be pre-printed cards with the college logo.

All type is in Times New Roman.

Name (in 10 pt. upper & lower case, bold) and position (9 pt. bold) are centered below the logo. Street address, city, telephone number, fax and email are centered below the name between two lines in 8 pt.

Degrees may be listed after name.

Professional titles can be listed on the card as either as Dr. or with a comma after the name then degree (EX: Lance A.Masters, Ph.D.) is used.

All cards are to be printed PMS 2747 (blue) ink on 80# card stock

Use College purchase order forms to order business cards. All Business card orders go thru the Office of Planning, Research, & Special Projects.

Envelopes

Letter (#10 Envelopes)

On a regular letter-size envelope, the College logo is in the return address space

Address stacked underneath in 9.5 pt. font.

Zip code for College: 90744

Bulk Mail Envelopes

Campus bulk rate permit numbers can be obtained from Clerical Services.

Large Envelopes

9 x 12 and 10 x 13; logo and address appears at top left.

Media Relations/News Releases

The President's Office is to be kept fully and promptly informed about events, incidents and developments in which there is current or potential media or public interest by submitting items to the Office of Planning, Research, & Special Projects.

In the event of controversy as well as in routine matters, it is the responsibility of the President's Office to work closely with those involved to coordinate release of news items, respond to inquiries and to offer counsel as requested or required.

Information with reference to students will not be released unless the information qualifies as "Directory Information" as legally authorized under the Family Education Rights and Privacy Act of 1974 (Buckley Amendment).

College Spokespersons

The president of the College is the primary spokesperson for the College and is responsible for representing board policies to the public.

Community involvement by individual faculty and staff is encouraged; however, personal views are not to be represented as those of the College (i.e. support of political candidates).

News Releases

The Office of Planning, Research, & Special Projects coordinates appropriate release information, relative to College events and activities, with College departments and/or officials.

Releases are designed (1) as the initial contact for media to use as reporting background and/or (2) to be filed as articles for publication:

subjects to include faculty, staff, students, events, grants, donations and aids and other newsworthy items.

All news items or leads are to be reported to the Office of Planning, Research, & Special Projects and will be reviewed for appropriate dissemination for internal and external distribution.

Proper lead time is required in planning and disseminating all information. All College news and sports releases are approved and are disseminated by the Office of Planning, Research, & Special Projects.

News Release Distribution

Releases are distributed to appropriate media, relative to subject and interest. Distribution includes radio, TV and print, including weekly and daily papers and magazines, as well as applicable sections and calendars.

News Release Format

The Office of Planning, Research, & Special Projects is responsible for writing all news releases. They are written in Associated Press style with modifications on College-approved news release letterhead. Contact names or departments are given for additional information.

Public Service Announcements (radio)

Information filed by the Office of President must meet stringent guidelines to qualify as service to the community, i.e. registration, service activities.

In the case of school closing due to inclement weather and/or emergency needs, the Vice President for Academic Affairs is the contact person with regard to media.

Photography

A release form must be signed by the photographed person before the photograph can be used.

The Office of Planning, Research, & Special Projects coordinates with the Graphic Artist for all photography, relative to College events and activities.

College departments and/or officials should schedule photography needs early to avoid possible conflict.

If an internal photographer cannot handle the request, special arrangements can be made; however, any photos taken should have signed releases from each student or staff member. Forms can be obtained from the Graphic Artist. A copy is included in this guide.

Advertising

All advertising for the College must be coordinated through the Office of Planning, Research, & Special Projects in order for all communication to remain consistent.

Los Angeles Harbor College Electronic Sign

The purpose of the electronic sign is to communicate campus events to the community.

The Dean of Planning, Research, & Special Projects is responsible for coordinating these communications. Send an email or written statement about the event including the name of the activity, beginning date, ending date of announcement, and contact person. The Graphic Artist is responsible for implementing the signage.

The Los Angeles Harbor College faculty, staff, alumni, trustees, former students, friends and donors are encouraged to keep the Office of Planning, Research, & Special Projects updated about achievements, awards, presentations, publications, etc. so these can be shared with all College constituents.

ATTACHMENT A

BOARD OF TRUSTEES & COLLEGE
ADMINISTRATION 2004

Board of Trustees

Kelly G. Candaele, President
Sylvia Scott-Hayes, Vice President
Mona Field
Warren T. Furutani
Georgia L. Mercer
Nancy Pearlman
Michael D. Waxman
Elizabeth Saldivar, Student Trustee

District Administration

Peter J. Landsberger, Chancellor
Darroch "Rocky" Young, Senior Vice Chancellor
Larry H. Eisenberg, Executive Director, Facilities Planning and Development
Camille A. Goulet, General Counsel

College Administration

Dr. Linda M. Spink, President
Luis M. Rosas, Vice President of Academic Affairs
Dr. Jerry Davis, Vice President of Administrative Services
Bobby R. McNeel, Acting Vice President of Economic Development & Workforce Education
Abbie L. Patterson, Vice President of Student Services
Nancy Carson, Dean of Academic Affairs
Dr. Charles A. Bossler, Dean of Student Services
David Ching, Dean of Admissions and Records & Evening Operations
Dr. Ann W. Tomlinson, Dean of College Planning, Research, and Special Projects
Dr. Robert Richards, Associate Dean of Academic Affairs
Nina Malone, Associate Dean of Student Life

Bonnie Easley, Consulting Director
Foundation & Institutional Advancement

ATTACHMENT B & C

a) 2 color Stationary logo



b) Full color Stationary logo



c) Black & White Stationary logo



ATTACHMENT D

LAHC letterhead
(to scale 65%)



Jane A. Everyone
Vice President of Academic Affairs
everyonej@lahc.edu

DRAFT

1111 Figueroa Place, Wilmington, CA. 90744 (310) 233-4028, Fax: (310) 233-4488

ATTACHMENT E

Envelope



ATTACHMENT F

Banner Heading
web and print



Los Angeles Harbor College

DRAX

ATTACHMENT G

LACCD Photographic
Release form



PHOTOGRAPH RELEASE

I hereby authorize the Los Angeles Community College District ("District"), through its employees, agents and/or representatives, to take my photograph and use my likeness in District publications, including, but not limited to, class schedules, handbooks, catalogs and other promotional materials on an unlimited basis. I acknowledge that I am not entitled to any form of payment for the photograph or for any future publications of the photograph. I also agree to waive any and all future claims, causes or actions and/or demands against the District, its Board of Trustees, officers, employees, agents and/or representatives related to or arising from the photograph and/or use of my likeness.

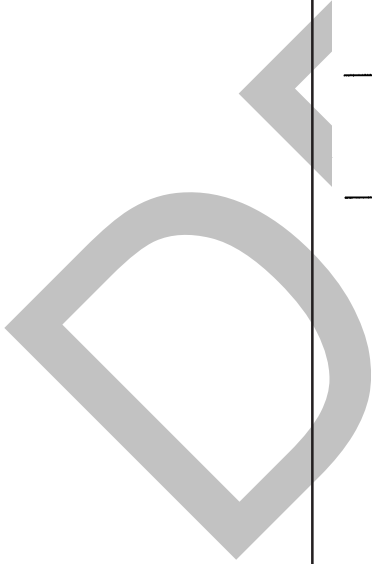
My signature on this document acknowledges that I have read and understand the above provisions and agree to abide by these terms. I am over 18 years of age or a legally emancipated minor.

Name (please print)

Signature

Course/Activity

Date



DRAFT

Web and Online

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Technical

Introduction

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Individual departments and officers should follow the guidelines.

Style

(How the site will look)

Develop an identity for the site.

Make the home page short and simple.

Avoid things that blink or move unless they have a very good reason for being there.

Be sparing in the use of bold, italics, etc. Also, do't use a lot of different font sizes.

Use animations sparingly and only if they can be justified. Don't put a flashing image on the screen just because you have one. Make sure it has a reason to be included. When overused, animations distract from the message of your page.

Limit colors to two or three complimentary colors.

Use high contrast between the text and the background. For example, the best contrast is black text on a white background. Some other good choices are dark blue, dark green, or black text on a tan/beige, light blue, or light gray background. ... Also, remember that while white or yellow text on a dark background does provide good contrast, it is hard to print.

(Required)

Use a font optimized for the web such as Arial, Verdana, or Georgia. Avoid exotic fonts: Remember if the user does not have the font installed on their machine it will not show up on the web page. **(Required)**

Use websafe colors. Certain colors are guaranteed to be available on all browsers, these are called websafe colors. Use these colors to ensure that the colors others see are those intended.

Keep pages short to minimize excessive scrolling. If pages are long provide a "table of contents" links and "return to top" links.

Avoid changing the color of links on a page. It can lead to undesirable results and create difficulty with some users.

Content

(What is included on the web page)

Short, well written material with good navigation will attract the biggest audience. People don't like to read long web pages, and will most often skim over material looking for what they need. Keep text blocks small and easy to read.

Don't use gratuitous graphics. Use images that pertain to your subject and your message. Make sure they're essential to the presentation of your material.

Allow your visitors to contact you. This contact allows users to inform you of a problem on the web site as well as to request information. Make sure that the address is not only given, but is linked to make it easier for your users to contact you. **(Required)**

Example: For more information contact the Webmaster@lahc.edu
[Note: use of personal email addresses is strongly discouraged because those addresses may become targets for spammers]

Don't put information out unless it is ready: Avoid Under Construction! Everything on the web is always under construction to some extent. If pages aren't ready, don't link them. If you want viewers to see the pages you plan to add, you can always list the text for links in progress without making them active.

Student Data is confidential and should not be put out on the web.

(Required)

Make sure each page has relevancy.

Consider using the following disclaimer for links to external sights:

“This site contains links to other Internet sites. These links are not endorsements of any products or services in such sites, and no information in such site has been endorsed or approved by this site.”

Display a small graphic (logo) that identifies all of the pages of a Web site as part of LAHC, for visual continuity. **(Required)**

When referring to a document available on the Web, make it a link.

Limit the size of web pages to reduce the time needed to load the page. Most web pages should be no more than 150KB in size including all text, graphics, animations, etc.

Architecture

(How will the various pages go together)

Plan for the future: Develop directory structures with future plans in mind. People who bookmark your site will not be happy if you are continually moving your files around.

List the date of last update for pages with substantive content. **(Required)**

Use a warning statement if link will lead to large document, image, or data set (for example, "PDF version available: 500 Kb").

Maintenance/Testing

(How changes are made and how content is kept accurate and up-to-date)

Spell check your work. **(Required)**

Have someone unfamiliar with the site read the material for content, grammar, and spelling. **(Required)**

Develop and use a plan of how revisions will take place (schedule for updating, who will do, etc.). **(Required)**

Test new pages with a variety of browsers; schedule checking of links and removing dead links. **(Required)**

View pages at different screen resolutions such as 640x480, 800x600, and 1024x768. What looks pleasing to the eye at one resolution may appear jumbled and disorganized at another. **(Required)**

Check each web page that can be seen on the website to ensure that it is compliant with ADA requirements. The Bobby website (<http://www.cast.org/bobby>) can be used to this purpose. **(Required)**

Navigation

(How information is found)

Don't link to another site just because it exists. Make sure it provides content that your users will find beneficial.

For complex sites, include a site map.

Provide links to the parent home page (for example, "Return to xxx Home Page") on supporting local documents. All pages linked off the LAHC main web site must have a return link to the LAHC home page.

(Required)

Technical

(HTML and other coding guides)

All photos and graphics should be in GIF or JPEG format. These formats have been developed for use on the web and provide the best results with minimum file size. As a general rule use the JPEG format for photos or images with a lot of colors and the GIF format for simple images with fewer colors. **(Required)**

All icons and images must have an alternative text attribute in the image tag to make them accessible to text-only & special needs users. The alternate attribute should summarize the content or purpose of the image.

(Required)

Develop meta tags with keywords and descriptions within the homepage to allow search engines to better register the site.

Use a style guide or template to provide visual consistency across related documents
