ZANE STATE COLLEGE

ZSC

HOW TO SHARE OUR STORY

Brand Identity & Style Guideline

This guideline is subject to periodic updates. To confirm you are using the most recent version, please visit: zanestate.edu/marketing to check the version date.

Version 11.18

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COLLEGE RELATIONS

ZANE STATE COLLEGE
ZSC

Everything **CHANGES**

Around fifty years ago, a little technical college was established in Zanesville, Ohio. Muskingum Area Technical College was an opportunity for local citizens to learn hands-on skills, so they could find employment, improve their lives, and fill a need for local employers.

Over five decades, that College grew and matured to offer opportunities for a wider range of students. It is still a great place for someone to learn technical skills and quickly join the workforce, but now it is also a great place to start a bachelor's degree and pursue an honor's diploma with international learning. Along the way, the College changed its name a few times, dressed itself in different colors, and even changed its stripes a couple of times. The College also moved to a new location and eventually expanded to another community and started offering online degrees.

This may seem like a lot of changes, but in a world that is constantly changing, it should be expected. During the College's lifespan, pagers, movie rental stores, CDs, floppy disks, and phone cards all became staples of life to simply disappear for the next best thing. Today, cell phones, texting, the internet, social media and paperless books are the norm. Even the smart watch and self-driving cars that movies and TV teased the public with for decades exist. The question isn't whether the world, or the College will change again, but change to what?

In a world of constant change, how do you remain true to something and communicate it to others?

Simply turn the page … or actually click on the links, because the Zane State College Brand and Style Guide is no longer printed.

ZANE STATE COLLEGE

ZSC

The GUIDING BELIEFS

MISSION

Empowering people through education

VISION

To provide the ideal learning experience

CORE VALUE

Valuing people

Who is ZANE STATE COLLEGE

Brand messaging is established from a variety of sources. The College's mission, vision, and core values are the starting points. Next, consideration is given to the factors: in what areas does the College excel; how is the College perceived by internal and external audiences; and what sets the College apart from other institutions of higher learning?

After the topics are determined, messages are carefully crafted for maximize impact. The College has established key messages to use in promotions for various audiences. As internal and external cultures change, messaging must frequently be reviewed. As Enrollment Services rolls out the newest message points, the department will collect feedback from internal and external stakeholders to evaulate the success and guide adjustments. Feedback will come from measuring impact through web and social media visits, reach, engagement, and action taken. Addtionaly input will be collected from current and potential students, alumni, staff, faculty, donors, and community members.

To ensure promotional and informational materials meet the College's brand and style guidelines, all print and digital materials being distributed to audiences internally at the College and externally must first be approved by Enrollment Services. Please consider that Enrollment Services supports all areas of the College and asks for a two-week window to review materials. Items for review can be submitted through the Enrollment Services Online Job Form.

BRAND IDENTITY

By definition, Zane State College is a public, nonprofit, two-year technical college. The College primarily serves Guernsey, Muskingum, and Noble counties, but also supports the counties of Morgan, Coshocton, Perry, and beyond. By "serves" the College offers everyone, regardless of ethnicity, gender, or wealth, the opportunity to receive an education that can improve their life and the lives of those around them.

Data previously collected suggests students often choose Zane State College because it is affordable, close to home, offers hands-on learning opportunities, and the program they are interested in.

What sets Zane State College apart from other institutions of higher learning? Multiple factors including, but not limited to, "the helpful nature of ZSC employees". This attribute rose to the top among students during the recent ICAT survey and data collection for the College's Strategic Plan development in 2017 and 2018.

Supporting the **BRAND**

Enrollment Services was formed in summer 2018 and is Zane State College's resource for strategic marketing, events, and recruitment initiatives. College employees can request assistance by submitting an Enrollment Services online job request on the employees tab of My ZSC. The department will make every effort to support all requests, but occasional requests may not be able to be fulfilled due to resources. Please submit requests at least two weeks in advance of due date.

Through the Online Job Form, employees can request:

- Marketing campaigns and support pieces
- Public Relations assistance
- ZSC Web Page assistance
- Photography
- Recruitment assistance
- Submit recruitment efforts for tracking
- Promotional SWAG

Public **RELATIONS**

Outreach and responses to all media should go through the Director of Marketing at 740.588.1225. This is to ensure proper messages are delivered regardless of surprise questions that may be asked. It will also prevent conflicts of different messages being released simultaneously.



LOGO USAGE

ZANE STATE COLLEGE
ZSC

The **BASICS**

The Zane State College logo is among the most important assets of the College. It is most often the single item used to represent the College. Maintaining a consistent appearance is necessary in increasing recognition. It is required to use an approved Zane State College logo on all College promotional and information pieces.

ZANE STATE COLLEGE

ZSC

Size **SPECIFICATIONS**

Including the proper logo is not the only step to ensure proper representation. Care must also be given to all aspects of the logo including the size.

**There will be cases when the logo must appear smaller than the standard .5". Examples include, but are not limited to: ink pens and very small ads.*

To inquire about unique applications of the College logo that require nonstandard sizes, contact Enrollment Services.





The logo should measure a minimum of .5" from the top to the bottom.*

Established **LOGOS**

The logos below do not represent all established Zane State College logos but do provide a reference for the logos that are most often used.

1. ZSC Main Logo, Full Color Version



1. ZSC Main Logo, White Version



2. ZSC Cambridge Logo, Full Color Version



2. ZSC Cambridge Logo, White Version



3. ZSC Vertical Logo w/Tiger Icon, Full Color Version



3. ZSC Vertical Logo w/Tiger Icon, White Version



4. ZSC Vertical Logo w/Tiger Icon overlap, Full Color Version



4. ZSC Vertical Logo w/Tiger Icon overlap, White Version



5. ZSC Horizontal Logo w/Tiger Icon, Full Color Version



5. ZSC Horizontal Logo w/Tiger Icon, White Version



College Seal & SUB LOGOS

There is a template for department and program logos as shown below. The purpose is to give a custom look to departments and programs while staying true to the brand. To inquire about a logo for your area, please submit a work ticket to Enrollment Services with details on how, why, and where the logo would be used.



The Zane State College Seal symbolizes:

- Y-Bridge: Shows our connection to the community where the College was founded
- Book: Stands for knowledge
- State Flag: Represents the College's connection to Ohio
- Mortarboard: Represents achievement and success in education

The Seal is restricted to official communications (examples: diplomas, certificates, and other key items from the President's Office). To request permission to use the seal, complete the online Enrollment Services Job Form. The seal may not be altered in any way.

Department Logos

These are a few examples of department logos.

ZANE STATE COLLEGE ZSC FOUNDATION

ZANE STATE COLLEGE ZSC PROVOST'S OFFICE

ZANE STATE COLLEGE ZSC STUDENT SENATE

Program Logos

These are a few examples of program logos.

ZANE STATE COLLEGE ZSC CRIMINAL JUSTICE

ZANE STATE COLLEGE ZSC AMBASSADOR

ZANE STATE COLLEGE ZSC HONORS PROGRAM

Restricted LOGOS

Below are examples of unacceptable replications of the Zane State College logo. To inquire about the creation of logos, submit a job request through the Enrollment Services Online Job Form.

1. The logo color must remain either ZSC Blue or White.
2. The logo must not be placed over a distracting background.
3. No effects (glows, shadows, etc.) should be added to the logo.
4. The logo must remain propotional.
5. The order of the logo elements must remain consistent.
6. The logo cannot be skewed.

1.



2.



3.



4.



5.



6.



Obsolete LOGOS

Below are examples of obsolete Zane State College logos. Do not use these for any reason. If you happen to see these logos in use please notify Enrollment Servcies.









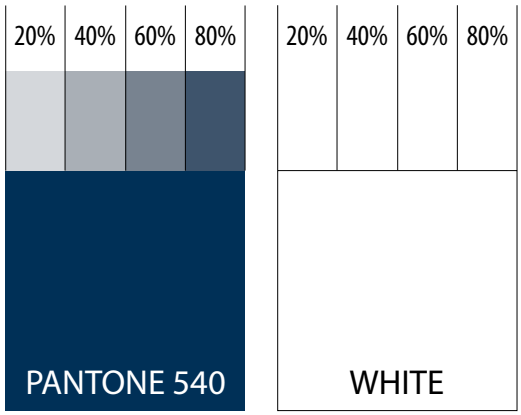
Start Here. Go Anywhere!



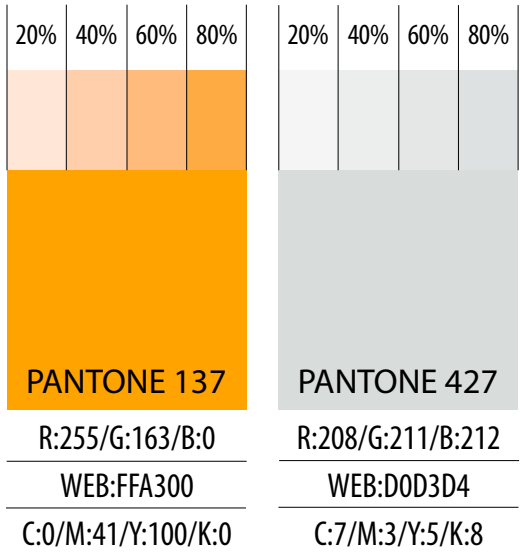
ZSC COLOR PALETTE

The current Zane State College logo was released in 2015. The College adapted the primary colors of Pantone 540 ZSC Blue and White. Accent colors Pantone 137 Orange and Pantone 427 Gray are secondary colors.

PRIMARY COLORS



SECONDARY COLORS





STANDARDS

Suggested **TYPEFACES**

PRIMARY TYPEFACE
Myriad Pro is the primary typeface for Zane State College. It should be used for the vast majority of communications to external audiences. All Zane State College computers should have Myriad Pro loaded. If not, submit a work ticket to the Technology Solutions Center.

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FONT SUBSTITUTION
When Myriad is not available, Arial may be used. When producing video Arial, is the preferred font. Please consult with Enrollment Services with any questions regarding typefaces.

Style GUIDE

When preparing any kind of communication piece, always adhere to the guidelines below. If this style guide does not provide an answer to your question, please refer to the *AP Stylebook*, which the Enrollment Services Department can loan you if needed. If your question is Zane State College specific, contact the Enrollment Services Department at ext. 1225.

Academic calendar terms – do not capitalize fall semester or similar terms

Alumnus, alumna, alumni, alumnae – Alumnus refers to one male graduate. Alumna refers to one female graduate. Alumni refers to two or more graduates who are all male or who are males and females. Alumnae refers to two or more female graduates.

Associate degree – referenced as lower case and not possessive

Bachelor's degree – referenced as lower case and used with possessive

Board of trustees – the title should be lowercase unless being used prior to trustee's name

Campus buildings – When referencing College facilities, state the names as listed below

Cambridge campus

- Paul R. Brown EPIC Center – Write EPIC as all caps. Specific areas of the building have been officially named. The proper names are:
    - ACI Services, Inc. Classroom #645
    - Basic Systems, Inc. Laboratory #648
    - Colgate-Palmolive Company Classroom #653
    - Community Industrial Association Atrium #601
    - Detroit Diesel Remanufacturing Classroom #652
    - Grant and Pat Hafley Courtyard
    - Jack and Stephanie Youngs Classroom #644
    - John and Marta Knight Training Room #616
    - Jim and Connie Nicolozakes Study #624
    - Raymond and Jean Larrick Classroom #646
    - Ridge Tool Company Classroom #647
    - The Rotary Club of Cambridge Classroom #654
    - Shirley Mixer Knight Laboratory #651
    - Southeastern Ohio Regional Medical Center Board Room #657

Campus buildings – continued

- U.S. Bank Wind Turbine Court
- William L. Baker Student Lounge #618

- Oil and Gas Engineering Technology Land Laboratory
- Willett-Pratt Training Center

Zanesville campus

- Advanced Science and Technology Center – Specific areas of the Advanced Science and Technology Center have been officially named. The proper names are:

First floor

- The Community Bank Alternative Energy Outdoor Laboratory and Wind Turbine Court
- Jim and Connie Nicolozakes Study #A123
- Cora E. Rogge Memorial Foundation Medical Assisting Laboratory #A114
- J. William and Mary Helen Straker Wing (1st floor, eastern side)
- J. William and Mary Helen Straker Electrical/Electronics Engineering Technology Lecture Lab #A126
- J. William and Mary Helen Straker Industrial Lab #A132
- J. William and Mary Helen Straker Robotics Lab #A124

Second floor

- Anderson Brown Classroom #A221
- Kessler Brothers Lecture Hall #A217
- Zemba Brothers Classroom #A210
- Fink Family Classroom #A223
- Robert and Bette Mattingly Computer Lab #A207

- Belvedere (brick patio area near the Holdren Watton Law Laboratory)
- The Campus Center
- College Hall
- Health Science Hall
- Herrold Hall
- Holdren Watton Law Laboratory
- Littick Hall
- Muskingum Recreation Center
- Rogge Pavilion

Off-campus

- Natural Resource Center
- Shannon Valley Wetlands

Campus names

- Zanesville campus – sometimes referred to as main campus, campus is lowercase
- Cambridge campus – campus is lowercase

Caps lock – Should be used sparingly, mostly for headers

Co- – Retain the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status: co-worker, co-chair

College name – See Zane State College

Courtesy titles – In print, do not use courtesy titles Mr., Miss, Ms., or Mrs. except in direct quotations. Use first and last names on first reference and last names on subsequent references. Use the Dr. designation if someone has a doctorate on first reference only: Dr. Chad Brown

Dates – Abbreviations are acceptable for months except for March, April, May, June and July. Acceptable abbreviations are: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Numbers are acceptable for dates. Do not use 1st, 3rd, and 17th, i.e. Fall Fest will take place on Wednesday, September 29.

Departments – Academic departments should be capitalized

Dollar figures – Use $ sign for references with a figure. i.e. $17; $700,000; $1 million; otherwise spell the word. example "I need a dollar."

Ellipsis (…) – treat as a word with spaces before and after

Emeritus, emerita, emeriti – for one man, use professor emeritus. For one woman, use professor emerita. For two or more, regardless of gender, use professors emeriti

Exclamation points – Should be used sparingly, if at all and once per page at most.

Faculty members – Use appropriate rank for titles: adjunct, instructor, assistant professor, associate professor, professor, or commander

Fund raising – Two words when referring to the activity: Fund raising is sometimes difficult. Hyphenated when referring to a person: A fund-raiser was hired. Hyphenated when used as an adjective: A fund-raising campaign was launched.

Grade point average – Spell out for first reference: grade point average. GPA may be used for subsequent references. For averages, use figures to at least one decimal point: 4.0, 3.25

Interim titles – add interim at beginning of title, example John Smith, interim vice president for student services

Internet – frequently used words, stated the way they should be referenced

- email
- home page
- internet
- intranet
- online
- web page
- website
- Wi-Fi
- world wide web

Numbers – below 10 should be spelled out. Numbers 10 and above should be displayed as figures. Use figures with percentages and spell out percent. Do not use %.

Nonprofit – should be used without a hyphen. Nonprofit and not-for-profit are also often used interchangeably. However, nonprofit should be used in reference to an organization and not-for-profit in relation to activity.

Offices – capitalize: President's Office

Ohio Board of Regents – Capitalize. Spell out on first occurrence. OBR is acceptable for subsequent references.

Percent – one word, spelled out. Use with figures. Do not use %.

President – First reference: Zane State College President Paul Brown or Dr. Paul Brown, president of Zane State College. Do not use "President Dr." Second reference: Brown.

Publications – use italics and capitalize. Do not underline or use quotation marks.

Scholarships – capitalize names

Seasons – lowercase: fall, spring, summer, and winter

Semesters – lowercase: fall semester, spring semester

Sentence spacing – one space should be used between sentences. At no time should two spaces appear between sentences in standard left or right aligned text.

State names – use standard *AP Style* abbreviations

Student organizations – capitalize names, e.g. Business Professionals of America, Multi-Cultural Club, STARS (Student Admissions Representatives), etc.

Telephone numbers – The approved style for listing phone numbers is: 740.588.1224. For extension numbers use ext. 1111.

Time – 9 a.m.; 9 p.m.; 12 p.m. or noon (not 12 noon); 12 a.m. or midnight (not 12 midnight); 9-11 a.m.; 9 a.m.-2 p.m.; 9 to 11 a.m.; 9 a.m. to 2 p.m.

Titles – capitalize prior to name, lowercase when following a name and when used without a name

Trademarks – Zane State College and the Zane State College logo are both registered. However it is not necessary to include the ®.

Website – ZaneState.edu or www.ZaneState.edu is acceptable. Whenever possible avoid ending a sentence with ZaneState.edu. This is so a period will not appear as part of the web address.

Widow words, lines, and paragraphs – A widow word is when the last word of a paragraph appears on a line by itself. A widow line occurs when the first or last line of a paragraph appears on a separate page from the rest of the paragraph. A widow paragraph is when the last paragraph of a document or chapter appears on a page by itself. All should be avoided**.**

Zane State College – the name should typical be referenced as Zane State College on first instance. After that Zane State, ZSC, or College (with a capital C) are exceptable. In some medias, it is acceptable not to use Zane State College as the first reference.

Photography **STANDARDS**

Below are examples and recommendations for taking photos that support our brand. If you have a need for photos, please submit a work ticket to Enrollement Services.

1. **Naturally Happy Subjects:** Not all photos should show smiling subjects. However, when they do, it should appear natural and not forced.
2. **Natural Environment:** Photos should show subject in settings that are found on the ZSC campuses.
3. **Candid:** Photos should appear as if a moment was captured and not staged.
4. **Landmarks and Space:** When possible, recognizable College landmarks should be included. Large spaces should also be filled with students.
5. **Negative Space:** Before taking images, consider how they will be used. For example, allow space to place text if needed.
6. **Focus:** Objects can be as interesting as people.
7. **Atmosphere:** People do not have to be recognizable to create interest. Incorporate branding elements whenever possible.
8. **Lighting:** Unique uses of light are encouraged to create memorable images.













ZANE STATE COLLEGE
ZSC







INTERIOR DESIGN

ZSC COLOR PALETTE

The current Zane State College logo was released in 2015. The College adapted the primary colors of Pantone 540 ZSC Blue and White. The accent colors Pantone 137 Orange and Pantone 427 Gray are secondary colors.

PRIMARY COLORS

20%	40%	60%	80%	PANTONE 540
R:0/G:48/B:87				
WEB:003057				
C:100/M:57/Y:12/K:66				

20%	40%	60%	80%	WHITE
R:0/G:0/B:0				
WEB:0				
C:0/M:0/Y:0/K:0				

SECONDARY COLORS

20%	40%	60%	80%	PANTONE 137
R:255/G:163/B:0				
WEB:FFA300				
C:0/M:41/Y:100/K:0				

20%	40%	60%	80%	PANTONE 427
R:208/G:211/B:212				
WEB:D0D3D4				
C:7/M:3/Y:5/K:8				

Building MATERIALS

As we continually update the appearance of our buildings on campuses, the photos below represent (1) metal, (2) wood grain, and (3) proposed brick treatments (the direction we want to go as we consider painting brick on campus). The Advanced Science and Technology Center (ASTC), the newest building on the Zanesville campus, uses design elements that serve as a benchmark for future interior design projects held elsewhere on campus. The look and feel of the ASTC will carry through on future projects throughout the Zanesville campus. You can see samples on the following pages.

At the Cambridge campus, the Paul R. Brown EPIC Center's contemporary design features will carry through to the Willett-Pratt Training Center (currently in the beginning stages of a renovation and painting project). Photos of the completed project will be included in this guide. Until then, please contact Enrollment Servcies for questions regarding interior design on the Cambridge campus.







Wall **COLORS**

The photos below from the ASTC show current paint treatments. Throughout the building, the blue paint is the primary color. (1) blue paint against a dark charcoal gray and a ceiling tile; (2) ceiling treatment band of blue across ceiling times; (3) variations of light gray, blue, and another shade of gray on the desk with wood grain trim is used in the galleria; (4) the gray brick is pulled inside on the gray railing and window trim. This gray brick is preferred over the red brick used on the building. The proposed white brick on the previous page is a variation of the gray brick.









Lighting **ELEMENTS**

The lighting treatments on the stairwell (1) use a modern, thin, and linear design while the blinds in the galleria (2) allow natural light to pass through. Enrollment Servcies often shoot photos in the galleria because of the flexibility of the blinds and the benefits of the natural light.





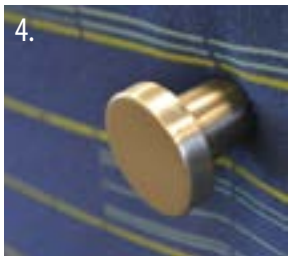
Patterns and **TEXTURES**

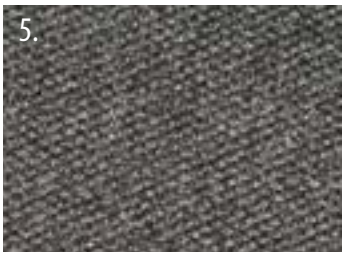
Linear textures and different directional patterns are used throughout the ASTC's flooring. As shown below, the carpentering (1) pulls in the blue and gray wall colors, while the rugs in the entrance ways (2) are a solid bluish gray complementing the carpeting. The furniture in the galleria (3) and (4) incorporates metal, wood, and directional pattern with a hint of green. The industrial grade carpeting (5) is not used as much as the others; however, this is ideal for the heavy traffic areas on campus. The gray toe kick (6) is used throughout the entire building and matches the wall and carpeting. The stairways are an industrial rubber tread (7) for easy to clean with a circular pattern.











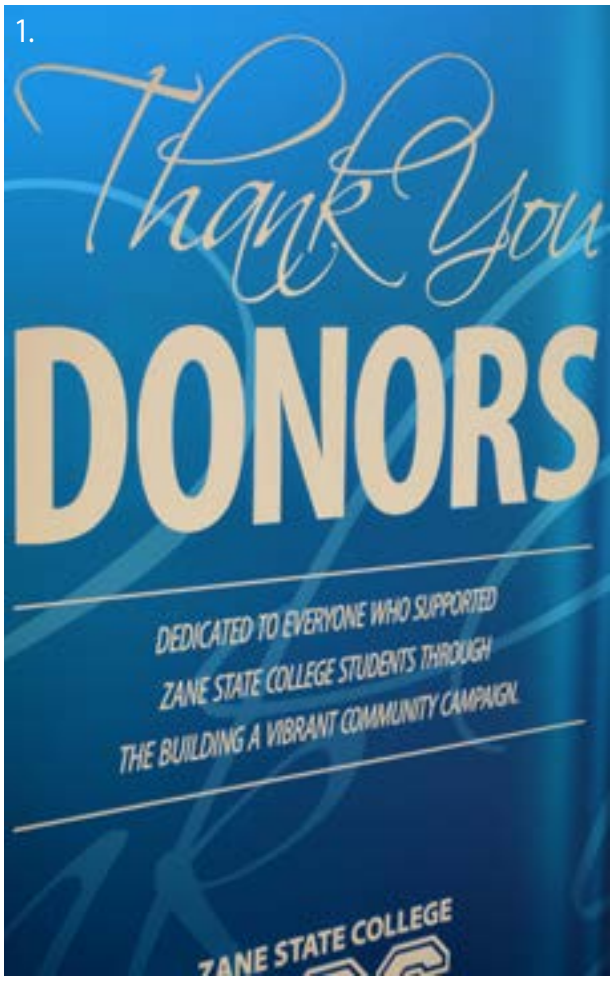




Interior Signage **STYLES**

The blue donor wall (1) showcases the ZSC blue and white as a transparent acrylic that allows light to pass through. Depending on the weather, this piece of art changes daily. The vinyl treatment on the glass (2) in the ASTC's galleria serves as informative artwork giving a soft feel to the contemporary building. Room numbers (3) and (6) continue the frosted feel from the glass in the galleria while adding a brushed metal and solid blue base. The standoffs (4) and (5) are used in the donor wall, room number signage, and furniture.

1.



2.



3.



4.



5.



6.





AT-A-GLANCE

One-Sheet REFERENCE GUIDE

PRIMARY TYPEFACE
Myriad Pro is the primary typeface for Zane State College. When Myriad is not available, Arial may be used.

Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OFFICIAL COLLEGE LOGO (LEFT) AND SEAL (RIGHT)

ZANE STATE COLLEGE
ZSC

STYLEGUIDE
Enrollment Services references the Associated Press Stylebook for uniformity of the written word. Here is a list for you to reference when writing for ZSC:

- Use one space between sentences
- Return words at the end of sentences to avoid hyphenations and widow words
- Treat phone numbers and dates with this style: 1.1.18 or 740.588.5000 (do not use parenthesis or dashes)
- Treat times as: 7 a.m. - 5 p.m. or 7 - 9 a.m. or 7 - 9 p.m. Note, if both times are a.m., you only write a.m. once after the second time

COLORS
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PRIMARY COLORS

20%	40%	60%	80%	PANTONE 540
R:0/G:48/B:87				
WEB:003057				
C:100/M:57/Y:12/K:66				

20%	40%	60%	80%	WHITE
R:0/G:0/B:0				
WEB:0				
C:0/M:0/Y:0/K:0				

SECONDARY COLORS

20%	40%	60%	80%	PANTONE 137
R:255/G:163/B:0				
WEB:FFA300				
C:0/M:41/Y:100/K:0				

20%	40%	60%	80%	PANTONE 427
R:208/G:211/B:212				
WEB:D0D3D4				
C:7/M:3/Y:5/K:8				