



OREGON COAST
COMMUNITY COLLEGE

*Style Guide &
Marketing Manual*

version 2019.1.a

Oregon Coast Community College

Style & Marketing Manual

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Executive Summary

KEY MESSAGES

- OCCC is Lincoln County's college.
- Oregon Coast is a key driver of economic development in the county.
- Student success drives everything we do.

MARKETING CAMPAIGN THEMES

- An Ocean of Opportunity | Transfer Transformed
- Catch the Wave | A College Where You Can Make Waves

tone

The College aims to ensure OCCC messaging and outreach is

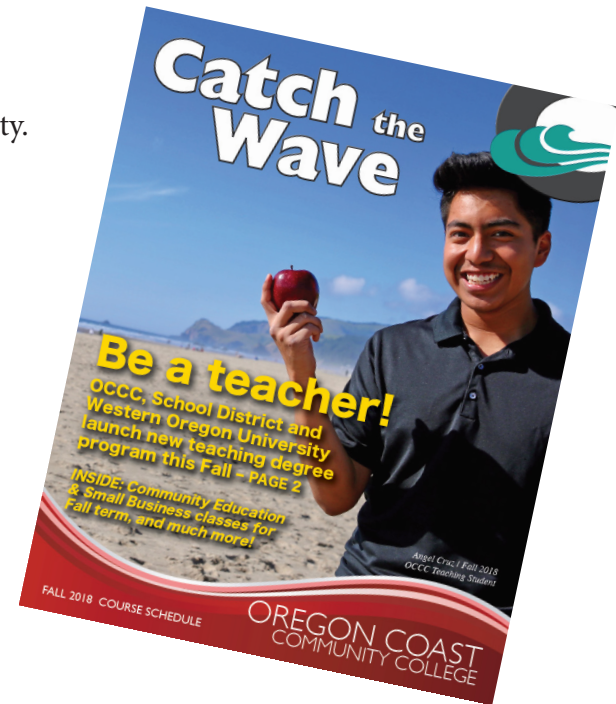
- Smart
- Professional
- Respectful
- Inclusive
- Inviting
- Entertaining
- Even humorous, where appropriate

KEY SERVICES

1. Lower Division Credit Instruction (Certificates and Degrees)
2. CTE Programs (Nursing & Allied Health, Early Childhood Education, Business, Aquarium Science)
3. Community Education
4. Small Business Development (Professional Development, Workforce Development, Community Engagement, Economic Development)
5. College Advancement (Foundation, College Events, Community Engagement)

GUIDING PRINCIPLES

Oregon Coast Community College's credit students vary widely in age and background. There is not a "typical" OCCC student, nor is there a "typical" target for OCCC's messaging. The College must work hard to be inclusive in its messaging and to be deliberate about outreach to the various communities throughout Lincoln County. Whenever possible, we adhere to the adage: "If you can't measure it, don't do it." However, we operate in a community without a dominating media presence. Instead, the county is highly fragmented and "traditional" media is challenging. Therefore, necessity sometimes dictates that OCCC's marketing be conducted in a "strategic doing" approach. Whenever possible, we seek input from multiple sources internally and, where appropriate, externally, to ensure wise, efficient, and effective investments in marketing efforts.



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GOALS

OCCC's Marketing efforts should be targeted as precisely as possible to support the College's "Five Big Ideas" Strategic Framework. For each proposed marketing effort or expense, ask "How will this further the College's pursuit of the Five Big Ideas?" Generally speaking, investments in time, resources, personnel and funds should be supporting Idea #2, Student Success/FTE Growth.

FIVE BIG IDEAS STRATEGIC FRAMEWORK

- The OCCC Diploma
- Student Success (FTE Growth)
- OCCC: A Great Place to Work
- Comprehensive Strategic Planning Process
- OCCC Will Become an Agile & Flexible Organization

BUILDING A BRAND COMMUNITY

College marketing efforts should contribute to building the OCCC brand. OCCC is engaging, welcoming, affordable, valuable, and fun. Students who join the OCCC family are surrounded by supports to help them succeed, whether they are pursuing a less-than-one-year certificate or if they plan to transfer to a four-year institution.

OCCC's marketing efforts and outreach frequently hit these points:

- *Support* – Students at Oregon Coast are surrounded by supports. They don't "go it alone."
- *Community* – OCCC is an integral part of the Lincoln County community, and of its economic development efforts
- *Excellence* – OCCC's faculty are leaders in their fields and our innovative and challenging programs compete favorably with those of much larger institutions
- *Equity & Inclusion*

FIDUCIARY RESPONSIBILITY

OCCC's marketing efforts will be conducted in the most cost-effective means possible.

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SITUATION ANALYSIS

Oregon Coast Community College in 2017-18 experienced moderate growth in FTE over prior year, this in an environment of nearly-full employment (4.7% as of Spring 2018). As low unemployment generally depresses community college FTE, OCCC's growth suggests a few things:

- Based on the FTE of comparator Oregon community colleges, and the populations of the markets they serve, it is clear that OCCC has historically underserved the county on an FTE per capita basis.
- New programs (business, for example)
- Enhanced marketing efforts: In recent years, the College's quarterly course schedule has been rebranded the "Catch the Wave" and has focused on engaging participation from all corners of the county and from people of all ages, interests and backgrounds. The College has also harnessed the power of Facebook, Twitter, Instagram, Constant Contact, online publishing platforms, outdoor advertising and other means to improve visibility and name recognition. Further, the growth of OCCC's community education program has helped introduce the College to thousands of county residents of all ages and backgrounds in recent years.
- The Navigate program has, in the past year, placed OCCC advisors inside county high schools, with the goal to help more of them navigate the routes from high school to college, whether that college is OCCC or some other destination.



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Major Color Palette



Teal
C M Y K
75 | 4 | 31 | 0
Hex #00b3b8
R G B
0 | 179 | 184



Shark Gray
C M Y K
4 | 4 | 0 | 70
Hex #67686e
R G B
103 | 104 | 110



OCCC Orange
C M Y K
0 | 60 | 100 | 0
Hex #f58220
R G B
245 | 130 | 32



Reflex Blue
C M Y K
100 | 89 | 0 | 0
Hex #001489
R G B
0 | 20 | 137

Typefaces

The College's logo features the sanserif font Gil Sans Light, all caps. To complement the logo, body copy should be a serif choice in most instances. Minion, Caslon, and Garamond families are examples of acceptable choices – there are many other similar fonts from which to choose. For headlines and subheads, sanserif options like Myriad and Futura may be used at designer's discretion, but care should be taken to avoid light or thin font choices, which may mimic the logo.

Minion is a font that may be used in body copy for OCCC marketing assets.

Caslon is a font that may be used in body copy for OCCC marketing assets.

Garamond is a font that may be used in body copy for OCCC marketing assets.

Myriad semibold is a font that may be used in headlines and subheads.

Futura condensed extrabold is a font that may be used in headlines and subheads.

Helvetica neue condensed black is a font that may be used in headlines and subheads.

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LOGO

The College logo is available in a number of forms, ranging from the “circle and waves” image alone, to horizontal and vertical layouts of the logo with text, to an animated version of the logo for use in video formats. At no time shall the college logo be stretched or squeezed to fit.

Area of isolation

When placed near text or other images, the logo must be surrounded by an area of isolation (white space) greater than or equal to the height of the words “OREGON COAST.” (Rule applies to use in horizontal *or* vertical format. Email marketing@oregoncoastcc.org with questions.)



Logo Availability

Find these logos on the shared drive. To request a logo in a different format or with any other revisions, email marketing@oregoncoastcc.org.



Oregon Coast Community College

Media Guidelines

WEBSITE

The College website, oregoncoastcc.org, is a resource for promoting your classes, programs, and more. It is a powerful way to reach the students, staff, and faculty of the College, as well as thousands of readers from throughout the Lincoln County community and beyond.

Adding New Content to the Website

Requesting that content be added to the website is easy. Allowing 5 business days' turnaround, email the College's website development team, at webdevteam@oregoncoastcc.org. Be sure to include:

- A paragraph describing in narrative form the content you'd like to share, including pertinent details (for events, please include time, date, and place)
- One or more images (or request an image - try to describe in detail any image you have in mind but do not have available to attach)
- Explanatory text: Tell us why this event or activity should be of interest to the reader.

Deletions & Edits to Existing Pages

Things change, and our website needs to change with them. To request changes to existing web pages, or to request certain content be deleted or hidden from public view, email webdevteam@oregoncoastcc.org.

Becoming a Website Editor/Contributor

The College's website is built on a WordPress platform. If you have experience in web design on WordPress, with HTML coding, or with similar design platforms, and if you'd like to join OCC's team of website editors and contributors, please get prior approval from your supervisor, then email webdevteam@oregoncoastcc.org to request the time, date, and location of any upcoming web design training opportunities. OCC limits the number of web editors and contributors and not every request for such access can be granted.

ADVERTISING SPECIALTY PRODUCTS

To request College-branded banners, post-up stands, displays, pens, or other advertising specialties, contact the Marketing Team via marketing@oregoncoastcc.org. The responsibility for ensuring such investments fit within the budgetary constraints of each area of the College is the responsibility of the appropriate managers and directors. Advertising specialties and display designs will be approved by the Marketing Team prior to purchase.



With approval from Marketing, the OCCC logo can be customized in special circumstances.

Oregon Coast Community College

Media Guidelines

INTERNAL SCREENS

The College has four main digital screens available to share messaging to the students, faculty, and staff:

- Central County Campus Community Room, Student Services area and Commons
- North County Center Commons

Access to these screens is overseen by the College's Digital Screen Group. Contact the Marketing Director to request access to, or to request additional information about, the image-placement system. Screen images are generally built to standard 16:9 presentation format, and .png file format is preferred.

The College uses canva.com to build many of its screen images. To request an image be created for a class or event, contact the Digital Screen Group or the Marketing Director. Please provide five business days' notice.



BUSINESS CARDS

To control costs and maintain creative control, all College business cards are designed in house. Printing is out-sourced. Business cards are available to any faculty or staff with supervisor approval. Send name, title, office phone and email address in an email to the Marketing Director. Turnaround time is approximately three weeks.

PHOTOGRAPHY AND VIDEO SERVICES

The OCCC marketing team encourages requests for photography and video recording opportunities. We cannot accommodate every request but the one way to ensure your event is not photographed or recorded is to fail to request that it is. Please email requests for a photographer or videographer to cover your class, event, or activity to marketing@oregoncoastcc.org.

E-NEWSLETTERS & TEXT

The College maintains certain lists for email correspondence, and support is available for College staff seeking to use tools such as Constant Contact for outreach. Contact the Director of Marketing for assistance. As of the time of this writing, the College does not use texting to contact students, but such capability may be added in the future.

Oregon Coast Community College

Media Guidelines

POWERPOINT & KEYNOTE TEMPLATES

Branded OCCC PowerPoint and Keynote presentation templates are available on request. Email marketing@oregoncoastcc.org to request access to a template.

PAID ADVERTISING

The College's paid advertising budget is limited. Authority to purchase advertising rests with the Marketing Director and the Office of the President.

FLYERS AND POSTERS

To request a flyer for an event or activity, email marketing@oregoncoastcc.org, or follow the procedures below to submit your own design.

Self-Designed Posters

OCCC staff and faculty are encouraged to design their own flyers and posters as needed. Any printed marketing asset of any kind needs to be approved by OCCC Marketing prior to printing and distribution outside the College's properties.

To receive approval:

- Save document as PDF
- Email to marketing@oregoncoastcc.org
- Include details including the purpose and the audience it is meant to reach
- Always include a due-by date to facilitate timely response
- Remember that some materials will need reference to civil rights assurances, or particular grant funding information and disclaimers.

Why was my design rejected?

Any approval request that is denied will include a detailed explanation why. You can greatly increase your chances of having a design rapidly approved by:

- Ensuring logo is used correctly (not stretched, not modified, etc.)
- Proofreading for spelling and other typographical errors

COPYRIGHT

All college employees are expected to adhere to and respect copyrights, trademarks, rights of publicity, and other third-party rights in all printed marketing assets and releases, as well as online – including, but not limited to, photographs, video, art, logos, and graphics.

WAVERLY

The College mascot, Waverly, is a friendly, energetic, and entertaining shark. Waverly has no gender, and the College avoids using he/she pronouns in reference to the mascot. Waverly represents the college at parades and special events both within the College and throughout the community. To request Waverly be present at a particular event, contact Student Services.



The OCCC Digital Media & Marketing Studios feature Panasonic 4K video cameras, Canon 5DMk3 DSLR cameras, studio light kits, copy stands (for photographing 2D artwork and documents), green-screen kits, professional audio recording equipment, and powerful iMac desktop computers with robust suites of video- and audio-editing software. To request access to the studios and their equipment, email marketing@oregoncoastcc.org.

Oregon Coast Community College

Media Guidelines: Press Releases

COMMUNICATIONS WITH THE MEDIA

The College encourages staff and faculty to communicate with the communities we serve – and the media outlets that serve all of us. If you're contacted by members of the press and they request information, the College's preference is to respond promptly and with complete information. Please copy the Marketing Director on any requests from local media, and to request permission to issue press releases directly to the media. In the event of natural disasters or other emergency situations, the College's crisis communications plans are implemented, and only designated personnel authorized by the Office of the President are permitted to issue news and information on behalf of the College. Contact the Marketing Director or the Office of the President with questions.

PRESS RELEASES

The College has valuable relationships with print, broadcast, and online news providers throughout the county. To request a press release be issued to promote your event or share a story from your program or functional area, email marketing@oregoncoastcc.org. The Marketing team encourages these suggestions.

Note that news regarding weather-related closures to OCCC facilities are first distributed via FlashAlert. Learn more about FlashAlert at flashalert.net, or contact the Facilities and Safety Manager.

General-purpose OCCC press releases* are sent to:

The News Guard (Lincoln City) | newsguardeditor@countrymedia.net

The News Times (Newport) | editor@newportnewstimes.com*

Oregon Coast TODAY | patrick@oregoncoasttoday.com

News Lincoln County | news@newslincolncounty.com

YBC Radio Group | ybcnewslady@yahoo.com

BOSS Radio/KCUP | cinnamondough@actionnet.net

KLCC/KLCO | news@klcc.org

KSHL | stephanie@kshl.com

**Note that some of these outlets are better suited to some content than others. Consult Marketing with questions.*

STYLE: WRITTEN COMMUNICATIONS

AP Style is to be observed on releases and other printed media, except where noted. AP Style Manual available from the Marketing Director.

- Refer to the College as "Oregon Coast Community College" on first reference, and OCCC thereafter.
- **Avoid** parenthetical acronym after first reference (ex: "...at Oregon Coast Community College (~~OCCC~~) on ...")
- When referring to OCCC, capitalize the word College.
- OCCC has three locations.

OCCC Central County Campus (Includes main building and Aquarium Science Program facility)

OCCC North County Center ("Center," not "campus")

OCCC South County Center ("Center," not "campus")

For clarity, OCCC generally calls out location, ex: "...at the OCCC North County Center in Lincoln City."

- OCCC uses the Oxford comma for lists in documents such as releases, flyers, and posters.
- Refer to the College website without "http://www."; instead, use simply "oregoncoastcc.org"
- Phone numbers: Do not place the area code in parentheses.

(541) 867-8501 - **Incorrect**

541-867-8501 - *Correct*

Oregon Coast Community College

Style & Marketing Manual: Social Media

SOCIAL MEDIA

@occcsharks will generally suffice for reference to the College's Instagram, Facebook, and Twitter addresses. When listing social media channels, list them in that order. Social media platforms update and revise their logos frequently. Only use logos if you have verified they are current iterations.

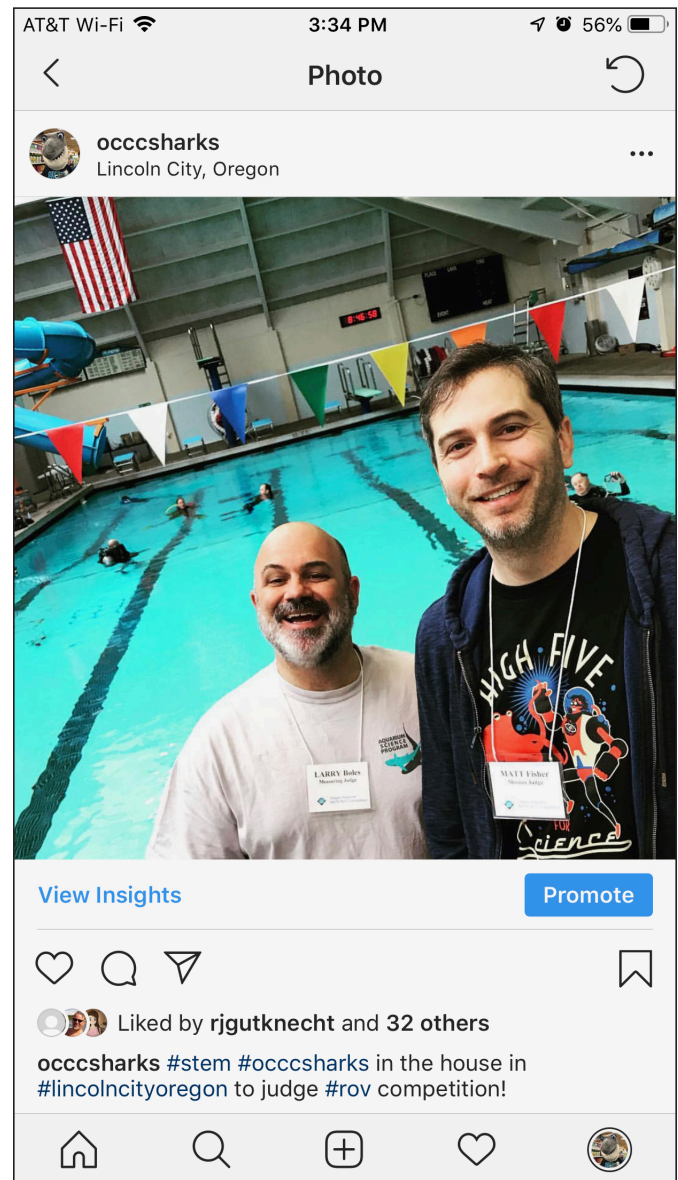
The College encourages faculty and staff to submit content for sharing on its platforms. To have something shared, please email marketing@oregoncoastcc.org with:

- The details (for events, please include time, date, and place)
- One or more images (or request an image - try to describe in detail any image you have in mind but do not have available to attach)
- Explanatory text: Tell us why this event or activity should be of interest to the reader.
- Hashtags: Please include any hashtags you believe may be helpful for your post, especially if questing Instagram or Twitter

Video is welcome for social media posts. Staff and faculty have access to the College's Digital Media & Marketing Labs (in Newport and Lincoln City locations). If you are familiar with video editing and production and would like to submit video for sharing, we encourage you to email marketing@oregoncoastcc.org. The College maintains channels on two video platforms, YouTube and Vimeo.

If you have experience using Instagram or other social media platforms and would like to join the group of OCCC social media content creators, email marketing@oregoncoastcc.org.

Please consult the OCCC Social Media Policy supplement to this document, on the following pages.



Oregon Coast Community College

Style & Marketing Manual Supplement: OCCC Social Media Policy

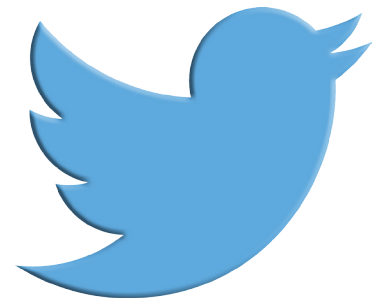
INTRODUCTION

Oregon Coast Community College relies on creative social media content, produced by a growing number of contributors, to maintain lively and helpful lines of communication with students, staff, faculty, and the communities we serve. The College appreciates that content published even briefly to the Internet lives on forever, somewhere, and thus must make every effort to ensure the College is always represented professionally and accurately in online postings, and that postings respect the rights and privacy of others.



RESPONSIBLE PARTIES

The President has granted the OCCC Marketing Director, with support from the Information Technology team, responsibility for the oversight of all College social media outlets. Official users will be assigned by the Marketing Director and will be issued login credentials. The Marketing Director may, at their discretion, recruit temporary social media contributors, including staff, faculty, and students, using such tools as temporary passwords and login credentials.



GROUND RULES

Official College social media accounts must be in compliance with any and all applicable OCCC board policies, administrative rules, and operating procedures. At no time shall a college employee or student create a social media account or web presence that represents or gives the appearance of representing the College without the approval of the Marketing Director.

Official OCCC Social Media content editors shall:

- Represent the College in a professional manner
- Use good judgment when creating posts, and seek input from supervisors when questions arise
- Comply with OCCC rules concerning student confidentiality and FERPA
- Avoid infringing on the rights of others by publishing only photos, artwork, and videos created by the College or with the expressed written consent of the copyright holder. Consult the Marketing Director with any questions.
- College employees who serve as advisors to OCCC student clubs and organizations and have been given access to College social media accounts are expected to follow these guidelines and discuss them with student members of the club or organization they counsel



Oregon Coast Community College

Style & Marketing Manual Supplement: OCCC Social Media Policy

OBJECTIONABLE CONTENT

Users may occasionally post content that may be considered “objectionable” to social media channels (on the College’s Facebook page, for example, or by tagging @occcsharks from an entirely separate feed). Objectionable content is defined as any content generated by users and publicly posted on social media that violates any OCCC Board Policy, procedure, or code of conduct. Consult the OCCC Student Handbook or Course Catalog, or oregoncoastcc.org, for more details about the College’s code of conduct standards. The following list includes some of the content which is prohibited from College social media channels.

1. Threats or Bullying
2. Gambling
3. Obscene language and/or imagery
4. Language or imagery depicting underage drinking, illegal drug use, or other inappropriate behavior
5. Harassment
6. Commercial use for personal financial benefit
7. Personal social relationships unrelated to College matters
8. Content in violation of federal or state law.

ASSISTANCE

New social media channels are created regularly. Some of these may have the potential to help OCCC better reach out to our students and the communities we serve. To request access to setting up and maintaining new social networking sites on behalf of the College, contact the Marketing Director.

COLLEGE REPRESENTATION ON PERSONAL SOCIAL MEDIA ACCOUNTS

Oregon Coast Community College respects the rights of employees to use social media as a means of self-expression. However, references to the College’s programs or services, and/or an employee’s association with the College, could create liability on the part of the College for an employee’s actions online. Therefore, all College employees will:

- Be held responsible for their actions. Anything an employee posts that could potentially harm the College’s image or reputation will be that employee’s responsibility.
- Offer clear disclaimers when publishing on the Internet when referring back to their role as an OCCC employee that the views expressed by the writer are the writer’s alone and do not represent the views of OCCC
- Comply with OCCC confidentiality policies and FERPA