MARKETING, PUBLICATIONS & WEB EDITORIAL/STYLE GUIDELINES

The Office of Marketing, Publications and Web serves as a resource for the entire GCC community. It promotes Greenfield Community College programs, events, and institutional identity to ensure it is immediately recognized as Greenfield Community College.

We provide guidance in:

- college publications,
- web content management and;
- event publicity
- the creation of publications or products intended to market or promote GCC (e.g., bookmarks, bumper stickers, postcards, etc.)

We encourage you to plan your marketing activities with college-wide standards in mind, and will provide communication to the media to elevate those efforts. If you are in need of assistance with marketing and publications for your area, please contact carroll@gcc.mass.edu.

These style guidelines will assist you in creating quality publications as well as help unify college publications that are consistent, professional and that support the college’s visual identity for brochures, flyers, posters, etc. The ability to build awareness and recognition for the College is a result of the dedication of the faculty and staff supporting these efforts.

If you are uncertain about your project or have any questions, please contact carroll@gcc.mass.edu.

College Name Use

1. The full name of the college should always appear with the logo on all printed materials.
2. “GCC” should always appear with a capital “G” and "C". "GCC" should never appear in lowercase except when it appears within an email address, in which case it should appear as "lastname@gcc.mass.edu."
3. “GCC” should always appear as one string of letter, with no spaces OR periods in between. Yes: GCC  No: G.C.C.  No: G. C. C.

Website - www.gcc.mass.edu. The college website should appear on all GCC communications intended for off-campus distribution. If you intended to direct people to our website for a specific event, service, or piece of information, we encourage you to check in with us first. We can create a “vanity” URL that will provide access to targeted content, and/or ensure that the information you are promoting is in fact readily available on the GCC home page.

Logo
The official College logo type must be on all communications including electronic media.
Logo: resize proportionally, reproduce as K or PMS 3435 only, reverse logo allowed on solid field no smaller than 1 inch preferred. Files can be downloaded from gcc.mass.edu/marketing/.
Placement
The logo type is usually placed on the lower right hand side of flyers, brochures, and advertisements, although placement may vary for visual balance. The logo type with the college name should be considered a unit that always appears together in the same scale and relationship of elements.

Color
Color plays a key role in institution identity. GCC’s logo appears as a one-color logo type, either in black or green (PMS3435) or reverse, white on color background. No colors other than black, PMS3435 green or white should be used.
The logo may appear in one of three versions:
1. 1-color (black)
2. 1-color (PMS3435)
3. 1-color (white)

Proportion
When using the logo type, please size proportionately. Do not distort by elongating or squishing in either direction. To size proportionately, click on logo and handles will appear. Click on an outside corner handle while holding down the “shift” key and drag handle in or out to size. Do not crop the logo.

Fonts
*Gill Sans family*–humanist sans serif; informal, clean and light
Photo Caption: text minus 2 to 6 pt. (no smaller that 7 pt)
Emphasis: Gill Sans Standard
Display/Head/Subhead: Gill Sans Bold/Gill Sans Standard

Images?
Are you using photos where people are recognizable? Did you obtain permission via a model release form? Contact Koonz@gcc.mass.edu for guidance and/or download a model release form from gcc.mass.edu/marketing/.

Business Cards, stationary w/matching envelopes
The standard format for official stationary and business cards are already established to maintain consistency. Please contact carroll@gcc.mass.edu if you need a business card or stationary. Departments are responsible for print costs if an outside vendor is used.
PROJECT CHECKLIST

___ Did you post the event on the GCC web calendar?
___ Is location confirmed, room, etc. and provided on document, e.g. “Downtown Center Campus, 270 Main Street, or Main Campus, Room #”
___ Is the College logo and name included?
___ Is website www.gcc.edu included?
___ Did you provide a contact name, phone, and email, in case someone needs more information?
___ Are dates accurate? (double-check the web calendar!)
___ Are times accurate? (use a.m. and p.m. format)
___ Are you using photos where people are recognizable? Did you obtain permission via a model release form? Contact Koonz@gcc.mass.edu for guidance.

Before printing
Printed materials should be proofread by someone other than the creator before they are reproduced. Materials intended for off-campus distribution must be approved by Marketing & Publications prior to printing.

___ Has someone proofread the document other than you?
___ Did you make arrangements to print in Central Services or off-campus?
___ Do you have budget dollars available to print off-campus?