



OAKLAND  
COMMUNITY  
COLLEGE<sup>®</sup>

Excellence *Empowered.*<sup>®</sup>

## Our Brand

To look around our community is to be reminded of the **power of OCC.**

It's the spark that energizes every office, exam room, precinct, classroom, and job site.

It's a community-driven dedication to doing **excellent work**, raising **excellent families**, and building an **excellent future** for our diverse and amazing region.

The power of OCC is the **power to move minds** and **change lives...**

...to turn *potential* into *professional*.  
 ...to start a *new family tradition* of higher education.  
 ...to dream *bigger*, and achieve *more*.

The **power** to honor our region's tradition of *persistence* and *innovation...*

...even as our community sets a bold new course *for the future*.

We're defined by our **quality**, and devoted to our **students**.

We're powered by our faculty, and **empowered** by our community.

We're more than **50 years** strong, bringing **excellence** to our economy, environment, and workforce.

We are **OCC.**

Excellence *Empowered.*<sup>®</sup>

# Introduction

This Brand Guide provides information, policies, and procedures for achieving a high-quality and consistent look in Oakland Community College's print and web materials.

All College publications and advertising must adhere to the brand standards described in this document.

## Things to Remember

1. All official OCC publications, except those created through marketing templates, must be created or approved by Marketing & Communications. All publications listing courses and degree requirements must go through the Enrollment Services office for academic review.
2. All off-campus advertising (with the exception of classified ads) must be approved, in advance, by Marketing & Communications.
3. All publications (printed and electronic) adhere to the editorial style guidelines laid out in the manual, and Merriam-Webster's Collegiate Dictionary. All publications must adhere to the College's brand standards laid out in this document.
4. The College's logo is the registered OCC logo. Departments are permitted to use this logo or a designated secondary logo created by Marketing & Communications.
5. Marketing & Communications provides expert marketing, graphic design, writing, editing, and support services free of charge to the College's community. Marketing & Communications has primary responsibility for all print and web publications.
6. Print, Mail, and Distribution Services offers printing, bindery, and mailing services. They are located at the Auburn Hills campus, in the M-TEC<sup>SM</sup> building.
7. "Raiders" is our athletic identity, not our academic identity. The word "Raiders" as a description of our students or programs should not be used in any academic context.
8. Identity standards are an important part of branding the College. All campuses offer excellent services and equally qualified staff, and should be advertised as one College, focused on our students' success.
9. All student service publications will include contact information, addresses, phone numbers, and email addresses for all five campuses. According to research provided by the Office for Institutional Effectiveness (IE) Department at Oakland Community College, the top reasons students attend OCC are convenience, low cost, and excellent education. The message OCC would like to continue to send to its students is: "You can go to the campus that is most convenient."
10. "TBD" is not permissible on the website or print materials. Event specifics must include a definite time, date and location.

## Image Plan – Brand Guide

**The Brand Guide is a set of graphic, editorial, and procedural standards** for the College’s marketing, advertising, and communications efforts. Authorized by Marketing & Communications, this guide was developed to ensure the quality and consistency of the College’s efforts to self-market.

### **The Rationale Behind the Brand Guide**

Every organization is perceived in some manner by its constituents. In the absence of an image cultivated by the organization, the general public will create its own.

The success of each department of the College contributes to the reputation of the whole institution, and the reputation of the College affects the success and reputation of each unit. It is in everyone’s best interest that our promotional efforts, college-wide, present a consistent, high-quality image. Marketing & Communications has approved this guide to address this need. This guide will help to create an accurate perception of the exciting realities that exist here.

### **The Directive of Marketing & Communications**

The name Oakland Community College, the words Oakland Community used in the context of the College, the abbreviation “OCC,” the College’s seal and logo, and other authorized College’s symbols shall not be used for any official or quasi-official, noncommercial, promotional purpose – or for similar purpose – by any group or organization for any activity on or off campus without the approval of Marketing & Communications. Marketing & Communications has the authority to make these approvals and to establish the appropriate guidelines and procedures to support this plan.

### **In Plain English**

The Brand Guide ensures that all publications, printed and electronic, as well as advertising, share a common look. This means that all pieces use a common typeface, treat the College’s logo similarly, and use text and design elements in a similar manner. This does NOT mean that all pieces are identical, only that they share visual elements that identify them as coming from Oakland Community College.

The Brand Guide also requires a common editorial style. As an institution of higher learning, we have a responsibility to use language correctly and consistently, and to use it well. This guide applies to everyone; adherence is expected and required by all departments. One of the easiest ways to ensure that you are in compliance with the Brand Guide is to work with Marketing & Communications in developing your promotional and communication materials.

## Advertising Policy

**Oakland Community College departments are encouraged** to consider advertising as a way to promote their programs. However, the College requires that the Vice Chancellor for Marketing & Communications approve any space or time reservations for non-classified, off-campus advertising. This includes, but is not limited to, newspaper, online, and magazine display ads, billboards, and radio and television spots.

### Research and Planning

Once you decide to advertise, you must set a budget, define the purpose of the advertising, identify the types of media and specific outlets to be used, determine specifications for the materials, and develop a production plan for the materials. All of these issues should be resolved before reserving space or airtime. Do not underestimate the amount of time this phase can require. The Vice Chancellor for Marketing & Communications can help your department in this important phase.

### Reservations: Space and Time

Reserving space in a printed publication or broadcast time is an agreement to use and pay for the space or time. Typically, once a placement is reserved, the advertiser cannot withdraw without paying some sort of penalty.

Advertising is usually most effective when it is repeated. Media outlets recognize this and often provide discounts to advertisers based on the volume of advertising they do. The College can save money by maintaining one overall account with an advertiser. Although a particular ad might be paid for by a particular department, the account should typically be listed under the name of Oakland Community College.

### Creating Ads

Reserving space is fairly simple; creating materials to run in that space is not. The ad's effect is determined not only by its placement, but also by its quality. Consider carefully the time and resources required to develop the appropriate materials before space or time is reserved. Remember, once the space or time is reserved, the media outlet will expect payment whether or not the ad runs. Be sure to confirm all delivery specifications upon receiving reserved space or time.

Advertising materials must also reflect the quality of the College. All non-classified advertising materials require the approval of the Vice Chancellor for Marketing & Communications.

### Billing

Billing usually occurs at the time the media runs. Tear sheets, or physical pages removed from the publication with the ad, are required for print ads.

## Publications and Advertising Standards and Practices

**Every print or electronic communication** sent out by the College's departments reflects on the quality of this institution. To maintain a consistent, high-quality image, Marketing & Communications has produced this manual to ensure adherence to specific publication guidelines. Whether you bring a publication to Marketing & Communications, take it to Print, Mail, and Distribution Services, hire a freelancer, or do it yourself, you have a responsibility to follow the guidelines in this publication.

These are internal guidelines, set out by Marketing & Communications, to create a unified appearance and to maintain editorial consistency in all publications, print or electronic, published and distributed by Oakland Community College.

All questions concerning these guidelines should be directed to:

### **Marketing & Communications**

**M-TEC<sup>SM</sup> Building, 2900 Featherstone Rd, Room A-201**

**Auburn Hills, MI 48326**

**Phone 248.232.4423**

### **Creating Publications**

Contact Marketing & Communications when you need a print or electronic publication. We can help you plan a timeline, determine a budget, and create specifications. We can also plan the design and ensure that it meets all the standards set by Marketing & Communications.

### **The Publication Process**

Schedule a time to meet with Marketing & Communications to discuss your publication.

The requester will need to gather the following information for the initial meeting:

- The purpose of the piece
- The audience for the piece
- A delivery date
- A budget
- The quantity you need
- A plan for how to distribute the piece
- Prepared copy for the piece
- Ideas for photographs
- Any collateral pieces (envelopes, reply cards, etc.) needed

Prepare text in Microsoft Word without formatting (except for paragraphs and headings) and send with the Graphic & Duplicating Services Request found on InfoMart. A business manager's approval is required for all printed publications.

### **College Publications**

All materials designed for recruiting, promoting events, or external communications (e.g., brochures, flyers, posters) must be submitted to, reviewed by, and approved by Marketing & Communications before they are printed and distributed. Keep in mind, if promoting a degree program, that it must be presented in a manner consistent with the College's catalog.

Each publication will be reviewed for editorial consistency, accuracy of information, design style, appropriate use of the College's logo, and use of photographs. All publications containing course listings and degree program information will be reviewed by Marketing & Communications.

In planning a production schedule, the department should allow at least one week for the review process.

## Unified Visual Identity

### **The Rationale Behind the Unified Visual Identity**

The elements of the visual identity outlined on the following pages represent an effort to create a unified look for the College's communication materials. Design options are limited to eliminate much of the ill-conceived design that proliferates in the absence of standards for applying design. By implementing a unified identity, the College projects a more professional and consistent image. The result is a strengthening of the OCC brand.

The success of each part of the College contributes to the reputation of the whole institution, and the reputation of the College affects the success and reputation of each department. It is in everyone's best interest that our promotional efforts, College-wide, present a consistent, high-quality image.

This image plan applies to everyone; adherence is expected and required of the College's departments. One of the easiest ways to ensure that you are in compliance with the Brand Guide is to work with Marketing & Communications in developing your promotional and communication materials.

## The Visual Image

An institution's identity is created by all visual impressions. This includes ads, brochures, posters, signage, exhibits, letters, official forms, etc. Consistent application of high standards regarding our image is the key to building and maintaining a strong institutional identity.

Every visual piece produced by the College has two functions: the specific function for which the piece is designed, and that of projecting the image and identity of the College in a quality manner.

While some departments produce their own internal documents through the use of personal computers, the quality and image of the College must never be compromised. ***Use College's templates when possible.***

All publications at the College must conform to the appropriate policies and regulations of the College's Brand Guide and of the state and federal governments, including the U.S. Copyright Code.

College's letterhead, envelopes, business cards, etc. should be ordered through Forms and Publications on InfoMart and must comply with the approved College's Brand Guide.

# Logo & Brand Mark

The logo is the official mark of the College. It is to be used consistently to create a single, strong image of the College. Its effectiveness depends on consistent application throughout the College.

The logo has the all-important power to communicate the first impression of the College. It cannot be redrawn, re-proportioned, recolored, or altered in any way. Only approved original digital files or hard copies should be used.

## The Official OCC Logo

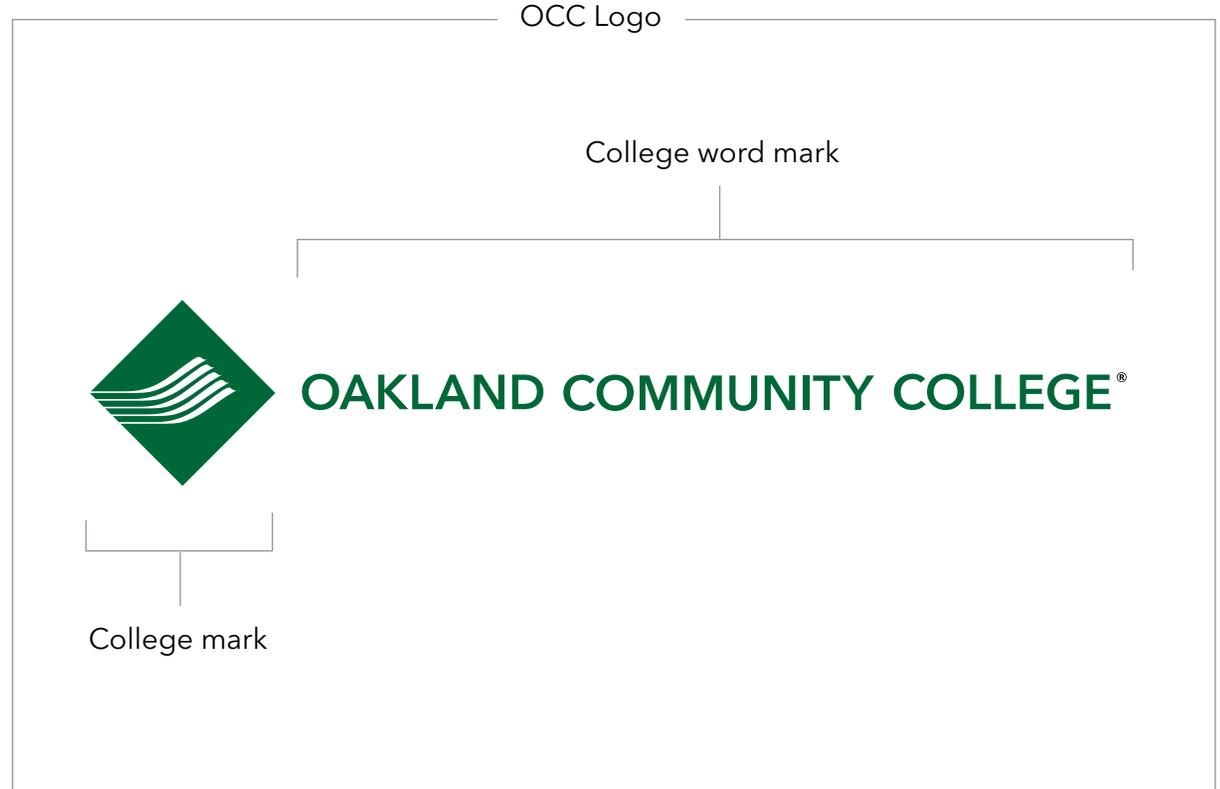
The Oakland Community College logo is the combination of the College's mark (a diamond shape with five custom lines) and the College's word mark (the words "Oakland Community College") as it appears on the right.

The configuration of the Oakland Community College logo must be used as a whole. The relationship of the elements may not be altered or modified in any way. The College's logo should never appear in any other configuration than that shown on p. 12.

The spacing and the relationship of the elements in the logo may not be altered in any way. For example, the College's mark (the diamond shape) may not be used without the College's word mark, and neither the relative width nor size of the five custom lines, nor the typeface, may be changed.

Electronic copies of the official logo in several sizes are available from Marketing & Communications or on the OCC logo webpage ([oaklandcc.edu/branding/logos.aspx](http://oaklandcc.edu/branding/logos.aspx)).

If there are any issues or questions about the proper use of the College's logo, please contact [contactus@oaklandcc.edu](mailto:contactus@oaklandcc.edu).



## Logo Variations

These are the available configurations of the Oakland Community College logo. These logos are not to be altered in any way. The primary versions should be used whenever possible. All logo versions are available in OCC green (PMS 349), black, and reverse. This applies to the graphic element only. It is acceptable to alter OCC's letters when not used in the logo.

### Logo Staging

The logo should always maintain sufficient clear space. Clear space is the amount of space around the logo that must be free from other elements such as text and graphics to ensure that the logo looks clean, prominent, and uncluttered. Use good judgment when incorporating the logo among graphics, text, and backgrounds.

### Size

The logo should never be smaller than 1.5" wide for the horizontal logo and 1" wide for the stacked logo.

Primary Horizontal



Primary Stacked



Alternate Horizontal



Alternate Stacked



Primary Stacked in OCC Green (PMS 349)



Primary Stacked in Reverse



Primary Stacked in Black



## Brand Mark

These are the available expressions of the “Excellence Empowered” brand mark. These brand marks are not to be altered in any way.

There are two versions of the brand mark –horizontal and stacked. Both the horizontal and stacked versions are available in black and reverse.

When using the brand mark, a reference to OCC must exist in the same environment to show the connection to the College. It is not acceptable to use the brand mark as a stand-alone reference to the College.

Horizontal

Excellence *Empowered.*<sup>®</sup>

Stacked

Excellence  
*Empowered.*<sup>®</sup>

Excellence  
*Empowered.*<sup>®</sup>

Excellence  
*Empowered.*<sup>®</sup>

## Logo with Brand Mark

These are the available configurations and colors of the OCC logo with the brand mark. These configurations and colors are not to be altered in any way.

OCC Green and Black



Black



Reverse



## The College Seal

The College's seal was approved following the founding of the College in 1964. The College's seal is for use only on official documents of the College (e.g. catalog, diplomas, contracts, etc.).

Use of the seal must be approved by Marketing & Communications.



## Department Logos

The College's logos, with the department name as shown on the right, are the only approved individual department logo designs allowed. Artwork for department logos can be obtained through Marketing & Communications.

Horizontal



**OAKLAND COMMUNITY COLLEGE®**

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Career Services

Stacked



**OCC®**

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Foundation

# Colors

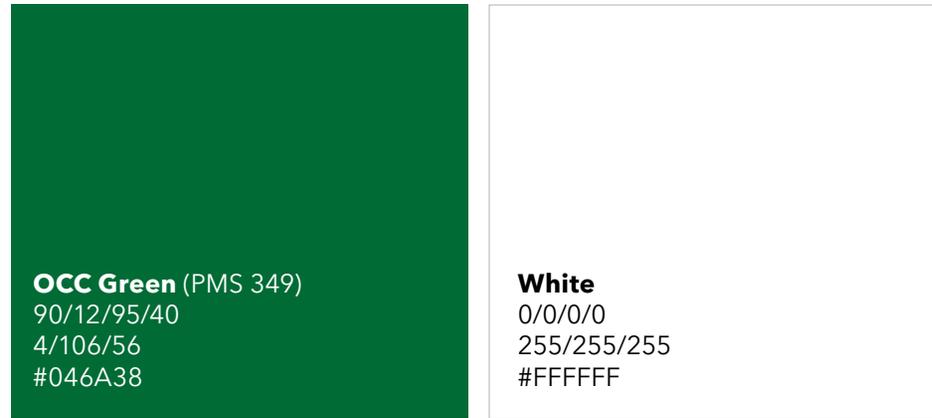
To maintain visual consistency across all materials, use only the colors specified in this section.

Colors also should be used in accordance with their "primary," "secondary," and "accent" descriptions.

## Color Palettes

The primary colors of Oakland Community College are OCC green (PMS 349) and white. The secondary colors and accents have been chosen to complement and highlight the College's primary colors. The secondary colors and accents are only to be used to support the primary colors.

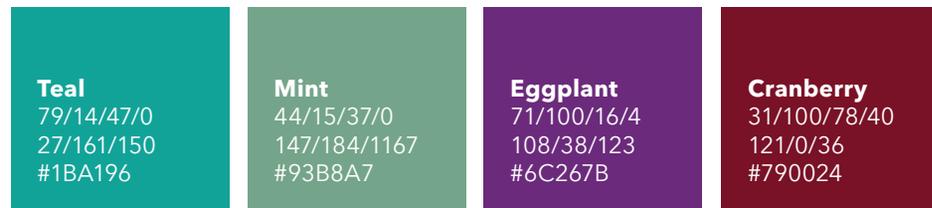
### Primary



### Secondary



### Accents



### Neutrals

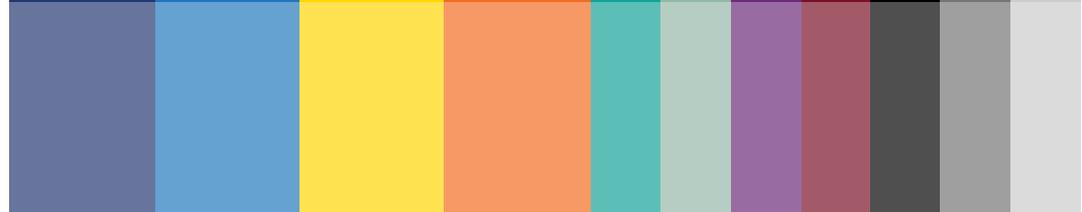
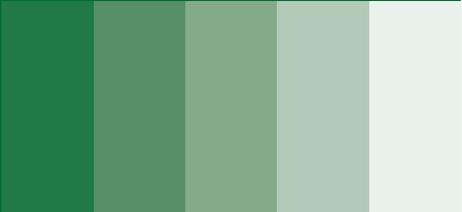


# Primary

# Secondary

# Accents

# Neutrals



# Typography

Typography is an important element in establishing a strong visual identity.

To maintain a unified look in all communications, adhere to the basic guidelines described in this section.

## Typeface

Avenir Next is the official typeface for Oakland Community College and should be used for headlines and body copy.

Avenir Next should be used in all advertising materials. Font weights are implemented at the designer's discretion.

If Avenir Next is unavailable for internal communications, departments may use Arial as a substitute for printed or digital communications and Open Sans for web.

# Avenir Next

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%&\*

Avenir Next Ultra Light

*Avenir Next Ultra Light Italic*

Avenir Next Regular

*Avenir Next Italic*

Avenir Next Medium

*Avenir Next Medium Italic*

Avenir Next Demi

*Avenir Next Demi Italic*

**Avenir Next Bold**

***Avenir Next Bold Italic***

**Avenir Next Heavy**

***Avenir Next Heavy Italic***

# Photography

Quality photographs are critical to first impressions, as they reflect highly on the quality of our brand and identity.

Follow the simple rules in this section when choosing photographs for publications and advertising.

## Photos

Photo selections must be full-bleed and high-quality (minimum 300 dpi), with rich colors and correct white balancing.

Single-focus perspective is preferred. The shots should depict authentic emotion and feel natural. The subject should be engaged, and not staged.

The photos must support our brand, "Excellence Empowered," and OCC's unique attributes. A few keywords to bear in mind are "Strength," "Change Agent," "Student-Focused," "Proactive Culture," "Community-Oriented," "Strong Support," "Personal Advising," and "Personalized Attention."

### Sources of Photography

Only authentic and original photos will be used in the College's marketing materials. A Photographic/Publicity Release form (OCC 08) must be completed and signed by any models who are recognizable in the photographs, if they are to be published in print or on the web. Release forms are not required in public settings such as commencement.

***If you wish to use photos from other sources, you must provide a signed release from the photographer giving OCC permission to reproduce their work.***

***If you wish to use organization logos (other than OCC's), Marketing & Communications must receive the EPS artwork directly from the company, along with permission to reproduce the piece.***



# Visual Identity

Our brand consists of several visual elements. When used together, these elements create a distinguishable look that separates OCC from similar institutions.

To maintain a consistent, high-quality image of our brand, follow the guidelines in this section.

## Advertising

When designing an advertisement for the College, follow the ad layout example shown on the right.

Advertisements placed in print or digital publications, with the exception of classified advertising and legal notices, must be approved by Marketing & Communications.

Subhead is set in **Avenir Next Medium**

Photo is of quality focus, editing, and composition. The subject (a real student) looks enthusiastic, positive, and natural.

Headline is set in **Avenir Next Bold Italic** and **Avenir Next Medium**

**Empowered Learning.**

Where your curiosity becomes your new career.

 OAKLAND COMMUNITY COLLEGE®

Excellence **Empowered.**®

Diamond-shaped pattern is used as a graphical element to add texture to the layout. A green-to-transparent gradient provides optimal visibility of logo and copy.

## Stationery

All departments must follow the standard stationery format established for letterhead, business cards, and other stationery items. Marketing & Communications has the formats for all stationery items and business forms, and every effort must be made to obtain these items from Duplicating Services.

### College Letterhead



**OAKLAND COMMUNITY COLLEGE®**

Excellence *Empowered.*®

**Economic and Workforce Development**

Phone 248.232.4000

Fax 248.232.4190

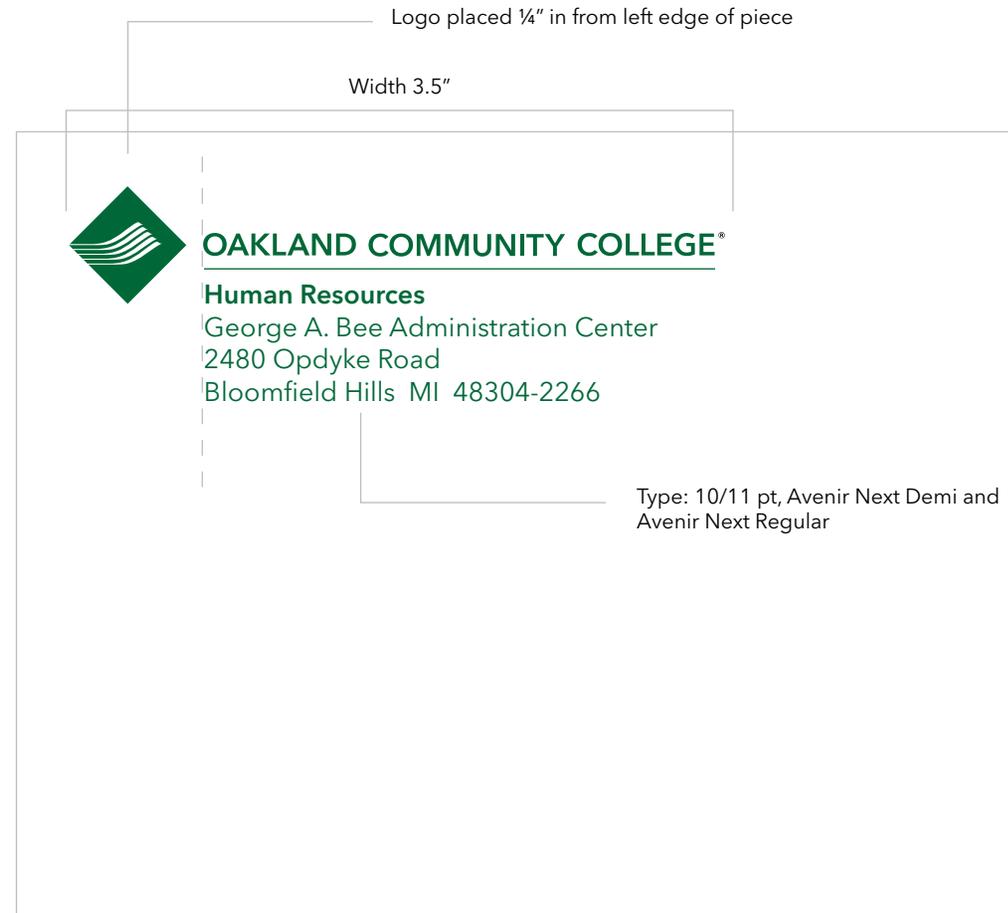
Auburn Hills Campus • 2900 Featherstone Road • Auburn Hills, MI 48326-2845 • 248.232.4100

## Stationery

### The Logo with a Return Address

The back panel piece is often a mailing face. The logo on a self-mailer is placed on the upper left corner of the mailing face and is accompanied by the return address. The College's brand mark never appears with the logo when used in the return address position. Uniform treatment of seemingly insignificant details (such as the elements of a mailing face) ultimately contributes to a positive perception of an institution.

### Mailing Label



# Stationery

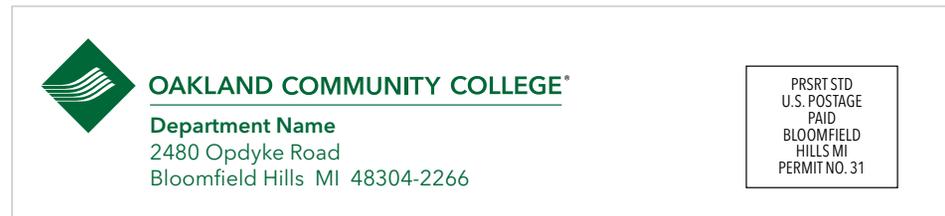
## Indicia Standards

Use of department address is mandatory. Department name and campus added in the sequence shown (above street address).

### Nonprofit Use

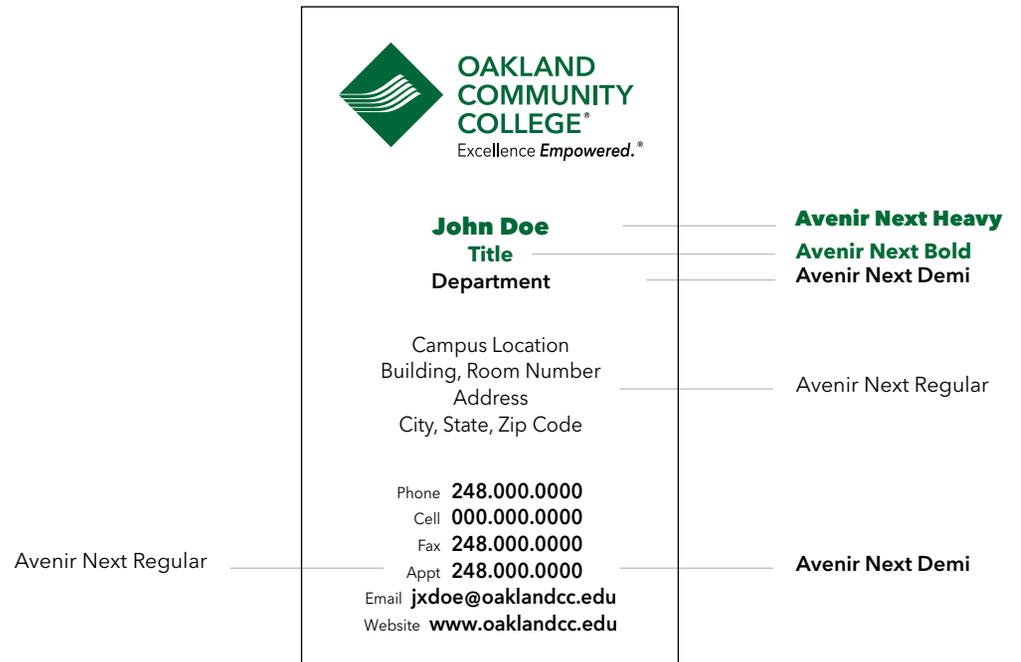


### For Profit Use



## Business Cards

Font: Avenir Next font family  
 Colors: OCC Green and Black  
 Card Size: 2" x 3.5"



## Forms

College forms used by staff, students, or both must be designed and maintained by Marketing & Communications.

### Form Example

OCC identifiable form number assigned by Marketing & Communications.

OCC 08 11/18


OAKLAND COMMUNITY COLLEGE
**OCC Photo Video Waiver Form**

I hereby grant Oakland Community College and its regents, assigns, successors in interest, agents, employees, consultants and designated representatives (collectively, "OCC"), the irrevocable, perpetual, nonexclusive, royalty-free and unrestricted right and license to:

- Record my participation, appearance, and likeness on digital photography, videotape, or any other form, medium or manner known now or hereafter known (collectively, the "Recordings").
- Use my name (or any fictional name), likeness, photograph, portrait, voice and biographical material in connection with these Recordings.
- Reproduce, distribute, create derivative works from, publicly display, and/or publicly perform, in print, online, electronic, web, banners, signage, or any other form, medium, or manner known now or hereafter known, copies of the Recordings, in whole or in part, including, without limitation, all originals, prints, and transparencies. This may be done without restriction as to changes or alterations, for purposes of advertising, promotion, marketing, exhibition or other lawful purposes.

I represent and warrant that I possess all rights necessary to grant this permission. I make this grant of rights voluntarily. I acknowledge and agree I have no right, title, or interest in the Recordings, or in any digital files or in any works derived from them.

I hereby release, hold harmless, and forever discharge OCC from any and all claims, demands, actions, causes of action, suits, costs, expenses, liabilities, and damages whatsoever, in law or equity, that I, my heirs, personal representatives, or anyone acting on my behalf, have or shall have, arising out of the use, modification or alteration of the Recordings or works derived from them, including but not limited to claims for invasion of privacy or libel.

I waive any right to inspect or approve any Recordings or finished products incorporating my name or likeness. This Agreement does not obligate OCC to use the Recordings in any way.

I have read this release, am fully familiar with its contents and, if desired, I have had the opportunity to review it with legal counsel. This release is governed by the laws of The State of Michigan, without giving effect to its conflict of laws principles.

I represent and warrant I am 18 years of age or older, am competent to sign this release, and am under no legal or contractual obligation that prevents or limits me from executing and performing it.

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Brand Examples

The following page highlights examples of our brand identity.

The materials shown in this section can be used as a reference point for creating effective and consistent communications.



# Writing Style & Standards

The following is a guide to writing style and standards for Oakland Community College.

These guidelines and standards must be reflected in any materials written for the College, whether intended for internal or external usage.

## Writing Style

**This is a guide for writing promotional materials** intended for a larger audience, whether they are current students, potential students, parents, donors, alumni, or other groups.

When writing recruiting and fundraising materials, adopt a familiar and engaging style. Use first-person perspective (we and ours) and second-person perspective (you and yours) to create a personal connection. Make sure there is verb tense and pronoun agreement. If you use "our," keep first-person perspective throughout. If you use "the College," keep third-person perspective throughout. Language and grammar should be correct and clear, but not necessarily formal. Avoid using jargon and passive voice. Example: "Trustees passed a motion" over "A motion was passed by trustees." Don't be afraid to use contractions or to end sentences with prepositions, if it suits your style. Many of the rigid rules of writing that we all learned in grade school have relaxed over the years.

### Focus on the Benefits

People naturally want to know: "What's in it for me?" Make sure you answer that question. You may have one of the best departments in the country in a particular field, but what does that mean to the student who enrolls in your program? What benefit will accrue to the donor who contributes a big gift? What will a professional get out of your seminar or symposium?

Present your offering in terms of what your audience wants. Don't just list the features; explain the benefits. For example, if you were selling a car, it may come with anti-lock brakes, air conditioning, leather seats, and a powerful V-8 engine, but the car manufacturer is selling safety, comfort, luxury, and power. Similarly, small classes, faculty with PhDs, and a variety of degrees are all features. How do those features translate into benefits? That is the question you must answer.

### Jargon

Jargon is the use of terminology that is understood only by certain groups. Academia is rife with jargon, and it has a purpose within its own circle. However, when used outside that circle, jargon clouds the meaning. Write simply and clearly. Have someone else read your work (always a good idea) to identify confusing terms and phrases.

### Bloated Phrasing, Vague Terms, and Made-Up Words

There are plenty of words in the English language. We don't need to make up our own. A few examples we've come across include nouns corrupted into verbs (contextualize, operationalize, transition, visioning, and obsoleted) and words that are completely made up (perplexion?). And just because there are lots of words, doesn't mean we need to use any more than necessary. Avoid overly verbose terms ("opportunity" and its attached baggage are favorites, e.g., spiritual development opportunity, dining opportunity, and employment opportunity) and long-winded sentences. Have someone look over your work when you're finished.

### Editorial Style

As an institution of higher learning, we have a responsibility to use language correctly and consistently, and to use it well. To ensure editorial consistency, we use three references (listed in order of authority): the latest version of Merriam-Webster's Collegiate Dictionary, the Associated Press Stylebook, and Strunk and White's *The Elements of Style*.

## Headline Style

The concept of “excellence” has to be part of the brand. But to truly engage OCC’s students, staff, and community, it can’t just be about the quality of the institution. The brand needs to speak to the self-motivation and agency that every up-and-coming professional craves. It needs, quite literally, a “power word.”

The core approach for the initial campaign would be to take the verb “empowered” and make it into an adjective describing a noun relevant to the target audience:

- Empowered LEARNING
- Empowered CAREERS
- Empowered PASSION
- Empowered FACULTY
- Empowered COMMERCE
- Empowered TRAINING
- Empowered EXPERTISE
- Empowered HEROES

Headlines should be powerful, elegant, concise, instantly understandable, and completely dynamic. They should leverage each program or target prospect and call out to them directly.

The sub-head should contain two pieces, the first being owned by the individual, and the second showing how the College empowers that. These are meant to amplify the headline and connect to the call to action piece.

The algorithm, then, would look like this:

**["Empowered \_\_\_\_\_" + sub-head clarifying the headline and acting as a bridge to the call to action + [logo/brand mark] + call to action]**

Sample Headlines and Sub-Heads:

### 1. Transfer Students

**Empowered** to Move.

You pick where to transfer. We'll help you get there.

### 2. Criminal Justice or Nursing (Program)

**Empowered** Heroes.

You have the calling. Now gain the skills.

## Benefit-Focused Writing

As mentioned in the Writing Style section, body copy should focus on benefits over features. This means answering the questions: "What's so good about that?" and "Why does this matter?"

When writing copy, make sure to draw the connection from the feature to the benefit. This should be clearly explained and not inferred. Always lead with the benefit and speak in an active voice.

Examples of benefit-focused writing include:

### **Empowered** Spirit.

The strength to excel. The power to achieve excellence.

It takes persistence to finish your college degree. But it's worth it.

- **Empowered** to Choose Your Own Path: Whatever path you choose, OCC will make sure you are ready for the next step.
- **Empowered** Community: Make connections in our region's fastest-growing industries, and with the OCC grads powering our communities.
- **Empowered** to Move: Transfer to a university from OCC with ease, the #1 transfer institution in the state of Michigan!

Lock in your Fall 2018 schedule. Click to register!

**OCC. Excellence Empowered.**

### **Empowered** Plans.

Go places with your Oakland Community College degree.

- **Ready to cut through the clutter?**  
Achieve excellence through OCC programs like Surgical Tech, which has a 100% student licensing pass rate.
- **Ready to respond to a higher calling?**  
Feel prepared and join a community filled with OCC graduates. OCC graduates make up the majority of emergency response teams in Oakland County.
- **Ready to secure a sweeter future?**  
Learn from the best at OCC! OCC's Culinary program is a perennial winner of the American Culinary Federation's national chef awards.

Achieve excellence at OCC. Click here to register now!

**OCC. Excellence Empowered.**

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### **Empowered** Acceleration.

Because you're ready to get ahead.

- Whether you want to transfer to a four-year institution or start working right away, Oakland Community College will empower you to achieve your goals.
- Move ahead with ease and confidence, OCC is the #1 transfer institution in the state of Michigan.
- Gain the skills to fuel your future by enrolling in one of OCC's in-demand certificate programs like Cybersecurity, General Accounting, or Software Engineering.
- Take charge with your degree. OCC is a leader in business and industry training.

At OCC, you're in the driver's seat and we're here to guide you along the way. Click to get started on your journey!

**OCC. Excellence Empowered.**

## Brand Algorithm

This is an example of the brand algorithm applied to marketing material.



# Writing Standards

## Capitalization

- Capitalize the word "College" when it refers specifically to OCC.
- The standard rules for capitalization should be used. All proper names should be capitalized. Titles should only be capitalized when the individual's name is used after the title.
- Degree titles (bachelor's, master's, etc.) are capitalized only when using the completed title of the degree. (Ex: Bachelor of Fine Arts).
- Do not use all caps in body text unless a word is an acronym or the proper/legal name is in all caps.
- Do not capitalize "board of trustees" unless it is immediately preceded or followed by "OCC" or "Oakland Community College."
- Capitalize the "C" in Chancellor when using the Chancellor's last name; for example, Chancellor Smith. On first reference, in a press release, the following are acceptable: Chancellor John Smith, Dr. John Smith. On second reference in a press release, it should be Smith. In a letter, brochure or other printed materials, it should be Dr. Smith.

## Microsoft Products

- When referring to any Microsoft product, use "MS" in front of the program name. Example: MS Excel.

## College Web Addresses

- Do not use "www" when referring to the College's websites. Example: oaklandcc.edu/foundation.

## Paragraph Spacing

- Spacing between paragraphs is block style, double-spaced. If spacing is an issue in the design, use paragraph indents.

## Phone Numbers

- Phone numbers should include ten digits as written below: 248.232.4423

## Writing Standards

### Other Writing Standards

- Never use acronyms without using the full title on first reference. Example: Oakland Community College (OCC). Academic Support Center (ASC).
- When referring to a page number, use p. Example: For payment questions, please see p. 4. When referring to multiple pages, use pp. Example: For information on tuition and fees, see pp. 4-5.
- When signifying time, use the lowercase abbreviation for "am" and "pm" and use a space between the number and the abbreviation (e.g., 2 am, 2:30 pm).
- Remove ":00" on full hours of time (example: 7 pm (not 7:00 pm)) unless used in conjunction with a non-full hour (e.g., 8:30 pm); example: 7:00 pm - 8:30 pm.
- Write out the whole calendar name for months (no abbreviations).
- Spell out the word "and" rather than using an ampersand (&) unless the ampersand is officially part of a name or title.
- Do not capitalize the following words in headlines: for, with, and, is, the, on, to.
- Do not use "st," "nd," "rd," or "th" after numbers (e.g., March 5th).
- @ is out – use a dash to separate the event from the time.
- No periods are used in "buttons" (e.g., "Learn more").
- Only the first letter of the first word in "buttons" will be capitalized, unless there is a proper noun.
- Do not use periods for acronyms such as USA, SAFE on Campus, Student LIFE, or ACCESS office.
- Capitalize "College" when it refers specifically to OCC.
- The spelling of "theatre" is as shown (not "theater").

### Web Writing Standards

- Follow the College's writing standards.
- Spell out and italicize these common words as written below:  
*Phone* 248.232.4423  
*Email* example@oaklandcc.edu
- Hyperlink page titles with URLs. Do not spell out the entire URL on the website.
- Never use "Click here" or "Here."

## Social Media Guidelines for Events

### Help Us Help You

Looking to promote your events? Let us help you. Marketing & Communications will post your photos, captions and/or videos more widely on OCC social media.

### Follow These 6 Simple Steps

- Inform OCC's Digital Strategist at 248.341.2020 at least 24 hours in advance if you will be sending photos and captions via email OR posting directly to social media.
- Ask for the event host and relevant sponsor handles (for example: @oakgov for Twitter and IG).
- Ask if there is an event hashtag and include it in a caption.
- Have fun. Take and share lots of photos with us.
- Include captions (see below).
- Share photos and captions directly to [contactus@oaklandcc.edu](mailto:contactus@oaklandcc.edu).

### Keys to a Good Caption

- Focus on who, what, where, when and why this is relevant to our followers.
- Use the full event name and event hashtag (if applicable).
- Keep it snappy - we only get 280 characters (including spaces) on Twitter.
- Be creative! Start with an action word, a question, or an interesting statement to grab reader's interest.
- Double check spelling and hashtags, and that links are working.

### Social Media Sizes

- Facebook, Instagram: 1080x1080px  
Facebook Cover: 820x360
- LinkedIn: 1200x628px  
LinkedIn Cover: 1192x220
- Twitter: 1200x675px  
Twitter Cover: 1500x500
- Eventbrite: 2160x1080
- Infomart 1000x400

### Photo and Caption Example



## Publication Policies

### Equal Opportunity Statement

All publications including catalogs, schedules, and student recruitment publications should contain the College's mission statement and the following statements whenever possible

*Oakland Community College does not discriminate against applicants, employees, or students on the basis of race, religion, color, national origin, sex (including sexual harassment), age, height, weight, marital status, familial status, sexual orientation, Vietnam era veteran status, or disability in its employment practices and/or educational programs or activities.*

Those concerned about the above should contact:  
**Equal Opportunity Compliance Officer, Oakland Community College,**  
2480 Opdyke Road, Bloomfield Hills, MI 48304-2266.  
Phone 248.341.2000.

### Use of Mail Indicia

Departments that want to use the College's mail permit, rather than metered postage, to mail the College's publications must adhere to all standards set by the United States Postal Service. If you have any questions regarding mail preparation, postal requirements or mailing service options, please contact the Director of Purchasing and Auxiliary Services at 248.341.2081 or consult with Marketing & Communications.

*For questions concerning this Guide, contact Michele Kersten-Hart of Marketing & Communications. Email: [mrkerste@oaklandcc.edu](mailto:mrkerste@oaklandcc.edu).*