

ELMIRA COLLEGE

Branding & Style Guide

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OUR VERBAL IDENTITY

Why the Elmira College Brand Matters

One of the central goals of our branding initiative is to establish a clear image of Elmira College. Key to this effort is a consistent verbal and visual identity. This guide is a resource for anyone creating content for the Elmira brand. Please remember that all externally developed content (via College vendors) is subject to review by the EC Communications & Marketing team.

Verbal Identity

Elmira College's verbal identity is a composition of our mission, vision, and key messages, as well as our brand's voice and tone.

The Elmira College Name

The institution's full name is Elmira College. In most cases, the full name should be used on first reference. Once the identity of the institution has been clearly established, or if it is self-explanatory, refer to the institution as EC, Elmira or the College.

Vision

Elmira College will be recognized as a leader in broad-based, interdisciplinary education, offering innovative programs that combine experiential learning, on- and off-campus leadership opportunities, and community engagement. The College's curricular and co-curricular programs will demonstrate a commitment to diversity, inclusion, and global awareness with a strong emphasis on the interconnectedness of world cultures and the historical exchange of ideas.

Mission

Grounded in the liberal arts and sciences, Elmira College provides a collaborative and supportive environment that enables students to become active learners, effective leaders, responsible community members, and globally engaged citizens. Proud of its history and tradition, the College is committed to the ideals of community service, and intellectual and individual growth.

About Elmira College

Founded in 1855, Elmira College is a private, residential, liberal arts college offering 25-plus majors, an honors program, 17 academic societies, and 18 Division III varsity teams. Located in the Southern Finger Lakes Region of New York, Elmira's undergraduate and graduate student population hails from more than 20 states and nine countries. Elmira is a Phi Beta Kappa College and has been ranked a top college, nationally, for student internships. The College is also home to the Center for Mark Twain Studies, one of four historically significant Twain heritage sites in the U.S., which attracts Twain scholars and educators from around the world for research on the famous literary icon. Proud of its history and tradition, the College is committed to the ideals of community service, and intellectual and individual growth.

***** All materials that will be presented to external audiences (including prospective students, families, alumni, donors) must be reviewed and pre-approved by the Office of Communications and Marketing. *****

***** AI-Generated Content:** We believe strongly in ensuring content is accurate and adequately credits the creativity of the author. Plagiarism and copyright infringement are not acceptable. Whenever generating content on behalf of the College, it is incumbent on you to ensure both the accuracy and originality of that content. Therefore, AI-generated content is not preferred. ***

BRAND NARRATIVE

The world is waiting for you.
And while it's far from perfect...
It's yours.

You have the opportunity to make it what you want...
And lead in your own way.
As you set out to find your place in the world...
Start by finding your place at Elmira College.

Here, we celebrate who you are...while preparing you for wherever you're going...
With a heritage and culture that's been forward-thinking from day one, as the first college for women with a course study equivalent to men's.

Today, it means bringing together a liberal arts education with professional programs...
Balancing the emotional with the practical...
And shaping critical thinking and a broad view of the world...
While equipping you with targeted tools and skills to succeed in the professional world.

It's also about giving you opportunities to be, well, you...
Immerse yourself in everything our campus has to offer...
Learn to be the leader you know you are...
And join a community that's close-knit, fun-loving, and just the right amount of quirky.

The best part?
97% of Elmira College students complete a career-related internship before graduation.
100% of courses are taught by EC faculty members.
And it all comes with one of the lowest undergraduate tuition prices of any four-year private college or university in the region.

The challenges and complexities in today's world demand you at your very best.
So demand a college that helps bring it out.

Whether it's in a classroom or a conference room...
In a scientific field...or on a sports field.
On a stage, in a lab or part of a club...
The world is waiting for you.

Are you ready? We are.
And Elmira is your place.

VOICE

Brands, like people, have a voice – one that conveys intention and personality. Our audience recognizes us by our brand – and, if we're lucky – they build a lasting relationship with us based upon that recognition.

Our brand's voice is one of the most effective ways we have of communicating our unique approach to education. The Elmira College voice, much like the visual brand should be welcoming, accepting, bright, respectful, and should encourage fun and show off the quirky that EC has to offer.

We speak conversationally but professionally, and are able to convey important information and instructions in a clear, precise manner.

With a wide range of stakeholders, a one-size-fits-all approach isn't necessarily attainable, but it is made easier by recognizing that they are all important members of the EC community.

TONE

The welcoming, accepting, bright, respectful voice of Elmira College should be consistent across platforms – whereas the tone will change based on a number of factors. The audience (students, prospective students, alumni, staff and faculty, etc.) and medium (email, phone, website, social media, etc.) should all be considered when choosing the tone of your communication.

A good analogy that helps clarify voice versus tone is to consider how you speak: It's normal to adjust your tone depending on who you're talking to and about what topic, but your voice doesn't change.

Your tone will depend on:

Whom you're communicating with – students versus staff/faculty.

What you're talking about – a new degree program versus an alumni networking event.

DO'S AND DON'TS

It's important to be conversational and engaging without compromising credibility. Keep that in mind when drafting content for the College.

Friendly language is:

Accessible
Genuine
Inclusive
Empathetic
Conversational
Uplifting
Respectful
Encouraging
Accountable
Loyal

Example:

Congratulations! Welcome to the Elmira College family. We can't wait to see you this fall.

Friendly language is NOT:

Making fun
Inappropriate
Cheesy
Insincere
Cliché
Patronizing
Effusive
Dismissive
Boring
Robotic

Example:

You've been accepted to Elmira College. Visit elmira.edu to review your next steps.

Engaging, professional language is:

Collaborative
Innovative
Smart
Confident
Proactive
Dependable
Motivational

Example:

Today's world demands you at your very best. Demand a college that helps bring it out.

Engaging, professional language is NOT:

Preachy
Arrogant
Droll
Jargon-heavy
Esoteric
Dismissive
Gimmicky

Example:

If you're looking to advance in your career without furthering your education, you're not trying hard enough.

BEST PRACTICES

Don't bury the lede.

This old journalism expression means that the writer should include the most important information first. Don't make your audience read two paragraphs before they understand what you're trying to tell them. Chances are, they'll lose interest before they even get there.

It's ok to use contractions!

Don't instead of do not, isn't instead of is not, etc. We're speaking to people about their hopes, dreams, and futures – not analyzing data in a peer-reviewed scientific journal.

Speak to your audience, not at them.

Use "you will learn" instead of "students will learn," etc.

Use active voice vs. passive voice.

Using active voice makes your message clear for readers, and keeps sentences from becoming too clunky or wordy.

Less is more.

Readability improves when you don't overwhelm the reader with unnecessary words or unimportant information. As a general rule, strive to be clear and concise.

Break up text into readable chunks.

Try to keep paragraphs to no more than three sentences. Bulleted and/or numbered lists are helpful, but keep bulleted lists to five items or fewer (if possible). This helps with readability as well as a designer's use of white space.

Have a clear call to action.

Particularly in digital communications, be clear on what action or series of actions you want the reader to take.

Use numbers to help illustrate a point.

Just make sure they're straightforward, accurate, and easy to understand, like percentages or ratios (e.g., 37% more jobs by 2026, or 1 in 4 students will go on to pursue a master's).

STYLE AND USAGE

Style consistency ensures that all of Elmira College's departments and divisions are conveying the same message in all printed materials. Consistency in style, as in graphic design, helps build an effective identity for the College.

Like most colleges and universities, Elmira College uses the Associated Press Stylebook as a reference guide. Exemptions from AP style include scholarly papers or works produced by College employees for external organizations, classroom materials, grant applications and publications produced by approved student organizations.

The information provided in this guide is not comprehensive. Please refer to a reputable dictionary, grammar manual or the Associated Press Stylebook with questions.

ABBREVIATIONS

Do not use abbreviations unfamiliar to most readers. On first reference, use the full name, e.g., Student Alumni Council. On second reference, use only the abbreviation or acronym – SAC.

ACADEMIC DEGREES

The following abbreviations are commonly used at Elmira:

- BA = bachelor of arts
- BS = bachelor of science
- BSN = bachelor of science in nursing
- MS = master of science
- MSEd = master of science in education
- MBA = master of business administration
- MSN = master of science in nursing
- PhD = doctor of philosophy

Note: We do not put periods in academic degree abbreviations.

The word degree should not follow an abbreviation.

Right:

He has a BA in history.

Wrong:

He has a BA degree in history.

Note: The preferred form is to avoid abbreviation and instead use a phrase such as: John Doe, who has a master's in biology.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

Right:

Dr. Jane Smith or Jane Smith, PhD

Wrong:

Dr. Jane Smith, PhD

When used after a name, an academic abbreviation is set off by commas: John Smith, PhD, spoke at the ceremony.

ABBREVIATIONS (continued)

Months

Do not abbreviate months in formal communications or publications such as news releases, letters, and public-facing print materials.

Months may be abbreviated for informal pieces where space is restricted (emails, social media).

Do not abbreviate months when used alone or only with a year: October 2004.

Never abbreviate March, April, May, June or July.

States

Spell out the names of states when they stand alone when listing a state with a city in text.

Right:

Ashley is from Charleston, South Carolina, or Allison lives in Knoxville, Tennessee

Wrong:

Karen is from Atlanta, GA.

JR., SR., II, AND III

Jr. and Sr. should not be preceded by a comma. When using II, III, IV and so on, the comma is optional but is generally not used.

Right:

John Smith Jr.

John Smith III

CAPITALIZATION

ACADEMIC DEGREES

When referring to degrees in general, lowercase the first letter of the degree and use the apostrophe + s ('s).

Right:

John Smith holds a bachelor's degree, a master's degree and a doctoral degree.

Wrong:

John Smith holds a Bachelor's Degree.

Note: A person holds either a doctoral degree or a doctorate. There is no such thing as a doctorate degree.

CLASSES AND COURSES

Use lowercase when you refer to courses and classes (a course lasts all semester; a class is an individual meeting of a course), unless you use the specific name of a course or the course uses a proper noun or numeral.

Right:

I had a math class and a science class.

I am taking Calculus II and Introduction to Spanish.

THE INSTITUTION AND ITS DIVISIONS

Capitalize the word "College" when referring to Elmira College, even though the word "Elmira" may not be included in the sentence, but not when referring to colleges in general.

Capitalize the complete names of academic and administrative offices, e.g., Division of Enrollment Management, Office of Campus Life, the Registrar's Office.

Capitalize full names of Elmira organizations and events, e.g., Board of Trustees, Commencement, Holiday Banquet, Student Alumni Council.

MAJORS AND PROGRAMS

Capitalize majors, specializations or concentrations of study, e.g., Environmental Science, Fashion Marketing, or Medicinal Plant Chemistry.

STATE AND FEDERAL

Always lowercase state and federal, unless the words are used as part of the formal names or titles of organizations.

Right:

the federal loans the state grants

the state of New York or New York State Department of Health

Federal Stafford Loan

BUILDINGS

Use the official name of campus facilities with capitals in formal communication. On second reference, if the name is partial, you may shorten the name with the appropriate designation. On second reference when you use no proper name, lowercase hall, center and building. Do not use building, hall and center interchangeably.

Right:

The Peterson Chapel hosts many performances each year. The chapel has excellent acoustics.

NAMED BUILDINGS AND AREAS:

Admissions House	Hanlon Hallway	Gillett Memorial Hall
Alumni Hall	Health Sciences Center	Hamilton Hall
Anderson Hall	The Dalrymple Conference Room	Great Hall
Campus Center	The Neurohr Conference Room	Harris Hall
1855 Room	Hoffman Parlor	Kolker Hall
Benjamin Room	Jephson Music Room	Kolker Amphitheatre
Buechner Conference Room	Mark Twain Exhibit	Mark Twain Study
Campus Center Board Room	Palmer Kitchen	McGraw Bookstore (also called, The
Campus Center Dining Hall	Peterson Chapel	College Store)
Campus Center Portico	Rose Office	McGraw Hall
George Waters Gallery	Sanford Seminar Room	Founders Room
MacKenzie's	Emerson Hall	Mandeville Board Room
Purple Iris Room	Chemung Canal Fitness Center	Meier Hall
Soaring Eagles' Room	Locke Swimming Pool	Basel Lounge
The President's Dining Room	Evans Classroom	Grandt Office
Tifft Lounge	Gibson Theatre	Howell Seminar Room
Carnegie Hall	Hall Seminar Room	Morris Classroom
Clarke Health Center	Julia Boyer Reinstein '28 Bell Tower	Mouquin Catering Kitchen
College Cottages	Liebich Classroom	Stephans Lounge
Benjamin	Mildred Whittlesey McGraw Chapel	Murray Athletic Center
Langdon	Nancy Sanford Myers '44 Dance	Perry Hall
Lent	Studio	Quarry Farm
MacKenzie	Speidel Gymnasium	Tompkins Hall
College Post Office	Fassett Commons	Twin Towers Residence Hall
Columbia Hall	Gannett-Tripp Library	Watson Fine Arts
Cowles Hall	Robert and Doris '64 Malesardi	Watson Arena
Alumni Portico	Finance Trading Room	
Eaton Seminar Room	Nathenson Computer Center	
Elander Portico	Tripp Lecture Hall	

REGIONAL DESIGNATIONS

Geographic regions are capitalized; compass points are not.

Note: Capitalize regions/compass points when part of a proper name: North Dakota; or when used in denoting widely known sections: the Lower East Side of New York, the Upstate, the Finger Lakes.

TIME

Do not capitalize a.m. or p.m. and do not space after the first period. AM refers to radio transmission, not a time of day. Use noon or midnight rather than 12:00 p.m. or 12:00 a.m. Do not use 12 before noon or midnight.

TITLES

Capitalize Board of Trustees and Trustee as a title before a name.

Do not capitalize faculty or president (except when referring to the President of the United States, or when used before a name, e.g.: President Lindsay).

Exceptions are formal uses, such as headlines, invitations or nametags.

Right:

She has been a Trustee since 1988.

The Board sets policy for the College.

OFFICIAL AND COURTESY TITLES

Titles should be capitalized before and after a name: Vice President of Administration Jane Doe addressed the student body. When used after a name, a title is set off by commas: Jane Doe, Vice President of Administration, spoke at the meeting.

Do not put a courtesy title before a person's name if a degree title follows it. Use degree abbreviations only after a full name, never after just a last name.

Titles such as CPA and APR should be preceded by a comma and should be written in full caps with no periods.

The title Dr. may be used when the person holds an earned doctoral degree, such as a PhD, EdD or MD. A juris doctorate (JD) is not considered a doctoral degree. A title is never used for an honorary degree.

Courtesy titles such as Mr., Mrs., Ms. and Miss are generally not used in official publications.

Right:

John Smith, PhD or President John Smith or Dr. John Smith

Jane Smith, CPA

STUDENT TITLES

Student titles, such as president of the Student Government Association, are always lowercase unless preceding or succeeding a name: John Doe, President of the Student Government Association, is a member of the committee.

Do not capitalize freshman, first-year student, sophomore, junior or senior. When referring to a particular class year, capitalize class: Class of '99, Class of '85.

SEASONS

The names of seasons and all derivative words (e.g., springtime) are only capitalized when part of a formal name: Winter Olympics.

INTERNET TERMS

- web is lowercase when it stands alone.
- website, one word, not capitalized
- web page is two words not capitalized
- webcast, one word, not capitalized
- internet is lowercase
- HTML is capitalized (HyperText Markup Language)
- online, one word, not capitalized
- email, not capitalized, no hyphen
- livestream, not capitalized, one word

NUMERALS

DATES AND TIMES

Be consistent with use of hyphens and/or the word to. Don't use a hyphen with the word from.

Right:

Registration is May 7 - 9, 8:00 – 10:00 a.m.

Registration is May 7 - 9, 8:00 a.m. – 4:00 p.m. The exhibit runs from May 1 to May 31.

Do not use st, th, etc., with dates except when the month is not written.

Right:

Submit applications by October 14. Submit applications by the 14th.

MONEY

Use the dollar sign and numbers only: \$15. For dollar amounts beyond thousands, use the dollar sign, number and appropriate word: \$14 million.

NUMBERS

Spell out numerals one through nine and numerical designations first through ninth; use numerals for anything higher.

Right:

the first semester, the 10th sample

the university's 40th anniversary

Exception: ages (use figures).

TELEPHONE NUMBERS

If a publication is for use on campus only, write ext. 8044, not x8044. If the publication will be sent off campus, print the entire phone number with area code. Use parentheses for the area code, leaving a space after the second parenthesis: (607) 735-1855.

TIME

Write the hour, using a colon and double digits, with a.m., p.m.

Right:

The class begins at 8:00 a.m. The class begins at 10:30 a.m.

For 12:00 a.m. and 12:00 p.m. use noon and midnight without the numeral 12.

PLURALS AND POSSESSIVES

NAMES

Form plurals of family names that end in s by adding es: Joneses.

PLURALS

Form plurals of the following by adding only s: the early 1960s (the '60s); twos and threes

Form plurals of single letters by adding 's: S's, A's, and I's the three R's x's and y's

Form plurals of multiple letters by adding s: ABCs, PhDs

PUNCTUATION

PUNCTUATION SPACES

Use only a single space after periods, question marks, colons, and other sentence-ending punctuation marks.

PARENTHESES

Do not place a period or other punctuation inside parentheses unless the enclosed words form an independent sentence.

PUNCTUATION WITH QUOTATIONS

Commas and periods always go inside quotation marks. Exclamation points and question marks go inside the quotation marks when they are a part of the quoted phrase or sentence — otherwise, they go outside the quotation marks.

Semicolons and colons should be placed outside quotation marks. If the quoted matter ends in one of these marks, the semicolon or colon is dropped.

In running quotations, each new paragraph should begin with open quotation marks.

PUNCTUATION WITH CITIES, COUNTRIES AND DATES

Commas should be used after a date or place.

Right:

On January 1, 2004, a new year began. The Summerville, S.C., native enrolled.

TITLES: ITALICS AND QUOTES

All composition titles are in quotation marks. This includes songs, movies, and literary works. Italics may be used in place of quotation marks.

HYPHENS AND DASHES

A hyphen (-) is a single short mark. It is used to join words or numbers.

A dash (—) is a single long mark, not two hyphens (--). A dash should have a space on either side. Typing this way in Microsoft Word will usually cause the AutoFormat function to turn the character into a dash. In Microsoft Word, you may also go to the Insert menu and drag down to Symbol to find a dash.

EC Degrees and Class Years

Elmira College uses the traditional Latin format for undergraduate degrees on certain formal documentation.

Bachelor of Science = Scientiae Baccalaureus or SB

Bachelor of Arts = Artium Baccalaureus or AB

In general usage, the contemporary BS or BA should be used.

Identify past and current students by their class year with a backward curling apostrophe (') before the year.

Right:

Marie Jones '78 is the guest speaker.

If a person has more than one degree, place a comma between the class years.

Right:

John Smith '78, '84 is the graduation speaker.

When a person has multiple degrees of the same level, put them in order from left to right based on when the degrees were received. Include the class year only for degrees received at Elmira College.

Examples:

Jane Smith '96, MS '02, MEd

John Smith '17, PhD or Dr. John Smith '17

When writing about married alumnae, include their maiden names for clarification.

Right:

John '78 and Carolyn Brown Smith '79 are active alumni.

Alumna — a female graduate (singular)

Alumnae — female graduates (plural)

Alumnus — a male graduate (singular)

Alumni — graduates (plural - all male or both genders)

Alum, Alums — graduates, singular and plural

EC STYLE GUIDE CHEAT SHEET

Dates & Time

Dates

Use month and day only.

May 7 not May 7th

Day of the Week

It is best to put the day of the week when advertising a single date.

Saturday, May 7

Times

Use date, space and a.m., p.m.

Midnight & Noon: use words, do not use numerals

8:00 – 10:00 p.m. | 7:30 a.m.

not 8:00 AM | 7:30pm

Noon | Midnight

not 12 p.m | 12 a.m. | 12 noon

Years

Do not use the year on an advertisement unless the event is in the following year. Years on programs or invitations are okay.

Communication

Website

Avoid using www. unless it adds symmetry.

elmira.edu

(No www.)

Phone Numbers

Use parentheses, not hyphens or dots.

Leave a space after the second parenthesis.

(607) 735-1855

not 843-863-7050

or 843.863.7050

Punctuation

Numerals

Spell out one through nine; use numbers for 10 and above.

one, two, 10

not 1, 2, ten

Quotation Marks

Periods go inside quotation marks.

Only use quotation marks for quotes, use italics for titles.

"You rock." not "You rock".

Oxford Commas

Use oxford commas for clarification.

A, B, and C

not A, B and C

Academic Degrees

Do not use periods after initials.

PhD not Ph.D.

BA not B.A.

Class Years

Use backward curl.

'78

THE COLLEGE LOGO

As a distinctive visual identity, the Elmira College logo is the most immediate representation of our institution and our people. It is a brand, a stamp of quality, that unites us. From the courses we teach to the exceptional student experience we provide, both on and off campus. Therefore the logo should be used in all situations that call for the official mark of the college.

Contact the Office of Communications & Marketing for the needed logo file.

The logo can only be used in non-Elmira College publications or displays with the approval of the Office of Communications & Marketing.

Primary Logos

Elmira Wordmark

- The Elmira wordmark should be used as the primary visual representation for print and digital pieces.
- When the Elmira wordmark is used near other objects, the clear space around it should be no smaller than one half of the height of the 'R'. Refer to image below for reference.
- The Elmira wordmark should not be shown less than 14px tall for digital use and .2" tall for print use.



ELMIRA COLLEGE \perp .2"

ELMIRA COLLEGE

ELMIRA COLLEGE

ELMIRA COLLEGE

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ELMIRA COLLEGE

Primary Logos, Continued

Elmira Shield and Wordmark

- The Elmira Shield may be used as a primary logo in combination with the wordmark.
- The Elmira Shield and Wordmark combination is primarily used for institutional and academic materials.
- The Elmira Shield is one- (or two-) colors.
- The Elmira Shield should not be shown less than 36px tall for digital use and .5" tall for print use.



One- (or Two-) Color Shield and Wordmark Combination:



Primary Athletic Logo

Elmira Eagle

- The Elmira Eagle should be used primarily for athletics, but may be used in creative materials and also for student-centered and/or recruitment materials.
- When the Elmira Eagle is used near other objects, the clear space around it should be no smaller than one third of the height of the Eagle.
- The Eagle should not be shown less than 27px tall for digital use and .375" tall for print use.



Elmira Eagle with wordmark (Stacked)

- When the stacked Eagle wordmark is used near other objects, the clear space around the logo should be no smaller than one third of the height of the logo.
- The stacked logo should not be shown less than 36px tall for digital use and .5" tall for print use.
- The eagle should always be placed above or to the left of the wordmark, never below.



Secondary Logos

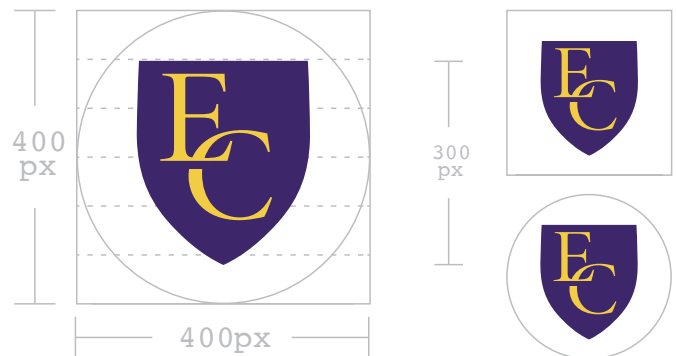
Elmira Full-Color (FC) Shield

- The Elmira FC Shield may be used as a secondary logo in specific circumstances such as legacy, or very formal documents.
- The Elmira FC Shield should be used with the full-color wordmark if applicable.
- The Elmira FC Shield may be used alone as a graphic element.
- The one- (or two-) color Shield with a ribbon is reserved for legacy or more formal applications.
- The Elmira FC Shield should not be shown less than 36px tall for digital use and .5" tall for print use.



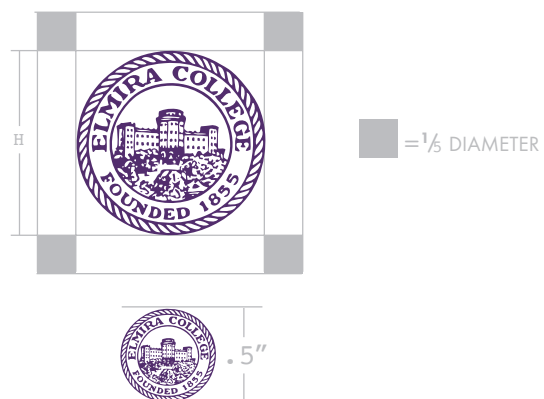
Elmira Shield for Digital Use

- **The solid EC Shield should only be used for social media icons or favicons.**
- To ensure the logo is centered visually in either a square or circular social media icon, at least 1/4 of a total height should be left at the top. Note: Please follow icon dimension guidelines as dictated by each social media platform.



Elmira Seal

- The Elmira Seal should only be used for materials from the President's office and Registrar's office.
- When the Elmira Seal is used near other objects, the clear space around it should be no smaller than one fifth of the diameter of the seal.
- The Elmira Seal should not be shown less than 36px diameter for digital use and .5" diameter for print use.



Visual Guidelines

CORRECT/INCORRECT LOGO USE: Please do not attempt to create/recreate, add other graphics or manipulate any part of the logo for application. The logo must not be altered in any way and should always be used in the proportion and configuration shown.

EXAMPLES OF INCORRECT LOGO USE:

Incorrect:
Horizontally squashed

~~ELMIRA COLLEGE~~

Incorrect:
Horizontally stretched

~~ELMIRA COLLEGE~~

Incorrect:
Horizontally stretched



Incorrect:
Horizontally squashed and altered with text



Incorrect:
Altered, darkened



Incorrect:
Altered with non-EC color



Incorrect:
Horizontally stretched



Incorrect:
Altered with non-EC color



Incorrect:
Wordmark horizontally squashed



Incorrect:
Not the full color wordmark, slightly different font, and wider letter spacing (tracking)



Incorrect:
Eagle Facing Left



Incorrect:
Eagle Facing Left



Incorrect:
Eagle below wordmark



FONTS

MINION PRO BOLD HEADLINE

SAMPLE TEXT

Minion Pro Bold is the primary typeface for headlines. It is also the typeface that the Elmira College Wordmark is based on.

Futura PT Book

Body copy

Sample text for when typing more than a headline. Use for paragraph text.

Futura PT Book is an Adobe font and the primary font for body copy on public-facing print and digital materials. Other versions of Futura, like Futura Book or Futura BT Book can be used in place of Futura PT Book.

Futura PT Family

Display Text

SAMPLE TEXT

Other weights of the Futura PT Font Family may be used creatively as a display typeface, or to create additional levels of hierarchy in EC materials.

NOTE: If possible, make sure Minion Pro and Futura are available on your computer. If Futura is not available, a sans-serif font such as Arial or Helvetica is the recommended for use in Microsoft Office documents and PowerPoints. Emails should also utilize Arial, Helvetica or the generic "Sans Serif" option.

COLOR PALETTE

Primary



ELMIRA PURPLE

C: 80 M: 95 Y: 0 K: 35
R: 63 G: 30 B: 107
Hex: #3F1E6B
(PMS 269 c)



ELMIRA GOLD IRIS

C: 6 M: 16 Y: 85 K: 0
R: 241 G: 205 B: 68
Hex: #F1CD44
PMS 129 c

Secondary



ELMIRA GOLD

C: 33 M: 43 Y: 100 K: 9
R: 168 G: 132 B: 43
Hex: #A8842B
(PMS 871 c)



ELMIRA SLATE

C: 0 M: 0 Y: 0 K: 90
R: 65 G: 64 B: 66
Hex: #414042



ELMIRA TAUPE

C: 23 M: 24 Y: 30 K: 0
R: 197 G: 185 B: 172
Hex: #C5B9AC
(PMS 7528 c)

Department-Specific Logos

Department logos must abide by branding guidelines. Below are two format options. The Office of Communications and Marketing should be contacted for department-specific logo requests.

*Note: Materials that will be presented to external audiences must be reviewed and pre-approved by the Office of Communications and Marketing prior to distribution.

ELMIRA COLLEGE
— Office of Campus Life —



ELMIRA COLLEGE
— Office of Campus Life

Branded PowerPoint Templates

Branded PowerPoint templates are available by contacting the Creative Content Coordinator or Vice President of Communications & Marketing.

Email Signatures

Following are three options for formatting email signatures. The image (Elmira College wordmark, address and website) should be hyperlinked to elmira.edu. The image size should be set to "Large." The Futura PT Book font and the branded RGB purple are not options in Gmail settings, so the font should be set to the regular San Serif font with the purple set to the second up from the bottom option (53 28 117).

First M. Last, PhD

Title

O: (607) 735-17XX

jdoe@elmira.edu

ELMIRA COLLEGE

One Park Place | Elmira, New York 14901

elmira.edu

First M. Last, ABC

Title

Room XXX, Building Name

O: (607) 735-XXXX

jdoe@elmira.edu

ELMIRA COLLEGE

One Park Place | Elmira, New York 14901

elmira.edu

First M. Last, MBA, MS, PhD

Title

Second Title

Club/Organization, Title (ex: EC Concert Ensemble, Advisor)

Other representation/ EC affiliation

Room XXX, Building Name

O: (607) 735-XXXX | C: (607) 123-4567

H: (607) 987-6543 | Fax: (607) 735-XXXX

email

Twitter: @username | Instagram: @username | LinkedIn

ELMIRA COLLEGE

One Park Place | Elmira, New York 14901

elmira.edu

Business Cards

Each Division/Department/Office has a designated individual approved to order business cards through Quicker Printer/DataFlow. Quicker Printer/DataFlow has three approved designs on file: Athletics, Admissions, All Other. They are not authorized to make design changes.

Process:

1. Card requestor should submit business card request to designated Division/Department/Office staff for budget approval and ordering.
2. Designated Division/Department/Office staff member submits order to Quicker Printer via their [online order form](#). On the form, please select "Returning Customer" and list Elmira College as the Company. In the Project Details section, include name, title, phone (office and/or cell, as appropriate), email address as it should appear on the card along with which card template Quicker Printer is to use.
3. Quicker Printer will email a proof to the Division/Department/Office staff for final approval.
4. Once Division/Department/Office staff emails final approval, Quicker Printer will print the cards and deliver them to the EC Post Office. QuickerPrinter will email the final invoice to the Division/Department contact and apgeneral@elmira.edu.
5. Division/Department/Office staff should process invoice as appropriate.

Card quantities and pricing are:

- 100 = \$30.00
- 250 = \$39.00
- 500 = \$59.00

Typical turnaround time: 2-3 business days

Division/Department	Approved Design	Contact
Academics including Career Services and Student Success	All Other	Cheryl Baumgartner
Advancement/Alumni Engagement	All Other	Valerie Rosplock
Admissions	Admissions	Jessica Brown
Campus Life, including: Campus Engagement, Campus Safety, Clarke Health Center, DEI & Title IX, Residence Life	All Other	Liz Lambert
Athletics	Athletics	Collin Hetherington, Erin Gehen or Rhonda Faunce
Communications & Marketing	All Other	Jen Swain
Finance & Administration	All Other	Sarah Finnefrock
Office of the President	All Other	Mary Barrett

COMMUNICATIONS & MARKETING

The Office of Communications & Marketing mission is to assist in articulating the mission, vision, and values of Elmira College, in partnership with internal and external College stakeholders, through the creation and development of communications, branding, and marketing strategies that tell Elmira's compelling story. The office is responsible for creating integrated marketing, advertising, and public relations to enhance Elmira College's image and accomplish its mission and vision.

***Note: All materials that will be presented to external audiences (prospective students, families, alumni, donors) must be reviewed and pre-approved by the Office of Communications and Marketing.**

Our responsibilities include, but are not limited to:

- Media relations
- Design and printing requests
- Advertising
- Marketing materials (newsletters, invitations, brochures, banners, etc.)
- Editorial assistance (writing/editing/proofreading)
- Strategic marketing and communication plans
- Event materials
- Electronic and web-based communications
- Elmira College's official social media accounts

STAFF

Jennifer L. Swain, APR
Vice President of Communications & Marketing
(607) 735-1894
jswain@elmira.edu

Justin Cates
Digital Content Producer
(607) 735-1982
jcates@elmira.edu

Sarah Grossman
Director of Communications and Content Strategy
(607) 735-1870
sgrossman@elmira.edu

Matt Hicks
Web Content Manager
(607) 735-1966
mhicks@elmira.edu

John Shanchuk
Creative Content Coordinator
(607) 735-1891
jshanchuk@elmira.edu

DESIGN AND PRINT SERVICES

Who to contact: Creative Content Coordinator

John Shanchuk at (607) 735-1891 or jshanchuk@elmira.edu

Communications & Marketing provides graphic design services to EC departments. All requests for graphic design and printing services must be submitted to Communications & Marketing **at least four weeks** before the completed project is needed. Larger projects may take more time. The Creative Content Coordinator will work with the department to identify an appropriate vendor to meet quality and budget requirements.

The originating department is responsible for providing:

- Text content in Microsoft Word format
- Any additional content (photos, logos, etc.)
- Accurate, factual information: titles, phone numbers, web addresses, the spelling of names, etc.
- Dimensions
- Quantity
- Due Date
- Budget number

MAILING

All publications to be mailed must meet the regulations of the United States Postal Service. If the department's project is to be mailed, the department is also responsible for:

- Ensuring funds are available for postage and mailing
- Alerting the EC Post Office Manager at least two weeks in advance.
- Providing a complete, edited mailing list in Microsoft Excel format
- Date to mail

EDITING AND PROOFING

Communications & Marketing edits and proofs your project according to the Associated Press Stylebook. Each project is evaluated to make sure the content and design adhere to EC branding and marketing standards.

APPROVAL AND PRINTING

The originating department will approve the project for correct content, departmental information, etc. It is the department's responsibility to confirm all information is correct and any reprints due to missed errors will be at the cost of the department.

The originating department is responsible for completing a purchase requisition based on the estimate provided by the printer. Upon completion, the order will be processed, printed, and delivered to campus, or sent to the appropriate mail house, as applicable.

MEDIA RELATIONS

Who to contact: Director of Communications & Content Strategy
Sarah Grossman at (607) 735-1870 or sgrossman@elmira.edu

Effective communications with the media are essential to carry out the College's mission. The OCM seeks to:

- promote the college's achievements, its community members, activities and events of significance
- expand the positive visibility of the college
- ensure that accurate information is communicated to stakeholders and the public regarding incidents and issues of a controversial and/or sensitive nature.

How do I get news out to the campus and wider communities?

News items should be sent to news@elmira.edu as soon as they are identified, so that they can be worked into the posting and distribution schedule. The OCM will prepare an article for publication to the website news section, and other outlets as appropriate. All releases intended for off-campus or external audiences should be routed through the Director of Communications and Content Strategy, with the exception of releases issued from the Athletics Department, which are the purview of the Director of Sports Information. High quality photos should be included whenever possible.

How can I get publicity for my event?

The Director of Communications and Content Strategy may aid in developing a strategy for coverage in the local media outlets. The farther in advance the planning begins, the better chance there is for coverage. Television morning spots require at least a two week advance notice; contact the Director of Communications and Content Strategy to schedule.

Positive media coverage is an integral element of the College's communications program. Any ideas for articles or pieces that would positively portray the College, its work or its community should be directed to Director of Communications and Content Strategy. In a similar manner, the Director of Communications and Content Strategy should be notified about potential negative news that could generate media interest.

What if a reporter contacts me directly?

While most local media representatives know that they should go through the OCM, College employees may still be approached directly. Obtain the name of the person calling, the media organization, nature of the inquiry, and story deadline, then call the Director of Communications and Content Strategy at (735-1870), or in his/her absence, the Vice President of Communications and Marketing (735-1894), with the information collected.

The Director of Communications and Content Strategy will coordinate campus visits by reporters and news crews (in advance), notify appropriate College personnel that visitors are on campus, and guide visitors to the appropriate office.

NEWS STORY SUBMISSIONS

Who to contact: Director of Communications & Content Strategy
Sarah Grossman at (607) 735-1870 or sgrossman@elmira.edu

Do you or someone you know have a success story about your experiences at Elmira College that you'd like to share? Please use the format below to submit your information to the Director of Communications and Content Strategy. The Office of Communications and Marketing will share your story through appropriate channels such as the Elmira.edu web site, our social media sites and/or distribution to our wider media outlets.

Please include the following information in your email:

- Name: As you want it to appear in publicity.
- Category: Student Alumni Faculty Staff
- Students/Alumni: Please include your major, degree, graduation year, and hometown
- Faculty/Staff: Please include your title and department
- Success Story: Tell us how your story relates to Elmira College or how the college helped to make your success possible.
- Photo: Please provide a photo that can accompany the story. A professional head shot or a photo from an event, conference, presentation, etc., would all be appropriate.

Email Address and Telephone

Let us know the best way to get in touch in case we have follow-up questions. This information will not be shared publicly.

PHOTOGRAPHY AND VIDEO SERVICES

Who to contact: Creative Content Coordinator

John Shanchuk at (607) 735-1891 or jshanchuk@elmira.edu

Communications & Marketing may aid the campus community with photography/videography services, as time and equipment permits. Please keep in mind:

- Requests for OCM photography/videography services are honored based on the priorities of the College. All other requests will be processed on a first-come, first-serve basis.
- Requests are prioritized and entered into a project queue based on the following factors:
 - Relevance to College priorities
 - Date the project is received
 - Project deadline
 - Complexity of the project

Not all photography/videography requests may be met, based on time and resource constraints, so at these times, a freelance professional may be recommended for possible hire by the requesting individual/department. Communications and Marketing can recommend vendors, but the requesting department is responsible for contracting with and ensuring the expense is covered.

Do photo waivers need to be completed?

Elmira College students annually complete a photo waiver during the Check-In Process. Subjects who are not students, must complete a waiver. Any subject under 17 years of age must have a parent or guardian's permission in writing to be photographed by a College photographer. Media Release forms are available from the Office of Communications and Marketing.

Videography should comply with federal copyright law, US Title 17, and requires a client to obtain written approval to use any copyrighted video or audio components included in a project. Copyrighted music should not be used.

New faculty and staff members should schedule a headshot with the Creative Content Coordinator. Current faculty and staff members are welcome to update their headshots as needed.

BRANDING AND LICENSING INFORMATION

Who to contact: Creative Content Coordinator
John Shanchuk at (607) 735-1891 or jshanchuk@elmira.edu

A brand is built upon a set of aspirations (what we want to be), realities (who we really are) and perceptions (what people believe about us). The more focused the Elmira College brand is, the more effectively we communicate with consistency who we are and connect these three realities. This helps the College recruit students that believe in our core values and want to be part of what we do, it helps increase retention rates, and inspires friends and alumni to support our mission and vision.

While there are multiple layers to a brand - purpose, personality, promise, positioning, and identity – this page focuses on brand identity as it relates to licensing.

Established in 2019, Elmira College established its Trademark Licensing program with Nexus Licensing Group to manage a trademark and licensing program that guides the use of the College’s name and logos, or “marks.”

Elmira’s marks are any and all names, trademarks, logos, designs, symbols or any combination of these that has come to be associated with Elmira College. Examples include, but are not limited to, the words “Elmira College,” the Elmira wordmark, the Elmira shield, and the Soaring Eagles logos and wordmarks.

Why Licensing?

The goals of the trademark and licensing program are to help:

- protect the name, reputation and image of the College
- protect the College’s trademarks and ensure their use in a manner consistent with the College’s mission and brand images
- increase the promotion of the College’s identity in the marketplace
- generate revenue from the sale of items bearing the College’s trademarks
- assure that only quality products bear the College’s trademarks

Through the program, Elmira College receives a royalty, which is paid by the vendor producing the merchandise, on any item that is produced for sale and bears one of the College’s trademarks.

What Needs To Be Licensed?

Any item that is produced in representation of the College should be licensed. Even if it does not feature an official logo, if the art references the College in any way, it should be ordered through a licensee. Paper-printed materials such as publications and collateral do not require a licensed vendor; however, these materials should always be reviewed and approved by the Office of Communications & Marketing to ensure proper branding is applied.

How To Order

1. Select a Licensed Vendor

The College maintains an ever-growing list of licensed vendors, from the local area and beyond. If you require a vendor who is not on the list, or if you are unable to find product offerings from licensees to fulfill your needs, contact John Shanchuk, Creative Content Coordinator, at jshanchuk@elmira.edu with more details. The Offices of Communications & Marketing, Campus Life, and Sports Information receive an updated list each month.

2. Develop Artwork

Reference EC’s Branding & Style Guide to develop artwork that fits the correct size for your item. Contact John Shanchuk for additional guidance on artwork development. If you are simply using a standard EC logo, inform your vendor and they will be able to access the marks to develop a proof to review. Some vendors offer to design items for you; please see “Artwork Pre-Approval” below for suggested steps.

3. OPTIONAL: Artwork Pre-Approval Review

Email your proposed design to John Shanchuk, jshanchuk@elmira.edu, for a pre-approval review. This will allow time to identify potential issues or updates required for final approval, saving time and effort after the vendor submits the art for final sign-off.

4. Artwork Submission and Final Approval

Once your art is prepared, your licensed vendor will independently submit the artwork through the EC licensing portal for final review and approval. Once approved (typically within 48 hours), the vendor will receive notification to begin production. If changes are required, the vendor will be notified and may have to resubmit the art once changes have been made.

BrandU

The College partners with BrandU (a division of Nexus) for an EC-specific, online store offering officially licensed, branded custom apparel and promotional products to the College's internal, campus community. With connections to thousands of manufacturers and major brands across the country, BrandU has access to all apparel styles and promotional product options. The College's dedicated BrandU account rep can also help with design and product selection support. In addition, the College will receive a rebate for purchases made through the BrandU site. **While not required, it is strongly encouraged that those ordering EC swag for internal use utilize the BrandU site in order to help the College take advantage of the rebate offer.**

EC BrandU site: <https://elmiracollegeco-store.logoshop.com/>

EC Account Rep: Ben Pope, Director of Client Services
ben@brandugear.com
585-698-6673

SOCIAL MEDIA

Who to contact: Digital Content Producer
Justin Cates at (607) 735-1982 or jcates@elmira.edu

Elmira College embraces the responsible use of social media to communicate and build relationships with prospective and current students, alumni, employees, parents, and community members.

Social media at Elmira College includes, but is not limited to, networks and sites such as Blogs, Facebook, Flickr, Instagram, LinkedIn, Snapchat, YouTube and other online media accessible to both internal and external audiences.

All social media accounts affiliated with Elmira College are required to remain consistent with the College's mission and values. The intended purpose of each account should be to positively promote an Elmira College department, office, program, team, club or organization and the events and news pertaining to it. Faculty, staff and students using a social media account, known as social administrators, are expected to uphold the College's reputation and ensure all content is related to the College and does not contain any offensive, suggestive or accusatory material.

Each social media account must have a minimum of two administrators to avoid any unexpected ability to control the account should one of the social administrators leave the College or is unavailable in case of emergency. Student-run accounts must have a faculty or staff member as one of the social administrators.

All new Elmira College social media accounts must submit the "Request for an Elmira College Social Media Account" form (see [Social Media Policies and Best Practices](#)). Upon submission, the social media committee will review the request and follow up with any questions.

Elmira College's social media documents are designed to provide information about the use of social media in an official capacity by departments, offices, programs, teams, clubs, organizations, and the individuals representing them. These policies apply to all Elmira College faculty, staff, and students who engage in social media on behalf of Elmira College or for official College purposes and are formulated to help account holders develop an effective social media presence.

The Social Media Policy and Best Practices document is available online at: <https://www.elmira.edu/Administration/Communications/index.html>

WEB SERVICES

Who to contact: Web Content Manager

Matt Hicks at (607) 735-1966 or mhicks@elmira.edu

- Departments should designate a staff member to review their web pages on a regular basis for updates and changes.
- Updates and revisions should be submitted via the [Website Requests form](#) located in the website footer.
- Edits will be made on a first-come, first-serve basis and as time and resource constraints permit.

Requests for changes to large sections of the website should be submitted directly via email to the Web Content Manager.

When preparing content for the website, keep in mind that people don't read web pages the same way they read print pages. Most people scan pages looking for certain pieces of information or a link to further information.

- Keep text brief and write in chunks (small paragraphs) with the key points appearing at the top of the page.
- Keep pages simple. Include a graphic or photo that can be used if it is pertinent to the web page subject.

Department or program websites and pages, created in the College's name as official sites, are representatives of the College and therefore subject to the guidelines, policies and procedures of the College. All information posted on Elmira College-related websites must adhere to all applicable institutional and legal privacy, confidentiality and property policies and laws, follow acceptable social behaviors and comply with federal and state regulations, such as FERPA, Digital Millennium Copyright Act, and HIPAA regulations. College representatives have the right to take down any message deemed inappropriate.

EVENT CALENDAR

Events featured on the elmira.edu website should be submitted via the [Submit an Event form](#) located in the website footer. All event submissions are reviewed and approved prior to publishing, so requests should be submitted as soon as information is confirmed. The name and email address of the requestor will not be displayed on the event, but if OCM staff have any questions regarding your event, an email will be sent to the requestor.

Athletics and Admissions events should be submitted via [25Live](#) and Slate, respectively.