

Graphic Standards and Style Manual Palomar College

Introduction

Chapter I: Logo, Seal, and Design Applications

Chapter II: Web Identity Guidelines

Chapter III: Permanent Signage

Chapter IV: Temporary Signage

Chapter V: Athletics Logo and Design Applications

Chapter VI: Writing Style Guidelines

Chapter VII: General Information about the College

Appendix: Task Force Members and Contact List

July, 2002

Introduction

The following pages contain the Palomar College Graphic Standards and Style Manual (GSSM), which has been developed by the GSSM Task Force, a group of 11 staff members representing a cross-section of the college community. The purpose of the GSSM is to assist people who develop printed materials, web pages, correspondence, or other products that determine and reinforce the identity of Palomar College. The contents of this manual outline a unified image of Palomar's diversity and vitality through a visual identity system and writing style guidelines.

If you are creating a specific printed piece or web site, please refer to the appropriate sections of this manual for help on how to incorporate the identity elements. The reasons for developing an identity system are as follows:

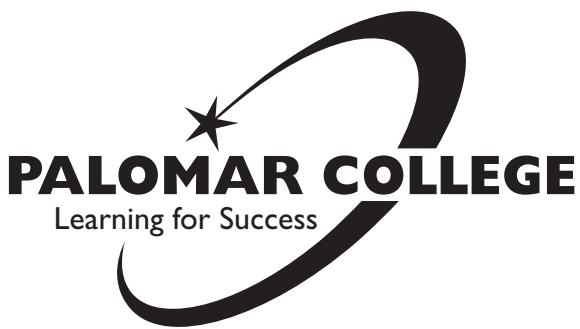
- A comprehensive, well-managed identity confers stability and professionalism.
- A strong visual identity system is a fundamental component of an overall image strategy.
- It is confusing to the marketplace for an institution to support more than one identity.
- Colleges with strong identities will be able to recruit faculty and students and raise dollars more efficiently and effectively.
- The identity system outlines consistent methods of presenting information, thereby improving quality control.
- A consistent identity conveys synergy between units on campus.
- Institutions with strong and consistent identities are more likely to have a clearer sense of purpose.

Please note that the Graphics Standards and Style Manual is a living document, and your constructive suggestions are welcome! The names and telephone extensions of contact persons for each section are listed on the last page of this manual.

I. Logo, Seal, and Design Applications

Departments and offices may request Classic Crest Natural White letterhead, second sheets, and envelopes--or standard white stationery. The logo on stationery can be all black, black with a silver swoosh and red star, or black with a foil-stamped silver swoosh with foil-stamped red star.

Please note that a subsidiary system can be used that establishes individual variations of a larger institutional look, e.g., adding the departmental name under the primary logo.



**Logo may be used in two versions:
Screened or Solid.**

PRIMARY FONTS

Gill Sans
Gill Sans Italic
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS

San Serif
 Arial (PC)
 Helvetica (Mac)
Serif
 Times (PC and Mac)

RECOMMENDATIONS:

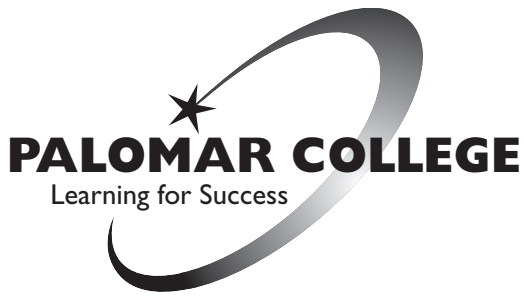
Use the screened logo for most print applications and for the web.

Use the solid logo for copy, screen-printing, web and reverse applications.

NOTES:

No substitution of fonts or graphics should be used in the logo.

Obtain the logo at
www.palomar.edu/guidelines/logos



PALOMAR COLLEGE



Logo may be used with all three elements: name, comet, vision statement.

Logo may be used as name only

Logo may be used as name and comet

PRIMARY FONTS

- Gill Sans
- Gill Sans Italic
- Gill Sans Bold
- Gill Sans Extra Bold

SECONDARY FONTS

- San Serif
 - Arial (PC)
 - Helvetica (Mac)
- Serif
 - Times (PC and Mac)

NOTES:

Use of the name without the comet and vision statement is referred to as the wordmark



The seal is used for official documents only, diplomas and certificates.

TYPOGRAPHY

GILL SANS

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(!@#\$%^&*()_+{}:”<>?=-[];’,./)

GILL SANS ITALIC

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(!@#\$%^&()_+{}:”<>?=-[];’,./)*

GILL SANS BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(!@#\$%^&*()_+{}:”<>?=-[];’,./)

GILL SANS EXTRA BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890(!@#\$%^&*()_+{}:”<>?=-[];’,./)

PRIMARY FONTS

Gill Sans

Gill Sans Italic

Gill Sans Bold

Gill Sans Extra Bold

SECONDARY FONTS

San Serif

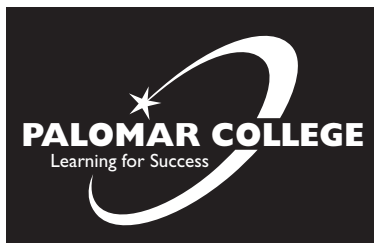
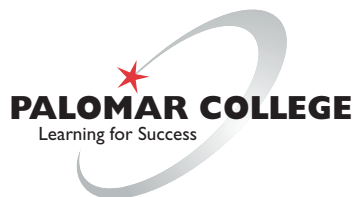
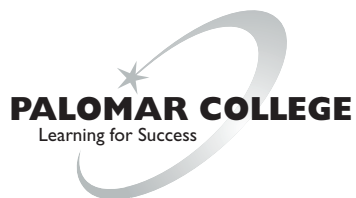
Arial (PC)

Helvetica (Mac)

Serif

Times (PC and Mac)

OFFICIAL COLORS



COLORS:

Black

Red

PMS 186

CMYK 6 - 91 - 78 - 3

RGB 237 - 23 - 31

Silver

PMS 877

CMYK 27 - 18 - 19 - 3

RGB 181 - 103 - 175

SECONDARY COLORS:

Gold

PMS 714

CMYK 3 - 17 - 43 - 0

RGB 254 - 209 - 132

RECOMMENDATIONS:

Contact Creative Services for specific formats of each version shown.

NOTES:

The logo must be used in the black, red and silver combinations shown here. No substitutions are permitted.

OFFICIAL LETTERHEAD



Sherrill L. Amador, Ed.D.
Superintendent/President

Governing Board
Robert L. Dougherty, Jr., M.D.
Silverio H. Haro, Ed.M.
Ralph G. Jensen, B.A.
Darrell L. McMullen, M.B.A.
Michele T. Nelson, Ph.D.
Student Trustee:
ASB President

SIZE:
8.5 X 11

STOCK:
Classic Crest
Color: Natural White
24lb (letterhead)

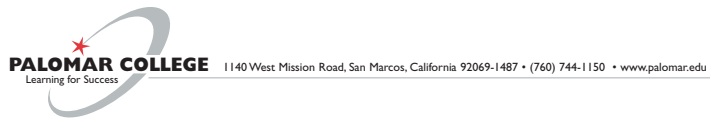
INK:
Black

FOIL STAMPING:
Comet will be in silver foil, the star will be in red foil and the words will print in black

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
 Arial (PC)
 Helvetica (Mac)
Serif
 Times (PC and Mac)

OFFICIAL LETTERHEAD with Personal Identifier



Sherrill L. Amador, Ed.D.
Superintendent/President

Governing Board
Robert L. Dougherty, Jr., M.D.
Silverio H. Haro, Ed.M.
Ralph G. Jensen, B.A.
Darrell L. McMullen, M.B.A.
Michele T. Nelson, Ph.D.
Student Trustee:
ASB President

Name
Title
Department

SIZE:
8.5 X 11

STOCK:
Classic Crest
Color: Natural White
24lb (letterhead)

INK:
Black

FOIL STAMPING:
Comet will be in silver foil, the star will be in red foil and the words will print in black

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
Arial (PC)
Helvetica (Mac)
Serif
Times (PC and Mac)

OFFICIAL LETTERHEAD with Center Name



1951 E. Valley Parkway, Escondido, California 92027 • (760) 744-1150, ext. 8100 • www.palomar.edu

ESCONDIDO CENTER

Sherrill L. Amador, Ed.D.
Superintendent/President

Governing Board
Robert L. Dougherty, Jr., M.D.
Silverio H. Haro, Ed.M.
Ralph G. Jensen, B.A.
Darrell L. McMullen, M.B.A.
Michele T. Nelson, Ph.D.
Student Trustee:
ASB President

SIZE:
8.5 X 11

STOCK:
Classic Crest
Color: Natural White
24lb (letterhead)

INK:
Black

FOIL STAMPING:
Comet will be in silver foil, the star will be in red foil and the words will print in black

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
Arial (PC)
Helvetica (Mac)
Serif
Times (PC and Mac)

UNOFFICIAL LETTERHEAD



1140 West Mission Road, San Marcos, California 92069-1487 • (760) 744-1150 • www.palomar.edu

Name, Title • Phone Number • E-Mail

Sherrill L. Amador, Ed.D.
Superintendent/President

Governing Board
Robert L. Dougherty, Jr., M.D.
Silverio H. Haro, Ed.M.
Ralph G. Jensen, B.A.
Darrell L. McMullen, M.B.A.
Michele T. Nelson, Ph.D.
Student Trustee:
ASB President

SIZE:
8.5 X 11

STOCK:
Classic Crest
Color: Natural White
24lb (letterhead)

INK:
Black

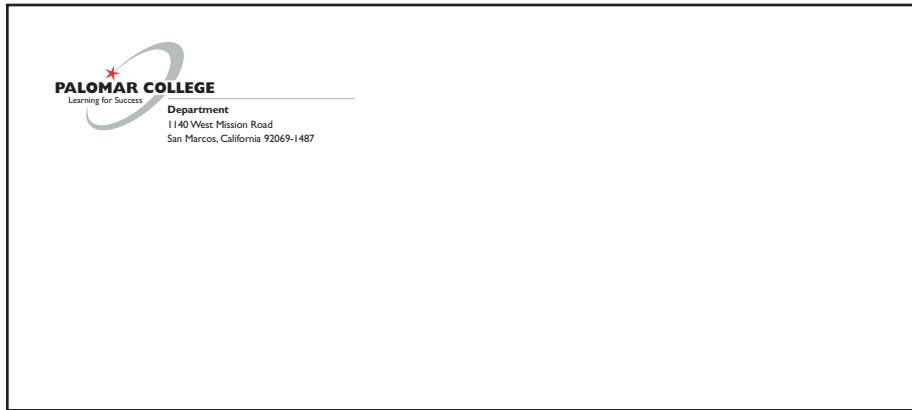
FOIL STAMPING:
Comet will be in silver foil, the star will be in red foil and the words will print in black

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
 Arial (PC)
 Helvetica (Mac)
Serif
 Times (PC and Mac)

RECOMMENDATIONS:
Secondary type for body copy, not for logo or address information.

OFFICIAL ENVELOPE



SIZE:
9.5 x 4.125

STOCK:
Classic Crest
Color: Natural White

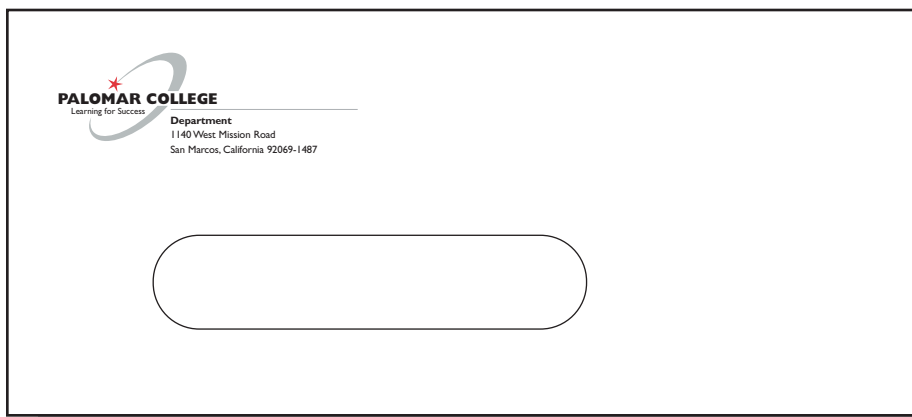
INK:
Black

FOIL STAMPING:
Comet will be in silver foil, the star will be in red foil and the words will print in black

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
 Arial (PC)
 Helvetica (Mac)
Serif
 Times (PC and Mac)

NOTES:
Matching envelope stock



OFFICIAL BUSINESS CARD



SIZE:
3.5 x 2

STOCK:
Classic Crest
Color: Natural White
80lb Cover (Business Card)

INK:
Black

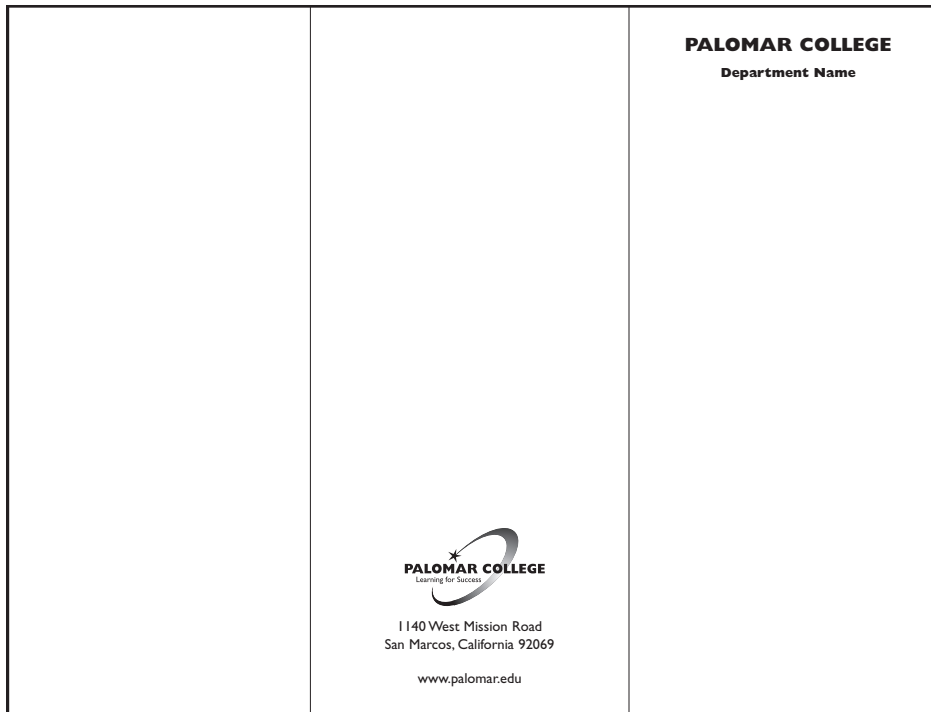
FOIL STAMPING:
Comet will be in silver foil, the star will be in red foil and the words will print in black

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
Arial (PC)
Helvetica (Mac)
Serif
Times (PC and Mac)

NOTES:
Copy is limited to the information on the card above.

BROCHURES



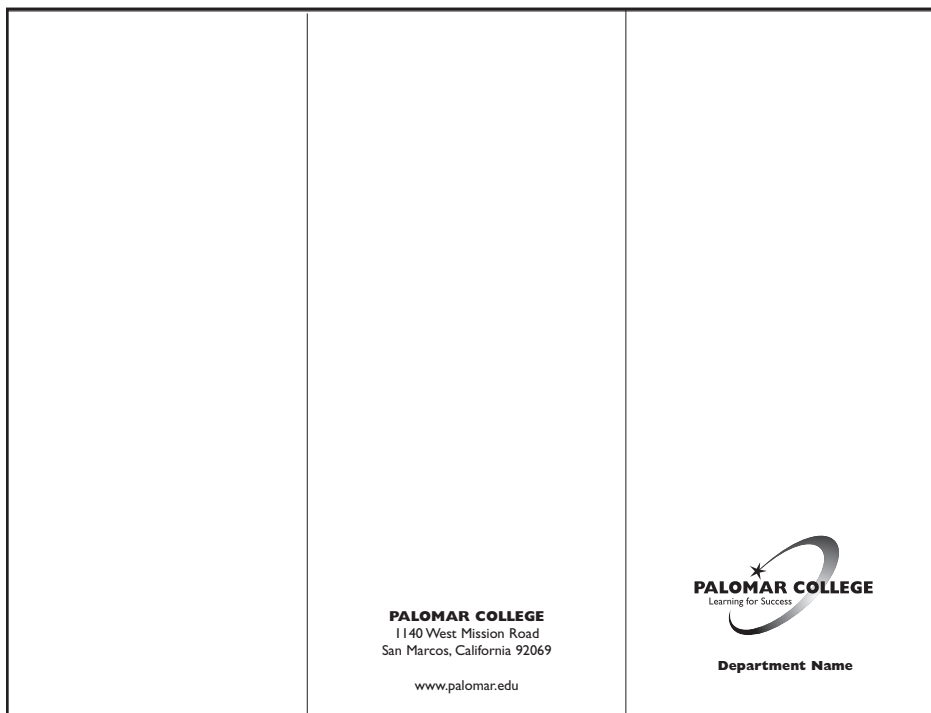
SIZE:
8.5 X 11

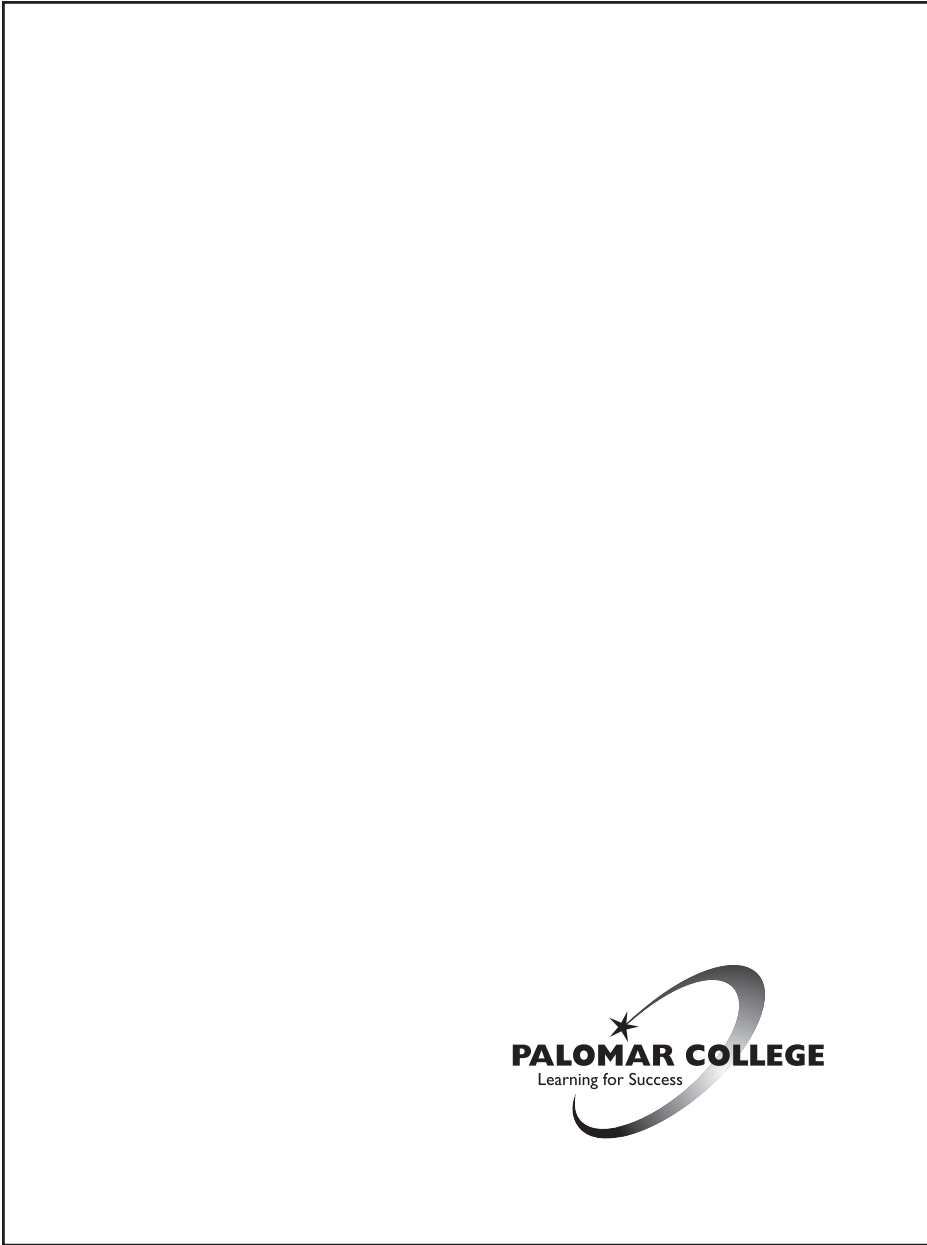
STOCK:
Choose what is appropriate for your project

INK:
Choose what is appropriate for you project

TYPOGRAPHY:
Gill Sans
Gill Sans Bold
Gill Sans Extra Bold

SECONDARY FONTS
San Serif
Arial (PC)
Helvetica (Mac)
Serif
Times (PC and Mac)



**SIZE:**

9 x 12

STOCK:

Choose what is appropriate for your project

INK:

Black

FOIL STAMPING (Optional):

Silver and or red foil

TYPOGRAPHY:

Gill Sans

Gill Sans Bold

Gill Sans Extra Bold

SECONDARY FONTS

San Serif

Arial (PC)

Helvetica (Mac)

Serif

Times (PC and Mac)

II. Web Identity Guidelines

Guidelines for Web Sites

Palomar College communicates a consistent message by standardizing the use of its logos, vision statement, colors, design, and stylistic elements in all media, including web sites, originating from the College. The following guidelines describe recommended usages for a web identity system. If you are in the process of creating a personal, departmental, or functional web site, it can be created in one of three ways:

1. Do it yourself. If you have the time and skills, you can create your own site. If you follow the guidelines in this document, you can achieve the "Palomar look." We recommend the use of an advanced web editor such as FrontPage (the College standard, for which the College is licensed), Dreamweaver, or Go Live. For more information on these editors, contact [Academic Technology](#).
2. Do it yourself using a design template created by Academic Technology. The templates for "full-look," "mid-look," and "mini-look" designs can be found and downloaded at: <http://www.palomar.edu/guidelines/templates/>.
3. Ask Academic Technology web and graphics specialists to create the site for you. If you elect to do this, have the site sketched out, with supporting graphics and documents before meeting with Academic Technology. For help, contact Chris Norcross (ext. 3225, cnorcross@palomar.edu).

Page Design Principles

The following page design criteria have been established for official College web pages:

1. Pages will be designed for an 800 x 600 pixel screen set to at least 16-bit color.
2. Page content will be displayed in a fixed-width, maximum 750 pixel table with border size set to 0.
3. The table will be centered on the screen, leaving equal white space on the left and right of the table.
4. Page banner and footer elements will use rounded corners to complement the ellipse in the official logo.
5. Where printing of the page is important (not all browsers handle printing of fixed-width tables correctly), a "printer friendly" version of the page will be offered, using pdf format.

6. To the extent possible, accessibility guidelines will be observed in the design of all official pages. Academic Technology will test official pages to insure accessibility compliance. Important "main" pages will have text-only alternative pages, which will also display correctly on PDA screens using Windows CE. If for design reasons a page cannot comply with accessibility guidelines, Academic Technology can assist with a text-only alternative that will meet accessibility standards.
7. Copyright and general College contact links will appear at the bottom of each page.
8. A footer with standard navigational aids will appear on all sub-pages.

Standard Web Page Footer:



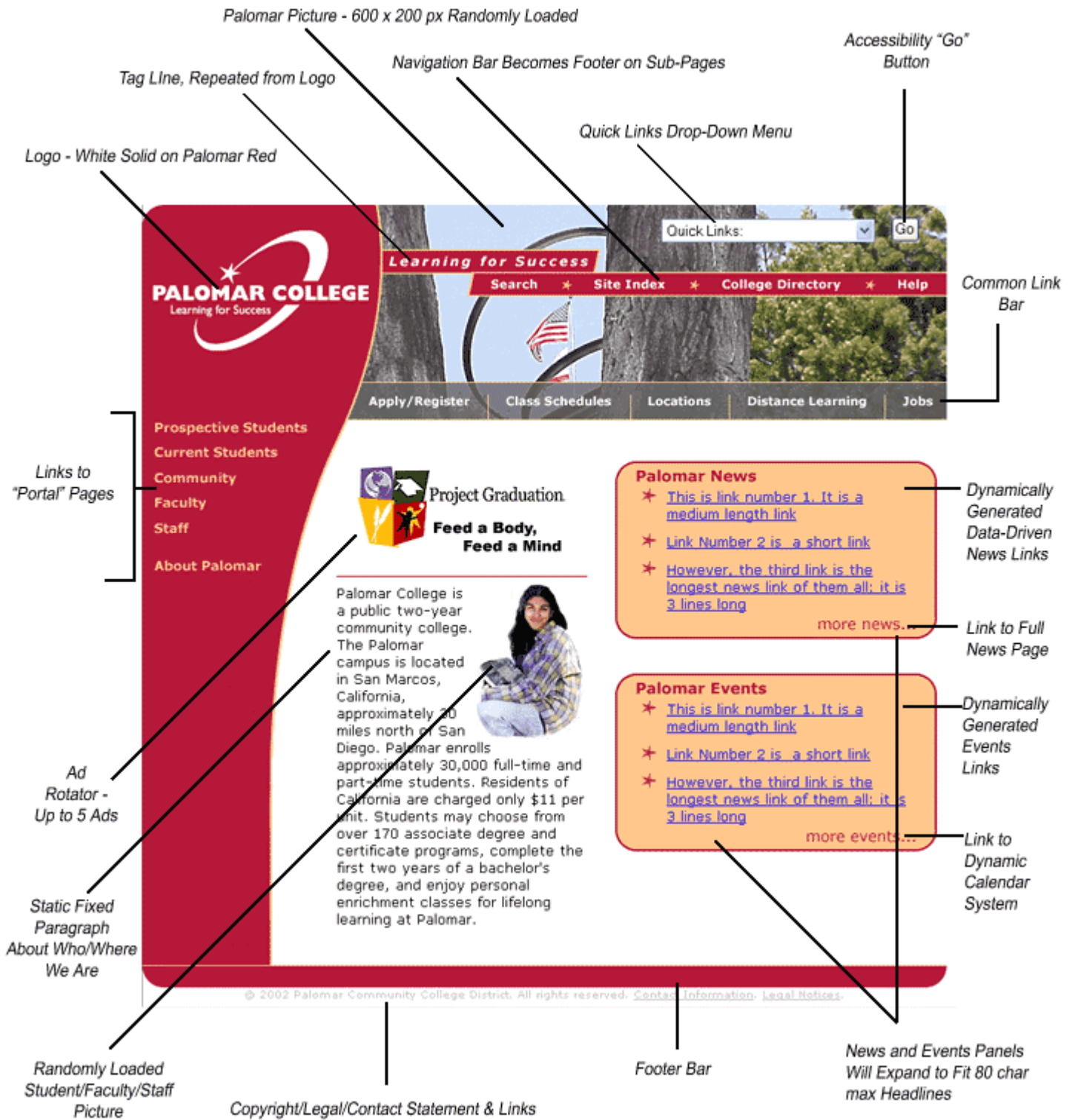
[Search](#) * [Site Index](#) * [College Directory](#) * [Help](#) * [Home](#)

The "Home" link will always link back to <http://www.palomar.edu>. Additionally, use of the logo in the upper left of a web page will always contain a "hidden" link back to the same College home page. The only page that will not contain an footer is the main home page, where the navigational bar is moved into the page banner, so that it will be immediately visible without scrolling.

Web Page Templates and Web Page Look

The [full-look web page](#) is used for the main home page and its supporting "portal" and linked pages. This design fully expresses the College identity system and contains a great deal of data-driven, dynamically generated material. This material has been programmed by the Academic Technology Department, but it is updated by various College offices, as in the case of news and events segments.

The full look template:



Description of Main Page Elements

Official Logo: Logos can be found at <http://www.palomar.edu/guidelines/logos>. When using a dark page background color, always use the white version of the logo. For assistance with versions of the logo, contact Creative Services.

Vision Statment: The official College vision statement is "Learning for Success" and is emphasized by being displayed within the logo and on a banner bar of its own.

Palomar Banner Pictures: The College has produced a library of banner pictures and has scripted the main page to load one randomly from among a dozen pictures. The pictures are 600 x 200 and are constructed with a graphic slice that maintains the curved background behind the logo. Contact Academic Technology for help with customizing a picture-style banner with the correct graphical slices. Note the rounded look of the banner, which complements the ellipse in the official logo.

Navigation Bar: This bar is placed within the banner on the main page, but on all subsequent pages a "Home" link is added which becomes the footer bar to sub-pages.

Quick Links Drop-down Menu: This is a dynamic, data-driven drop-down which will link to the most popular College pages. For accessibility reasons, a "Go" button is included, and move-on-change behavior is not used.

Link Bar: The link bar on the main page and linked second-level pages links to the most important sites the College uses to do business--the [student eservices](#) page where prospective and current students can apply and register, the [class schedule](#) pages where students can find out about course offerings, a [locations](#) page where students can find out where classes can be taken, a [distance learning](#) page where students can find out about how to take courses via the internet and television, and a [jobs](#) link that leads to a jobs portal for students and to the human resource services pages for staff applicants. This link bar, with the exception of the jobs link, appears on second-level pages.

Links to Portal Pages: The links (in gold) on the left of the screen, just under the logo, are to strong, second-level portal pages that also use the full-page design. These pages are designed for their target audiences. The design philosophy is to "push" visitors to the main page down a level to targeted pages, from which they are able to explore fully and to reference relevant College web resources. The navigational bar and quick links are added to the page to serve quickly the information consumer who does not wish to visit a portal page but wishes to look up or go directly to a resource more quickly. The "About Palomar" page contains prominent links to contact information.

Ad Rotator: This rotating graphic, all gif files 200 x 100 pixels, is carried over from the previous web design, but has been made dynamically data-driven, based on links and graphics maintained in a database. It is placed centrally on the page in order to advertise classes, events, and news of great importance. It is very effective in filling under-enrolled classes. for example. In order to place an ad within the rotation. contact [Academic](#)

[Technology](#). If you wish to design your own ad, it must be a gif file, 300 x 200 pixels, under 3K in size.

Fixed Paragraph: One of the goals of the main College page is to say who and where we are in a brief manner. For fuller information, users can click on the "About Palomar" link. This paragraph remains static, but it is loaded from a database and can be periodically replaced with other static paragraphs.

Student or Staff Pictures: These (mainly) student pictures are placed centrally on the page to emphasize the centrality of the College mission. On the main page, faculty and staff pictures also appear. These appear from a library of photographs and load randomly when the page loads. Pictures change seasonally. This same theme is adopted by the second-level portal pages, which have only student, only faculty, only community, or only staff pictures appear on them. The characters from the main page wander to their respective sub-pages, as it were. If you have a photograph you would like considered, please contact Academic Technology.

Copyright/Contact/Legal Links: Page copyright appears at the bottom of each official page, along with links to legal and contact information.

Footer Bar: The main page has a solid footer bar, adopting the "rounded" look of the page. Second and subsequent level pages have a footer bar which includes the navigation links (see above).

Palomar News: This section is dynamically generated on page load from a database populated with news headlines and news stories. The Offices of Public Information, Performing Arts, Marketing Communications, and Athletics are responsible for entering the headlines and the stories through a web interface developed and maintained by Academic Technology. Clicking on the "More News..." link will take the user to a page of "All Headlines" arranged by date. Clicking on one of these links will take the user to the story. The headline box on the main page contains the three latest headlines.

Palomar Events: The events box works the same as the news box. The three latest events will appear on the front page. Clicking "More Events..." will take the user to a page that shows all of the day's events, along with a calendar where the user can see all of this week's events, all of the next week's events--or click a calendar day to see the events for any day in the year. Academic Technology has programmed and will maintain this system.

Smaller Footprint Pages

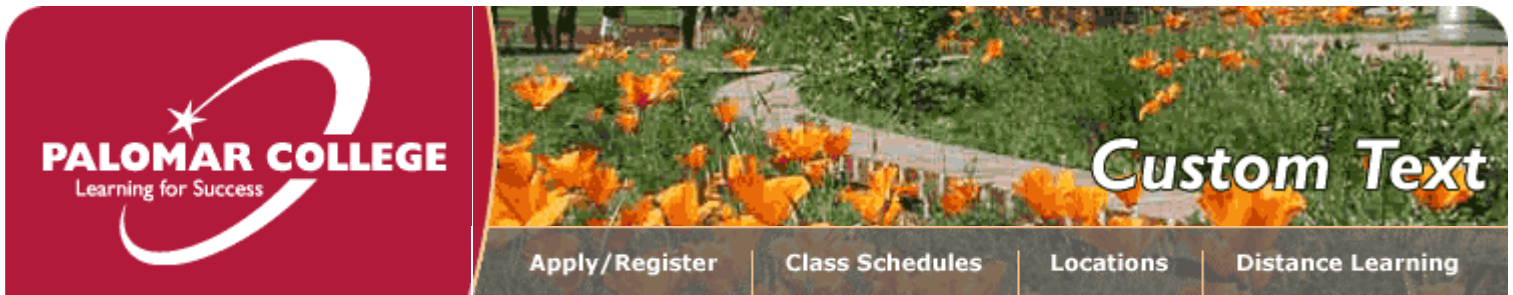
The [mid-look templates](#) contain a banner (750 x 110) displaying the official logo and a picture element. Academic Technology has a library of 600 x 200 pictures from which you may pick, or you may ask Academic Technology to take a custom picture or process your own picture to fit this size. The mid-look template also contains a footer bar and copyright information with links to important navigation and informational resources.

Mid-look banner:



The mid-look banner is available with the standard link bar, without it, or with a custom link bar. If you want a custom link bar and do not know how to add it to the banner template, contact [Academic Technology](#).

This banner is also available with optional departmental (or other) custom text:



The custom text uses the official "banner" font (Gill Sans) in solid white with a 1 px black stroke.

The Mini-Page

The [mini-look template](#) consists of a narrow banner (750 x 80) with an abbreviated logo and picture. It also contains the footer and informational data.

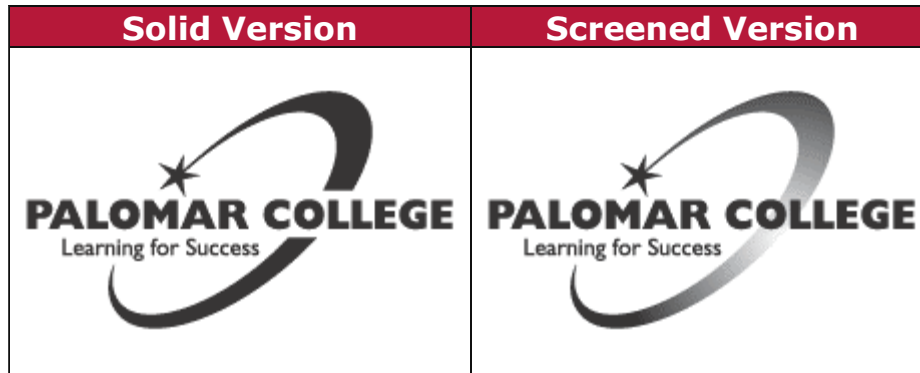
The mini-banner:



If you wish assistance in developing a customized page banner, contact [Academic Technology](#).

Logos and Seal

Official College logos and seal can be found at: <http://www.palomar.edu/guidelines/logos>. There are both "solid" and "screened" versions of the official logo:



The files can be downloaded from that location in various formats and using various color schemes. For assistance with the logos contact [Creative Services](#).

Typography and Official Style Sheets

The official web page style sheet is at:
<http://www.palomar.edu/guidelines/templates/styles.htm>.

Include a reference to the style sheet in the <head> section of your html document, like this:

```
<head>
```

head material like meta tags, title tags, script references, etc.

```
<link rel="stylesheet" type="text/css"  
href="http://www.palomar.edu/guidelines/templates/style.css">
```

```
</head>
```

This reference should occur on one line, of course, and is shown here on two lines to fit the format.

Here are the official typographical styles for three header levels, and paragraph text:

Sample Text - This is <p>.

Sample Text - This is <h1>.

Sample Text - This is <h2>.

Sample Text - This is <h3>.

The official paragraph font is Verdana. We recommend use of a sans serif font on all pages, using at least the following font definition tag:

```
<font style = "Verdana, Arial, Helvetica, sans-serif">
```

This means that if the user does not have Verdana installed, the browser will default to Arial, Helvetica or whatever sans-serif font the user has mapped.

We recommend 10 pt. size for standard paragraph text.

Custom banner text should appear in the "logo" and "banner" font: Gill Sans. Contact Creative Services for information about the Gill Sans font.




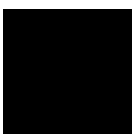
Colors

The official College colors for the web are:

Name	PMS Number	RGB (Decimal)	RGB (Hex)
Palomar Red	187	177-26-59	#B11A3B
Palomar Silver	428	208-211-212	#D0D3D4
Accent Gold	714	255-197-140	#FFC58C
Black		0-0-0	#000000

Latitude with the "silver" color -- it is really grey on the web, since silver is an attribute of ink unduplicatable on the web except through gradient approximations. A black with 50-70% opacity screen will produce an acceptable grey color, though the RGB combination given above is recommended.

Color Sample Swatches:

Palomar Red	
Palomar Silver	
Accent Gold	
Black	

Page Design Tips

The following general tips, if followed, will result in more effective, better designed academic web pages. There are always exceptions, of course, depending on the target audience of the page. It is assumed that normal academic communication is intended.

- Do not use blinking text on your page.
- Do not use busy or obtrusive wall paper on your page. It might make your text difficult to read.
- Do not use color combinations which make the page difficult or impossible for color-blind people to read or that cause visual dissonances (bright fuschia text on a glaring purple background). We recommend black text on a white background.
- Deliberately set the background of your page to white, if that is what you intend. Do not assume the browser automatically uses a white background.
- Do not use obscure or unusual fonts on your page. Stick with the fonts that come with the standard installation of the Windows operating system, and remember to include a Mac alternative in your style sheet or font tag. Verdana is recommended as the best, general purpose font, with Arial being the best PC-only alternative and Helvetica as the best Mac-only alternative. For serifed fonts, stick to Times New Roman.
- Use a sans serif font for the best web page readability.
- Test your pages on different platforms. Academic Technology provides a testing service that will show how your pages will look on 16 different browser/OS platforms). Colors, table layouts, spacing, fonts, plug-in/ActiveX technology, etc. all vary by platform and browser version.
- Include graphic elements, even on a densely textual page, and break text up into "chunks," using lots of white space around the chunks of text.
- Do not use link colors so subtly similar to your text that users have to guess where the links are located. Remember, many users turn off the links-underlining feature on their browser.
- Do not use graphics that cause the user to scroll the page horizontally on an 800 x 600 screen. Horizontal scrolling is universally detested on the web.
- Do not use large graphics that are resized by the browser while rendering. Resize and resample the graphic before using it on a page.
- Optimize your graphics for the web, and try to keep all pages intended for modem access under 50K total.
- Remember that the web is a visual medium.

Contact and Further Assistance Information

For questions on general web editorial policy, or multimedia on the web, contact Terry Gray, ext. 2877, tgray@palomar.edu

For questions/assistance with web site creation, contact Chris Norcross, ext. 3225, cnorcross@palomar.edu.

For assistance with graphics design, creation or handling, contact Elaine Armstrong, ext.2644, earmstrong@palomar.edu.

For assistance with photography for a Palomar web site, contact Melinda Finn Marchuk, ext. 2365, mfinn@palomar.edu.

For assistance with obtaining fonts, or with the use of official logos and seals, contact Margie Adcock, ext. 3088, madcock@palomar.edu.



[Printer Friendly Version](#) [pdf]

III. Permanent Signage

Vehicle Identification

- A. **Markings:** each Palomar College-owned vehicle must display clear identification which shows that the vehicle belongs to the college. This identification can be the District logo, the athletic logo or icon, or a combination of the two.
- B. **Safety:** "How am I driving?" information should appear on the back of each vehicle.
- C. **Emergency:** District emergency contact information should appear on the back of each vehicle.
- D. **Identification:** a vehicle number should also appear on the back of each vehicle.

Buildings and Grounds

- A. **Campus "Way-finding System":**
The Facilities Master Plan proposes a campus directional way-finding system that includes directional maps, signage and related information to address the pedestrian traffic patterns around the campus.
- B. **Building Layout and Identification:**
The master-planning architect will recommend changes in the existing layout and assignment of campus buildings. This may include the renaming or renumbering of the buildings.
- C. **Building Signage:**
 - 1. Standard Door Signs: The standard door signs are black plastic with engraved white letters and are installed on both sides of the door. The signs are centered and mounted 72 inches from the bottom of the door.
 - 2. ADA Door Signs: These signs are black plastic with raised white letters and Grade II Braille and are installed on the wall adjacent to the latch side of the door. The installation must conform to the Americans with Disabilities Act (ADA) requirements.
 - 3. Slotted Door Signs: Slotted door signs contain spaces or slots for various titles, such as the name of the office occupant, department, or class information.
 - 4. Building Identification Signage: Large, removable sign panels indicate the assigned building number or letters. These signs should be placed on the

ends of each building and/or on the corners of the overhang nearest to the sidewalk. Each building should have at least one large building identification sign visible from the roadway for use by emergency response units. Color and style shall match the way-finding system.

5. Roof Identification: The building identification should be painted on the roof of each building for use by law enforcement and emergency response personnel.

6. Large Building Complex Identification: Any large complex of buildings should have "you are here" maps posted at various locations throughout the complex. The type and style of the maps should match the way-finding directional system.

7. Department Identification: A standard size and type of sign should be posted on buildings to identify the departments that are housed in that building. The color and style will match the way-finding system.

D. Parking Lot Signage:

1. Each parking lot should have signage at the entrances that identifies the type of parking allowed, rules and regulations, the parking lot number, where to obtain parking permits, and emergency information.

2. There should be section numbers posted in all of the large parking lots to assist people in identifying the location where they parked their vehicle. The sections should be identified with the "A" section closest to the buildings, then "B" and "C", etc. as people walk away from the center of the campus.

E. Electronic Bulletin Boards:

1. One electronic bulletin board or "marquee" is located at the campus entrance on Mission Road. Requests for messages on the marquee are submitted to and approved by the Public Information Office.

2. There should be several electronic bulletin boards located at various areas around the campus and coordinated by the Public Information Office. The bulletin boards should be linked so they can distribute general and emergency information.

Streets and Freeways

1. All freeway signage in this area is installed under the guidelines of the CalTrans Standards Manual.

2. The Advancement Office works with CalTrans and local city jurisdictions to identify the size and type of street and highway signs allowed.

3. This office also recommends locations where new signs are needed to assist people in locating the College campus and educational centers.

4. Current roadway signage also indicates speed limits, traffic flow, pedestrian crosswalks, stop signs, yield signs. There are currently pole mounted signs and signs painted on the asphalt surfaces.

5. Ways to change Comet Circle to a two-way street should be explored.

IV. Temporary Signage

There is a need to allow departments, students, and other community members to post temporary signage on a limited time basis. The style, type and color of signs should be controlled by the Graphics Standards & Style Manual, but room for creativity by the requesting individuals or groups is allowed. General requirements for requesting approval include:

1. Length of time for posting.
2. Locations for posting.
3. Content approved for posting.

A. Departmental Bulletin Boards:

1. Departments may have their own bulletin boards to support their functions.
2. The boards shall match the approved District standards for bulletin boards.
3. Each department is responsible for the posting of information, regular updating of the board, and keeping the boards in good condition.
4. All postings must meet the guidelines established by the "Graphics Standards and Style Manual".
5. All bulletin boards should have a plaque that indicates the department that controls the bulletin board, the name of a person or position to contact for information, and a room number or telephone number for that person.

B. Classroom Bulletin Boards - Exterior:

1. There are currently small bulletin boards mounted outside of every classroom for the posting of room changes, cancelled classes and other information related to the classroom.
2. These boards may be removed and replaced by a slot-type temporary signage system on the classroom doors.

C. Classroom Bulletin Boards - Interior:

1. There are bulletin boards located in each classroom to post information for emergencies, student information, department information, weekly news, etc.
2. The standard material that should be posted on these boards includes the Emergency Evacuation Procedures and Emergency Flipcharts.

D. Community Use Bulletin Boards:

1. These bulletin boards are controlled by the Associated Student Government. The ASG office needs to approve all postings on these boards.
2. The postings on these boards should be reviewed by ASG representatives on a weekly basis to keep them current.

- E. **Banners:**
 1. Groups may request to have banners mounted on the various buildings for special events. The Facilities Department is responsible for installation and removal of the banners.
 2. There should be permanent location and mounting means for these banners in the areas that are used on a regular basis.
 3. A work request will be needed by the facilities office for the posting of the banners on the buildings.

- F. **Informational Signage:**
 1. These signs inform the communities of services or upcoming events.
 2. "The Palomar Community College District Policy on Student and Visitor Symbolic Expression" contains regulations and guidance with reference to signage. Copies of this policy are available in the Student Affairs Office.

- G. **Posters and Flyers for Elections and Events:**
 1. These items of an informal nature may be approved and posted by the Associated Student Government for elections or other similar functions.
 2. Postings should be in approved locations where permanent mounting means are installed to accommodate these needs.

- H. **Temporary Directional Signage:**
 1. These signs would direct people to special events and may use the existing light poles or other approved devices.
 2. Posting of signs is not recommended in the lawn areas.

- I. **Decorative Flags:**
 1. Flags may be hung from the pole light banners as long as they do not create a structural hazard for the pole light.
 2. *Standard colored flags* are hung on the pole lights that do not have sign plaques and are located on the interior campus sidewalks. Additional flags are hung in parking lots. These flags are provided by the Marketing Communications Office on a yearly or as-needed basis. The Facilities Department is responsible for installation and removal of the flags.

V. Athletics Logo and Design Applications

(This section is expected to be completed in August 2002.)

VI. Writing Style Guidelines for Printed Materials

A. General Reference Manuals:

Rules of Thumb, A Guide for Writers, by Silverman, Hughes and Wienbroer

The Pocket Holt Handbook by Kirszner and Mandell

A Pocket Style Manual by Hacker

The Elements of Style by White and Strunk

B. Specific Reference Manual for Writing for Media:

Associated Press Stylebook

The reference manuals listed above provide helpful answers to most of the common questions writers have when they are composing correspondence, reports, and articles. Each of these reference manuals has been adopted or recommended by one or more departments at Palomar College and therefore should be available in the bookstore.

The rules in these manuals will vary slightly, due to traditional or accepted standards of usage in different fields at different times. For example, news releases and newsletters should be written in accordance with the guidelines in the AP Stylebook. For other materials, another style manual may be preferred. The basic principle is to be **consistent** within each document in applying guidelines which are appropriate to the document being written.

Preferred Grammatical Usage and Common Errors

A. Apostrophes have three uses:

1. Use an apostrophe (') to show possession: *John's hat, students' books*. If the word is plural and already ends with s, just add an apostrophe.
2. Use an apostrophe to show a contraction: *We're going, she's coming*.
3. Use an apostrophe to show the plural form of a letter or number: *A's, 3's*.
4. Do not use an apostrophe to show the plural form of a proper noun. (See "Plurals" below.)
5. Do not use an apostrophe in a pronoun that is already in possessive form: Examples: *his, hers, ours, theirs, yours, and its*.

(If you don't mean *it is*, use *its* without the apostrophe. See "Contractions.")

B. Capitalization:

1. Basic rule: capitalize only when there is a reason to do so.
2. Capitalize the names of people, localities, days of the week, and months.
3. Capitalize public holidays, brand names, and the names of specific events. Examples: *Fourth of July, Kleenex, Battle of Gettysburg*.
4. In titles, capitalize the first word, major words, and words of six or more letters.
5. Capitalize *Palomar, Palomar College, Palomar Community College District*.

6. Capitalize *College* or *District* or *Governing Board* when referring to Palomar College, the Palomar Community College District, or the Governing Board of the Palomar Community College District.
7. Capitalize official building names and room names.
Examples: *Dome*, *Library*, *Room P-32*, *Governing Board Room*.
8. Capitalize titles of individuals only when the title precedes the name.*
9. Capitalize full department and division names, but not individual subjects except when they come from names of countries: *Department of History*, *Economics*, and *Political Science*; *faculty members teach history*, *English as a second language*, *Spanish*, and *economics*.
10. Do not capitalize seasons of the year or entire words.
11. Do not capitalize entire names (or the correct spelling cannot be determined).
Example: Donna *DeYarman*, not *DONNA DEYARMAN*.

*It may be necessary to capitalize certain words in legal documents that otherwise would not be capitalized. Also, it may be necessary for personnel offices to capitalize position titles in job announcements, but in other written documents the position titles may not need to be capitalized.

C. Commas:

1. Except in newswriting, use a comma before the final "and" in a series.
Use a comma and a space before *but*, *and*, *so*, *yet*, *or*, *for*, and *nor* when they connect two sentences (technically, two independent clauses) into one.
The bus was late, but Jeff was there on time.
2. Use a comma after a long introductory part of a sentence.

D. Contractions:

1. Use "it's" only when the meaning is "it is" and not to show possession.
Example: *Don't judge a book by its (not it's) cover.*
2. Use "who's" only when the meaning is "who is" and not to show possession.
Examples: *"Who's there?"* but *"Whose book is that?"*

E. Numbers:

1. If following AP style, spell out numbers below 10.
2. If following Rules of Thumb, spell out any number that requires only one or two words; use numerals for numbers requiring three or more words.
3. Spell out numbers that begin a sentence, or re-word the sentence if awkward.
4. Use numerals in dates, page references, addresses, percentages, and money:
May 3, 2003; page 2; 7,500 residents; 1140 W. Mission Road; \$5.98.
5. Spell out fractions, such as *one-half*.

F. Plurals:

1. Proper nouns: add "s" or "es." Do not use an apostrophe to form the plural.
Examples: *Simpsons*, *Smiths*, *Joneses*; not *Simpson's*, *Smith's*, *Jones'* unless you want to show possession, as in *Smiths' house*.
2. Numbers and letters: use an apostrophe to show plurals, as with *4's* and *F's*.
3. The word *data* is the plural form of *datum*. Therefore, the *data are* (not *is*) . . .
4. The word *media* is the plural form of *medium*. Therefore, the *media are* (not *is*) . .
5. The plural form of *alumnus* (male) is *alumni*. The plural form of *alumna* (female) is *alumnae*. Use *alumni* for a group with males and females.

6. *Criteria* is the plural form of *criterion*. Therefore, the criteria *are* (not *is*)
7. To determine whether to start a sentence with "There is" or "There are," look or think ahead to determine whether the subject is singular or plural.
 There *is* a major problem with this essay.
 There *are* several problems with this essay.
8. Common nouns: check a standard dictionary when in doubt.

G. Quotation Marks:

1. Use quotation marks around someone's exact words only.
2. After a quotation, a period or comma goes inside the quotation marks.
3. If the sentence continues after a quotation followed by a semicolon, the semicolon goes outside the quotation marks. Example: *Huck Finn said, "It's lovely to live on a raft"; however, the raft drifted him into trouble.*
4. Do not use quotation marks around slang. Either use the word without quotation marks or find a better word.
5. For quotations within a quotation, use single quotation marks.

H. Spelling and Word Usage:

1. When referring to the Howard Brubeck Theatre, spell it that way.
2. Use "theatre" and not "theater." It's a tradition at Palomar to do so.
3. Use "and" instead of "&." Use "&" only when it is part of a formal name.
4. Use "/" sparingly, as in *his/her*. The slash means "or," not "and."
5. *Affect*, the verb, means to change or influence.
6. *Effect*, the noun, is the result, the consequence.
7. *Effect*, the verb, means to bring about, as *to effect change*. Not used often.
8. *A lot* is always supposed to be written as two words.
9. *Already* is one word, but *all right* is always two words. Do not use *alright*.
10. *Appraise* means to evaluate, as to appraise a house's value.
11. *Apprise* means to inform, to make someone aware of a situation.
12. *Lay* or *laying* means to put something down. I *lay* the book on the table.
 A hen *lays* eggs. The bricklayer is *laying* bricks.
13. *Lie* or *lying* means to recline or to remain at rest. The book *lies* on the table.
 Students are *lying* on the beach.
14. Where it becomes confusing:
 The past tense of *lie* is *lay*. Yesterday the book *lay* on the table all day.
 The past tense of *lay* is *laid*. Yesterday he *laid* the book on the table.
15. Use *fewer* when there are countable items; use *less* when not countable.
 We had *fewer* students last year with *less* confusion, *less* water.
16. Use *number* when there are countable items; use *amount* when not countable.
 A large *number* of students attended; the *amount* of noise was great.
17. *Stationary* means fixed, not moving; *stationery* means envelopes and paper.
18. If something or someone is *unique*, it is different from any other. Thus it is incorrect and illogical to use the terms *more unique* or *less unique*.
19. *Like* is a preposition or a verb, depending on its usage. It is not a conjunction.
 It looks as *though* (not *like*) he studied all night. It seemed *like* daytime.
 Do you *like* college? Avoid: "I *like* really enjoy college." (Take the *like* out.)
20. *Valuable* describes something with value, even great value. *Invaluable* describes something or someone with such great value that it cannot be measured. Thus the opposite of *valuable* is *not valuable*, rather than *invaluable*.

Topics Specific to Palomar College

A. Abbreviations:

1. General rule: avoid abbreviations, except for words that are always abbreviated.
For example, do not use: *dept.*, *gov't.*, *w/o*, *Thurs.*, *thru*, or *yr.*
2. Do not use "PC" for Palomar College. "PC" has many other meanings.
3. Spell out names the first time they appear in a document. You may wish to put the abbreviation in parentheses after the name and use the abbreviation thereafter.
4. Preferred abbreviations and official department or office titles:
 - AIS: American Indian Studies
 - ASG: Associated Student Government
 - ASL: American Sign Language
 - BOGW: Board of Governors Waiver (of enrollment fee)
 - CalWORKS: California Work Opportunity and Responsibility to Kids
 - CCE/AFT: Council of Classified Employees/American Federation of Teachers (union of classified employees)
 - CSIS: Computer Science and Information Systems (not IS; see below)
 - DSP&S: Disabled Student Programs and Services
 - EOP&S: Extended Opportunity Programs and Services
 - ESL: English as a Second Language
 - FTE: Full-Time Equivalent
 - IGETC: Intersegmental General Education Transfer Curriculum
 - IS: Information Services
 - MEChA: *Movimiento Estudiantil Chicano de Aztlan.*
 - PACRA: Palomar College Retirees Association
 - PAR: Phone and Register (telephone registration system)
 - PFF: Palomar Faculty Federation (union of faculty members)
 - PIC: Palomar Identification Card (*PIC Card* is redundant.)
 - PIN: Personal Identification Number (*PIN Number* is redundant.)
 - PIO: Public Information Office
 - ROP: Regional Occupational Programs
 - STARS: Student Testing, Advising, and Registration Services
 - TAG: Transfer Admission Guarantee (to four-year institutions)
 - TOEFL: Teachers of English as a Foreign Language (and title of a test)
 - TRIO/SSS: A set of federally sponsored programs to help qualifying students achieve success. Originally there were three programs, hence the name TRIO. SSS stands for Student Support Services, one of the three programs.

B. Names:

1. Use *Palomar*, *Palomar College*, or *Palomar Community College District*.
2. When referring to the district's campus in San Marcos, it may be called *the college campus* or *the San Marcos Campus*.
3. When referring to an individual education center, it may be called the "Palomar College (location) Center" or "the (location) Center."
Examples: *Palomar College Escondido Center*, or *Escondido Center*.
4. Each vice president supervises an *area*.
5. Each dean supervises a *division*.
6. Each chairperson supervises a *department*.
7. Directors and managers supervise *programs* or *offices*.

8. The *college logo* contains the words, "Palomar College" and "Learning for Success" with a star and representation of a comet trail. It is used on stationery and publications.
9. The *college word mark* is the name "Palomar College" in Gill Sans typeface.
10. The *college seal* is a six-sided emblem with the words "Palomar College" above a circle and "Founded 1946" below the circle, which contains a torch and an outline of San Diego County. Its use is restricted to diplomas and a small number of other official documents.

C. Titles:

1. Full names and academic degrees of individuals are listed in the catalog.
2. In directories and in most other publications, the preferred first or middle name and the last name are used, plus the title "Dr." when applicable.
3. Exceptions include letterhead and business cards where the highest degree, initials, and professional accreditation may also be listed.
4. If "Dr." is used, the appropriate suffix (Ed.D., Ph.D.) should not be used. Use one or the other to avoid redundancy.
5. Governing Board members' full names and highest degrees earned should be listed on official letterhead stationery and in major publications.
6. Department heads are *chairs* or *chairpersons*, not *chairmen* or *chairwomen*.
7. Palomar grants *Associate in Arts* or *A.A.* degrees, *Certificates of Achievement*, and *Certificates of Proficiency*.
8. Titles of books, magazines, plays, newspapers, movies, and television programs should be underlined or *italicized*. Underlining and italicizing are equivalent; use one or the other consistently.
9. Put quotation marks around titles of shorter works, such as short stories, articles, poems, songs, and chapter titles.

D. Non-discrimination Statement

Should be included in all publications with external distribution. Example: *Palomar College offers equal educational and employment opportunities regardless of sex, race, color, religion, ancestry, age, marital status, sexual orientation, national origin, or disability.*

E. Logo or Word Mark

Should be printed on all publications with external distribution and on other materials representing the College to the public, including signs, banners, clothing, and vehicles.

F. Sample Descriptive Statement for Publications

The Palomar Community College District was founded in 1946. The District covers 2,555 square miles and includes all but the coastal cities in North San Diego County. In addition to the 200-acre campus in San Marcos, the District operates eight Education Centers located in Escondido, Rancho Penasquitos, Poway, Ramona, Borrego Springs, Pauma Valley, Fallbrook, and Camp Pendleton. Palomar College is the largest of the eight community colleges in San Diego County, with a population exceeding 30,000 students. The College generates over \$100 million each year for the North County economy. Palomar offers 256 degree and certificate programs in five academic divisions: Arts and Languages; Human Arts and Sciences; Mathematics and the Natural and Health Sciences; Career and Technical Education; and Media, Business, and Community Services.

VII. General Information about Palomar College

A. Significant Facts and Numbers:

Palomar College is a public, two-year community college. Founded in 1946, it is one of 108 colleges in the California Community Colleges system. The main telephone number is (760) 744-1150. The Admissions Office extension is 2160. The extension for maintenance, custodial, or grounds services problems and repairs is 2629. The Associated Student Government (ASG) office extension is 2605. Palomar's identification code for transferring students is 4602. For financial aid applications, the institutional code is 001260. The College website address is <http://www.palomar.edu>.

B. Locations and Facilities:

The Palomar College campus is located at 1140 W. Mission Road, San Marcos, CA 92069-1487, approximately 30 miles north of San Diego. The 200-acre campus and its eight education centers serve a district covering 2,555 square miles, an area slightly larger than the state of Delaware. The eight centers are located in Escondido, Rancho Penasquitos, Poway, Fallbrook, Ramona, Pauma Valley, Borrego Springs, and on Camp Pendleton. There are eight Native American reservations and 10 tribal governments within the Palomar Community College District. In 1995, the College owned 68 buildings on its campus in San Marcos. The entire infrastructure there was replaced in 1999-2000, providing new lines and conduits for electricity, natural gas, water, storm drains, sewage, and telecommunications. In 2002-2003, plans were underway for a new science and technology classroom building and a remodeled Student Union on the San Marcos campus.

C. Employees:

The College employs more than 2,300 persons, including full-time and part-time staff. In April of 2002, there were 845 permanent employees, 898 adjunct or part-time faculty members, 223 short-term employees, and 367 student employees, yielding a grand total of 2,333 employees. Of 257 certificated employees in the fall of 1997, 257 had master's degrees, 36 had doctorates, 24 were administrators, and 24 were department chairpersons. The number of work days in each academic year for 10-month employees is 176; for 11-month employees, 194; and for 12-month employees, 228.

D. Students:

Palomar College enrolls more than 30,000 full-time and part-time students in the fall and spring semesters and approximately 18,000 during the summer session. At one point during the fall semester of 2002, there were 32,064 students enrolled, the all-time record. The fall semester "census day" count was 25,780. The full-time equivalent (FTE) total on that day was 14,187. Approximately 25 percent of the registered students at Palomar are full-time students, taking at least 12 units. Approximately 60 percent are part-time students in credit classes, and approximately 15 percent are enrolled in non-

credit classes. In the fall semester of 2002, there were more than 300 international students attending Palomar on F-1 student visas from 49 different countries. Palomar requires international students to achieve a minimum score of 470 on the TOEFL (Teachers of English as a Foreign Language) test in order to be admitted. Otherwise, anyone 18 years of age or older is eligible for admission. Persons younger than 18 may enroll with special permission. There were 2,241 high school students enrolled at Palomar College during the spring semester of 2001, and 1,717 in the 2001 summer session. The average age of Palomar students is around 30, with many older and many younger students. A majority of Palomar students are employed either part-time or full-time. Students attend Palomar for various reasons: to earn an associate in arts degree or a certificate of achievement or proficiency; to complete the first two years of a bachelor's degree; to acquire or upgrade skills; or to enjoy personal enrichment classes for lifelong learning. The College provides a "second chance" or those who did not complete a high school diploma or pursue higher education in the past.

E. Academic Divisions and Departments:

The five academic divisions at Palomar are: Arts and Languages; Human Arts and Sciences; Mathematics and the Natural and Health Sciences; Career and Technical Education; and Media, Business, and Community Services.

Instructional departments and programs within these divisions are:

Administration of Justice; American Indian Studies; American Sign Language; Art; Behavioral Sciences; Business Education; Chemistry; Child Development; Communications; Computer Science and Information Systems; Cooperative Education; Counseling; Dental Assisting; Earth Sciences; Economics; Emergency Medical Education; English; English as a Second Language; Environmental Technology; Family and Consumer Sciences; Fire Technology; Foreign Languages; Graphic Communications; History; Journalism; Mathematics; Multicultural Studies; Nursing Education; Performing Arts; Physical Education; Physics and Engineering; Political Science; Public Safety; Psychology; Regional Occupational Programs; Reading Sciences; Special Education; Speech Communications; Trade and Industry; Water Technology; Welding; and Zoology.

F. Program Majors, Degrees, and Certificates:

Students may choose from 169 different associate degree and certificate programs at Palomar. There are 87 programs in which students may receive an associate in arts degree and/or a certificate of achievement. There are 28 additional programs in which only the associate in arts degree is offered. There are 14 additional programs in which a certificate of achievement may be obtained, and another 40 programs in which certificates of proficiency may be obtained. In the spring semester of 2002, there were 3,117 individual class sections offered.

G. Culture and Community:

Palomar College serves as a cultural hub in North San Diego County. Its 399-seat Howard Brubeck Theatre is the scene of highly regarded dramatic, dance, and musical productions throughout the year. The College's Boehm Art Gallery, offering free art exhibitions, has gained a national reputation as a fine contemporary visual art space. The College also offers planetarium shows which are open to the public. Community members, students, and staff members enjoy Palomar's five-acre arboretum and its fully-equipped wellness and fitness center. The College's athletic teams for men and women consistently win regional, state, and national recognition for excellence.

H. Fees, Funding and Finances:

Residents of California are charged only \$11 per unit to attend any of the state's public community colleges. The tuition for non-residents of California in 2001-2002 was \$134 per unit. According to the California Postsecondary Education Commission (CPEC), state expenditures per full-time student in 2001-2002 were \$4675 for community college students; \$7,080 for K-12 students; \$10,822 for California State University students; and \$25,554 for University of California students. The unrestricted, general fund budget in 2001-2002 was \$89.1 million. The restricted funds budget was \$20.2 million. The College generates over \$100 million each year for the North San Diego County economy.

I. Athletics:

Palomar College has 19 athletic teams in 12 different sports. These include both men's and women's teams in basketball, volleyball, tennis, soccer, swimming, water polo, and cross country. The College also competes against other colleges in football, baseball, softball, golf, and wrestling. Admission is free to all home athletic events held during the day. Admission to evening competitions is also free for students with Palomar Identification Cards; \$2 for other students with student identification; \$2 for senior citizens 60 years of age or older; and \$5 for the general public.

Appendix: Task Force Members and Contact List

A. Overall Program

Dale Wallenius, Chief Advancement Officer, ext. 2733
Darla Wilson, Director, Marketing Communications, ext. 2152

B. Logo, Seal, and Design Applications

Margie Adcock, Graphics Specialist III, Creative Services, ext. 3088

C. Printing and Paper Specifications, Ordering

Ken Dodson, Supervisor, Printing and Duplicating Services, ext. 3076

D. Web Identity Guidelines

Terry Gray, Supervisor, Academic Technology, ext. 2877

E. Permanent and Temporary Signage

Mike Ellis, Director, Facilities, ext. 2655

F. Athletics Logo and Design Applications

John Woods, Director, Athletics, ext. 2464

G. Writing Style Guidelines, College Information

Mike Norton, Director, Public Information, ext. 2150

H. Trademark, Licensing, Legal Issues

Dale Wallenius, Chief Advancement Officer, ext. 2733

I. Other Task Force Members

Mea Daum, Publicity/Program Coordinator, Performing Arts, ext. 2317
Doug Durrant, Chairperson, Art Department, ext. 2315
Ellie Masiello, Staff Assistant, Admissions, Records, & Veterans'
Services, ext. 2170