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Why Have Standards?

Image counts. Research shows that the image of an organization, including a college, plays an important role in decision-making about that institution. Our image helps students determine whether they will enroll at ICC. It impacts how our community supports us. It comes into play for people who want to work at the College. Our image with our legislators and lawmakers affects if and how they support us. A positive image means positive things for the College.

One of the ways to build a positive image is to make sure our organizational identity matches what we do. In other words, we practice what we teach. These standards follow both the principles taught in classes and those used by professional organizations in marketing, communications, and public relations. Adhering to established standards protects our College’s legal identities, including our copyrighted and service-marked materials. Finally, we require as policy that materials (like website and brochure text) align with the Brand Standards to maintain a consistent identity in our market.

Thank you for your cooperation.

NOTES:
For questions of style not specifically covered in this material, see:

The term “running text,” as used in this document, describes words that make up sentences and paragraphs. Running text contrasts with headings, phrases used in lists, short notes in tables, footnotes, endnotes, photo or diagram captions, or entries in the table of contents. Running text can be thought of as the body of the document.

Endorsed by the Illinois Central College Board of Trustees July 16, 2009

Although we created this document with great care, we are only human, and we may have missed something. If you find a typographical error or have a question about this document, please contact the Marketing and College Communications Department at (309) 694-5596.

We welcome your comments!
Names of People, Places, and Things at ICC

1.1 – Names of Places

1.1.1 – Name of the College

The correct name of the College is Illinois Central College. After the first mention of the College in writing or speaking, the College may be referred to as ICC. Among other community colleges, it is also acceptable to refer to the College as Illinois Central. In writing, the abbreviated form of Illinois Central College is ICC, with no periods between the letters I, C, and C.

1.1.2 – Names of ICC Locations

The correct ways to refer to the ICC locations are:

- East Peoria Campus (not Main Campus or East Campus)
- Downtown (not HAPS, or Perley, or Peoria Campus)
- North
- South

When naming the locations with external audiences, include ICC or Illinois Central College BEFORE each name. For example: ICC East Peoria Campus or ICC North.

1.1.3 – Names of Buildings

When writing about buildings and their locations at ICC, use the formal, proper name of the facility for the first mention. After the first mention, shortened names or abbreviations (identified in Section 1.1.4) may be used. All names of buildings are capitalized.

The correct names of buildings on the East Peoria Campus are:

- Academic Building
- Agricultural & Industrial Technologies Building (not TK!)
- Caterpillar® Dealer Service Technology Building (home of the Glen Barton Dealer Service Technology Program)
- CougarPlex (note: one word, capital P)
- David R. Leitch Career Center
- Diesel Powered Equipment Technology Building
- Dirksen Hall
- Horticulture Land Laboratory
- Kenneth L. Edwards Library Administration Building
- Lawrence Hall
- Lorene M. Ramsey Gymnasium
- Performing Arts Center
- Technology Center
- WoodView Commons (note: one word, capital V)

The correct names of the buildings for ICC Downtown are:

- Leon H. Perley Building
- Thomas K. Thomas Building
The correct names of the buildings for ICC North are:

- Arbor Hall
- Birch Hall
- Cedar Hall
- Dogwood Hall
- Hickory Hall
- Maple Hall
- Poplar Hall

### 1.1.4 – Shortened Names of Buildings

Acceptable short versions for names of buildings are:

<table>
<thead>
<tr>
<th>BUILDING NAME</th>
<th>ACCEPTABLE SHORT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Building</td>
<td>No short version</td>
</tr>
<tr>
<td>Agricultural &amp; Industrial Technologies Building*</td>
<td>AIT Building or AIT</td>
</tr>
<tr>
<td>Caterpillar® Dealer Service Technology Building</td>
<td>Cat Building, Cat Tech Building</td>
</tr>
<tr>
<td>CougarPlex</td>
<td>No short version</td>
</tr>
<tr>
<td>David R. Leitch Career Center</td>
<td>Leitch Career Center</td>
</tr>
<tr>
<td>Diesel Powered Equipment Technology Building</td>
<td>DPET Building</td>
</tr>
<tr>
<td>Dirksen Hall</td>
<td>Dirksen</td>
</tr>
<tr>
<td>Horticulture Land Laboratory</td>
<td>Land Lab, Hort Lab, Hort Land Lab</td>
</tr>
<tr>
<td>ICC North Campus Buildings (Arbor Hall, Birch Hall, Cedar Hall, etc.)</td>
<td>Arbor, Birch, Cedar, etc.</td>
</tr>
<tr>
<td>ICC South</td>
<td>No short version</td>
</tr>
<tr>
<td>Kenneth L. Edwards Library Administration Building</td>
<td>Edwards Building, Library/Administration Building, Administration Building</td>
</tr>
<tr>
<td>Lawrence Hall</td>
<td>Lawrence</td>
</tr>
<tr>
<td>The Leon H. Perley Building</td>
<td>Perley Building</td>
</tr>
<tr>
<td>The Lorene M. Ramsey Gymnasium</td>
<td>Ramsey Gym</td>
</tr>
<tr>
<td>Performing Arts Center</td>
<td>PAC</td>
</tr>
<tr>
<td>Technology Center</td>
<td>Tech Center</td>
</tr>
<tr>
<td>The Thomas K. Thomas Building</td>
<td>Thomas Building</td>
</tr>
<tr>
<td>WoodView Commons</td>
<td>WoodView</td>
</tr>
</tbody>
</table>

* See section 4.3 (page 20) for use of ampersands in titles and running text.
1.1.5 – Names of Places on Campus

Some locations at ICC rely on common terms for their official names. These names should be capitalized when:

- Preceded by the words “Illinois Central College” or the abbreviation “ICC”
- The context makes it clear the term refers specifically to an ICC location

The word “college,” when used in running text, should be capitalized when it clearly is a substitute for Illinois Central College or ICC. The examples below explain this principle.

EXAMPLES:

Common terms: testing center, help desk, college

Do not capitalize with these uses:

You can expect a college to have a testing center.

(*A college* clearly does not refer specifically to ICC. Therefore “college” is not capitalized.)

Many organizations have a help desk to answer questions on technology.

(The sentence does not name ICC and refers to multiple organizations. Based on this context, the words “help desk” are not capitalized.)

Capitalize with these uses:

Many students come to ICC. As part of the College’s admissions process, students often are directed to the Testing Center.

(The first sentence provides context. In the second sentence, “ICC” legitimately can be substituted for the word “college.” Consequently “college” is capitalized.)

ICC students who need to reset their passwords may contact the Help Desk.

(The context makes it clear that the term “help desk” refers to an ICC department or service.)
Please note: “general use” in the following table means instances when the words are used in contexts not specific to ICC as illustrated in the previous examples.

<table>
<thead>
<tr>
<th>East Peoria Campus</th>
<th>SHORT NAME</th>
<th>CAPITALIZATION RULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>agricultural plots</td>
<td>ag plots</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>art gallery</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>atrium</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>bookstore</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>Bridges and Reflections* sculpture</td>
<td>None</td>
<td>Capitalize Bridges, Reflections*</td>
</tr>
<tr>
<td>Cafe Brevé**</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>cafeteria</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>child care center</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>Cornucopia sculpture</td>
<td>None</td>
<td>Capitalize Cornucopia*</td>
</tr>
<tr>
<td>Council Circle</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>the courtyard</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>dance studio</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>the deck</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>disc golf course</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>fitness center</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>the Founders Room</td>
<td>Founders Room</td>
<td>Capitalize</td>
</tr>
<tr>
<td>help desk</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>the Horticulture Arboretum</td>
<td>Arboretum</td>
<td>Capitalize</td>
</tr>
<tr>
<td>information desk</td>
<td>info desk</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>James Henry Nature Trail</td>
<td>Nature Trail</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Jim Thome Fields</td>
<td>Thome Fields</td>
<td>Capitalize</td>
</tr>
<tr>
<td>the lake</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>Learning Labs</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Lecture/Recital Hall</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>library</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>student lounge</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>the Student Service Center</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>the Studio</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>the Sundial</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Teaching &amp; Learning Center</td>
<td>TLC</td>
<td>Capitalize</td>
</tr>
<tr>
<td>tennis courts</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>testing center</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>Tribute* sculpture</td>
<td>None</td>
<td>Capitalize Tribute*</td>
</tr>
<tr>
<td>Tranquility Room</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Trans-plant* sculpture</td>
<td>None</td>
<td>Capitalize Trans-plant*</td>
</tr>
</tbody>
</table>

* The names of sculptures always are italicized.
** Cafe Brevé official signage does not use the accent on the “e” in “Cafe.”
  To be consistent, don’t use the accent, although word processing programs may automatically add it.
### ICC North

<table>
<thead>
<tr>
<th>NAME</th>
<th>SHORT NAME</th>
<th>CAPITALIZATION RULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birchwood Cafe</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Culinary Institute</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>the Dogwood Dining Room</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>massage therapy clinic</td>
<td>None</td>
<td>Do not capitalize for general use</td>
</tr>
<tr>
<td>North Auditorium</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>North Learning Labs</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>North Library</td>
<td>None</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Professional Development Institute</td>
<td>PDI</td>
<td>Capitalize</td>
</tr>
</tbody>
</table>

### Downtown

<table>
<thead>
<tr>
<th>NAME</th>
<th>SHORT NAME</th>
<th>CAPITALIZATION RULE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leon Perley Building</td>
<td>Perley Building</td>
<td>Capitalize</td>
</tr>
<tr>
<td>Thomas K. Thomas Building</td>
<td>Thomas Building</td>
<td>Capitalize</td>
</tr>
</tbody>
</table>

### 1.1.6 – Names of Classrooms and Room Numbers

When referring to rooms in buildings on any campus, always include the whole room name, including the letter. The places listed below have letter prefixes to the room numbers that appear on building signage.

<table>
<thead>
<tr>
<th>PREFIX</th>
<th>NAME OF BUILDING (location)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIT</td>
<td>Agricultural &amp; Industrial Technologies (East Peoria)</td>
</tr>
<tr>
<td>A</td>
<td>Arbor Hall (North)</td>
</tr>
<tr>
<td>B</td>
<td>Birch Hall (North)</td>
</tr>
<tr>
<td>C</td>
<td>Cedar Hall (North)</td>
</tr>
<tr>
<td>CC</td>
<td>Leitch Career Center (East Peoria)</td>
</tr>
<tr>
<td>D</td>
<td>DPET Building (East Peoria) and Dogwood Hall (North)</td>
</tr>
<tr>
<td>H</td>
<td>Hickory Hall (North)</td>
</tr>
<tr>
<td>HL</td>
<td>Horticulture Land Lab (East Peoria)</td>
</tr>
<tr>
<td>L</td>
<td>Library/Administration Building (East Peoria)</td>
</tr>
<tr>
<td>M</td>
<td>Maple Hall (North)</td>
</tr>
<tr>
<td>P</td>
<td>Poplar Hall (North)</td>
</tr>
<tr>
<td>TC</td>
<td>Technology Center (East Peoria)</td>
</tr>
</tbody>
</table>

When an ICC room number contains a letter, the letter is capitalized and no spaces or hyphens are used between the letter and the number:

- **L422** not L-422 or L 422.

When referring to a specific room, capitalize the word room.

- The class has been changed to **Room L422**.

but

- The instructor announced that the class had moved to a new room.
1.2 – Names of Departments, Offices, and Services

1.2.1 – Names of Instructional Departments

The correct names of the instructional departments at ICC are:

- Agricultural and Industrial Technologies
- Arts and Communication
- Business, Hospitality, and Information Systems
- College and Career Readiness
- English, Humanities, and Language Studies
- Health Careers
- Math, Science, and Engineering
- Professional Development Institute
- Social Sciences and Public Services
- Virtual Campus

These names are always capitalized. Ampersands (&) may be used when the name of the department is not included in running text. See section 4.3 on ampersands.

1.2.2 – Names of Other Departments, Offices, Services, or Centers

Proper names of departments, offices, services, or centers are capitalized when they relate to a specific office, department, or service.

EXAMPLES:

- Many organizations have a marketing and communications department.
- The Marketing and College Communications Department is responsible for establishing the Brand Standards.

1.3 – Titles

1.3.1 – Professional Titles

Professional titles and company titles generally are capitalized when they precede the name of the individual.

- The College is led by President John Erwin.
- Students were encouraged to discuss their assignments with Professor Holden Caufield.

Titles appearing in text after the person’s name are not capitalized.

- The auditors met with John Erwin, president.

Titles appearing in a list, however, are capitalized:

- Rabo Karabekian, Accountant
- Eliot Rosewater, Head Copywriter
- Mona Aamons Monzano, Music Director

1.3.2 – Courtesy Titles

Courtesy titles are titles used when addressing individuals politely.

Always capitalize Miss, Ms., Mrs., Mr., or Dr. when it precedes a person’s name.
1.4 – Academic Degrees and Professional Certifications

1.4.1 – General Use

Academic degrees are not capitalized unless they precede the name. Such use is rare.

Daisy Buchanan will earn an associate degree in May.
She earned her doctorate last December.
John Erwin, doctor of philosophy, will serve as the moderator.
Doctor of Philosophy John Erwin will serve as the moderator.

1.4.2 – Correct Forms

Generally, academic degrees are not capitalized in running text.

However, when referring specifically to an ICC degree, we capitalize all words except “in” and “of.”
The following table lists many common degrees.

Names of Common Degrees and Certificates

<table>
<thead>
<tr>
<th>Certificate</th>
</tr>
</thead>
<tbody>
<tr>
<td>associate in arts degree</td>
</tr>
<tr>
<td>associate in science degree</td>
</tr>
<tr>
<td>associate in engineering science degree</td>
</tr>
<tr>
<td>associate in general education degree</td>
</tr>
<tr>
<td>bachelor of arts degree</td>
</tr>
<tr>
<td>bachelor of science degree</td>
</tr>
<tr>
<td>bachelor of fine arts degree</td>
</tr>
<tr>
<td>bachelor of nursing degree</td>
</tr>
<tr>
<td>master of arts degree</td>
</tr>
<tr>
<td>master of science degree</td>
</tr>
<tr>
<td>master of business administration degree</td>
</tr>
<tr>
<td>master of fine arts degree</td>
</tr>
<tr>
<td>doctor of philosophy degree</td>
</tr>
<tr>
<td>doctor of education degree</td>
</tr>
</tbody>
</table>

Degree names may be shortened by using the possessive:

associate’s
bachelor’s (preferred) or baccalaureate
master’s

Exception: doctorate, not doctor’s

We prefer not to use the possessive form with the word “degree.” Other style sheets, however, allow the use of a possessive with the degree when applied in a general context.

associate degree (preferred) or associate’s degree (acceptable)

but

associate in arts degree

not

associate’s in arts degree
1.4.3 – Degree Abbreviations

Modern usage suggests that degrees be abbreviated without the use of periods or spaces between letters.

- AAS
- BA
- MSW
- PhD

The use of periods in academic degree abbreviations is acceptable, but not preferred. Do not put a space between letters when using periods.

- A.A.S.
- B.A.
- M.S.W.
- Ph.D.

1.4.4. – Professional Certifications

Modern usage suggests that professional certifications be abbreviated without the use of periods or spaces between letters.

- CPA
- RN
- LCSW
- CCNP

The use of periods in academic degree abbreviations is acceptable, but not preferred. Do not put a space between letters when using periods.

- C.P.A.
- R.N.
- L.C.S.W.
Numbers, Dates, and Times

2.1 – Numbers

Numbers can take both word and numeric form in text. The guidelines in this section help identify when to use which form.

2.1.1 – General Forms

In running text, numbers one through ten appear in written form. Numbers greater than ten are written as numeric numbers.

Exception: If a number below ten and a number above ten appear in the same sentence, use the numeric form:

You may have 3 to 15 assignments for this project.

When a number begins a sentence, use the word form. However, if a number is greater than 99 and starts a sentence, try to rewrite the sentence so the number does not start the sentence.

The ICC Bookstore received ten boxes of books.
Ten boxes of books were received by the Bookstore.
The basketball team won 15 games.
Fifteen visitors stopped at the Information Desk.
Thirty-three days remain until finals.

Rewrite

Three hundred sixty-four prospect cards were processed during December.

to

During December, 364 prospect cards were processed.

2.1.2 – Percent

In running text use the numeric form followed by the word percent. Use the % symbol for percent in tables.

Enrollment grew by 7 percent.
The survey netted a response rate of 86.5 percent.

Incorrect:

Enrollment grew by 7%.
The survey netted a response rate of 86.5%.

2.1.3 – Ages

Use the numeric form for all ages.

The man was 62 years old. The child was 8 years old.

Incorrect:

The man was sixty-two years old. The child was eight years old.

2.1.4 – Numbers with Commas

Use commas to set off numbers 1,000 and greater. Use a numeric form and the word form to write numbers equal to and greater than 1 million in running text.

ICC has impacted more than 400,000 lives in 40 years.
More than 3.2 million viewers watched the game on television.
2.1.5 – Credit Hours

You may use the numeric form to refer to credit hours in running text.

Students must take 3 credit hours of composition.

2.2 – Dates

Use the following guidelines when referring to dates.

2.2.1 –Months and Days

Use the numeric form for dates with months and days. Do not use ordinal figures (st, nd, rd, and th) and always use a comma between the month/day and the year.

October 22, 2007
July 4
May 3

Incorrect:
October 22nd, 2007
July 4th
May 3rd

Ordinal figures may be used when the day precedes the month or when the day is used without the month.

4th of July
2nd of April
10th through 21st of the month

2.2.2 – Months Alone or Months with Years

Always spell out months that stand alone or when used with just the year.

January
September 1967
December 1886

When a sentence only uses the month and the year, do not separate the year and month by a comma.

Classes started at ICC in September 1967.

2.2.3 – Plural Years

Years are made plural by adding an "s" but no apostrophe.

1960s
1700s

Incorrect:
1960’s
1700’s
2.3 – Time

Use figures and a colon to separate hours from minutes and use a.m. and p.m. to clarify.

Note that a.m. and p.m. require periods without spaces when written in running text. Periods may be omitted in lists or headings. If an event is happening exactly on the hour, two zeroes following the colon are not needed.

- 11 a.m. (11:00 a.m. is acceptable)
- 3:30 p.m.
- 2:15 p.m.

If it's easier for the audience to understand, use the term “noon” or “12 noon” in place of 12:00 p.m. and “midnight” or “12 midnight” in place of 12:00 a.m.

It is acceptable to write the time 9 o’clock or nine o’clock. For clarity, include a phrase that describes whether the time is in the morning or the evening:

- The class started at 9 o’clock in the morning.
- Please arrive before nine o’clock in the evening.

Incorrect:

- Please arrive before five o’clock.

Do not use phrases such as “in the morning,” “in the evening,” or “at night” when using a.m. or p.m.

2.4 – Course Numbers and Names

The proper format for course numbers is: PREFIX number.

EXAMPLES:

- ART 110
- ENG 111

Do not use a hyphen between the course prefix and number and always include a space between the course prefix and number.

Incorrect:

- ART110
- ENG-111

In running text make the references to courses as understandable as possible by linking course numbers with course names. Place course name in quotation marks followed by the course number in parenthesis in running text. In lists or as the headers of course descriptions that appear in the College Catalog, course names need not be placed in quotations.

EXAMPLES:

Not preferred

- Her advisor recommended she take HOMEC 035 and EDUC 111.
- Solid State Electronics may appeal to those who are interested in solid state circuitry and how it works.

Although the forms are technically correct, the reader does not have all the information about the course. Revise the sentences to include both course name and number.

Preferred

- Her advisor recommended she take “The Positive Child: The Study of Discipline” (HOMEC 035) and “Introduction to American Education” (EDUC 111).
- “Solid State Electronics” (ELCTK 144) may appeal to those who are interested in solid state circuitry and how it works.
2.5 – Phone Numbers

The preferred form for phone numbers is:

(309) 694-5100

The area code is bracketed by parentheses and followed by a space before the local phone number. The seven-digit phone number is separated with a hyphen.

On materials where space is a consideration, the form 309.694-5422 or 309/694-5422 may be used. However, the same form for phone numbers should be used consistently throughout the material.
Addresses

3.1 – United States Postal Regulations

The United States Postal Service (USPS) has developed specific guidelines for addressing envelopes and letters. For envelope labels and addresses on letterhead that will appear in window envelopes, the USPS guidelines will be followed.

• Use no periods in the address block.
• Use capital letters in the address.
• Use the two-letter abbreviations for drive, street, lane, etc.
• Use numbers for addresses* (1 College Dr – NOT One College Dr).
• Use the two-letter state abbreviations.
• Use the zip+four address.

*Clark and Clark (2013) differ with the ICC practice. They advise that the number one (1), when it stands alone in an address like ours, should be spelled out. We have deferred to the USPS in developing the ICC standard.

To comply with USPS guidelines and to help ICC Mail Services deliver our mail, use the following hierarchy in writing our addresses or asking people to address us:

Name of Addressee, (Optional: Title of Addressee)
Department Name OR Campus Name
Illinois Central College – Building Name and/or Room Number
Street Address
City, State, Zip

3.2 – Typefaces

The United States Postal Service prefers certain typefaces and suggests using 10- or 12-point font sizes. Script, italicized, and narrow typefaces should not be used. The following typefaces are recommended by the USPS:

**Arial Black**
**Helvetica**
**Copperplate**
**Lucida Fax**
**Courier**
**Lucida Sans**
**Courier New**
**Tahoma**

Source: http://about.usps.com/publications/pub177/welcome.htm (retrieved August 12, 2013)

Colored typefaces, colored backgrounds, and colored address labels are not advised. Please check with ICC Mail Services, Ext. 5125, with questions about USPS guidelines.

3.3 – Addressing External Letters

Follow a recommended format for addressing letters to people outside of the College.

3.3.1 – Addresses on Letters in Window Envelopes, Business Reply Envelopes, or Labels

Use the following forms for addresses on letters going into window envelopes, business reply envelopes, or labels:

**Helvetica** – All upper case (no periods):

HOLDEN CAUFIELD
15 N COUGAR LN
EAST PEORIA IL 61611-1585
3.3.2 – Address Headings in Formal Letters

When creating a business letter with a formal address heading, you can spell out or abbreviate words with periods, except for states. Include the polite or courtesy title with the name:

Dr. John Erwin, President
Illinois Central College
1 College Drive
East Peoria, IL 61635-0001

Mr. Stephen Dedalus
515 Sheridan Road
Peoria, IL 61604

The United States Postal Service suggests that addresses be no longer than six lines.

3.3.3 – Female Addresses

Unless specified otherwise by the addressee (for example, Mrs., Miss, or Dr.), use the title Ms. for female addressees.

3.3.4 – College Address in Brochures and Websites

In print, on the web, or when used for designing brochures, newsletters, etc., the correct address for the College is:

Illinois Central College
1 College Drive (use the numerical “1” NOT One College Drive)
East Peoria, IL 61635-0001

Departments, programs, or offices that are not located on the East Peoria Campus often need to use their street addresses to help people locate them. In print, on the web, or designing brochures, newsletters, etc., the preferred form is:

ICC Downtown
Illinois Central College
115 S.W. Adams Street
Peoria, IL 61635-0001

ICC North
Illinois Central College
5407 N. University Street
Peoria, IL 61635-0001

ICC South
Riverway Business Park
225 Hanna Drive
Pekin, IL 61635-0001

In print, on the web, or designing brochures, newsletters, etc., the preferred form is:

Ms. Briony Tallis, Instructor
English, Humanities, and Language Studies Department - Room 296C
Illinois Central College
1 College Drive
East Peoria, IL 61635-0001

Note: you may use ampersands in department names for addresses or lists.
3.3.5 – College Zip Code
The correct zip code for all College locations is **61635-0001** regardless of the street address.

3.4 – Addressing Internal Packages and Letters
To help our colleagues who deliver packages and envelopes across four locations, please include the following information for campus deliveries:

- Name of recipient
- Department name
- Campus or site (East Peoria, Downtown, North, South)
- Building name or hall
- Room number

Questions about internal deliveries should be referred to ICC Mail Services, Ext. 5125.

When completing a job request for materials from Document Services, include ALL of the following information to assure timely delivery and prevent lost packages and frustration:

- Your name
- The campus or site where materials should be sent (East Peoria, Downtown, North, South)
- The name of the building or hall where the item should be delivered
- The room number
- The phone extension where you can be reached

3.5 – Tips from the United States Postal Service

- Always put the attention line on top – never below the city and state or in the bottom corner of your mailpiece.
- If you can’t fit the suite or apartment number on the same line as the delivery address, put it on the line ABOVE the delivery address, NOT on the line below.
- Words like “east” and “west” are called directionals and they are VERY important. A missing or a bad directional can prevent your mail from being delivered correctly.
- Use the free ZIP Code Lookup and the ZIP+4 code lookup on the Postal Explorer website (left frame) to find the correct ZIP Codes and ZIP+4 codes for your addresses.
- Almost 25% of all mailpieces have something wrong with the address – for instance, a missing apartment number or a wrong ZIP Code. Can some of those mailpieces get delivered, in spite of the incorrect address? Yes. But it costs the Postal Service time and money to do that.
- When a First-Class Mail letter is square, rigid or meets one or more of the nonmachinable characteristics it will be subject to a nonmachinable surcharge.
- Sometimes it’s not important that your mailpiece reaches a specific customer, just that it reaches an address. One way to do this is to use a generic title such as "Postal Customer" or "Occupant" or "Resident," rather than a name, plus the complete address.
- Fancy type fonts such as those used on wedding invitations do not read well on mail processing equipment. Fancy fonts look great on your envelopes, but also may slow down your mail.
- Use common sense. If you can’t read the address, then automated mail processing equipment can’t read the address.
- Some types of paper interfere with the machines that read addresses. The paper on the address side should be white or light in color. No patterns or prominent flecks, please! Also, the envelope shouldn’t be too glossy – avoid shiny, coated paper stock.

Other Elements of College Style

4.1 – Academic Terms

Higher education uses specific terms when referring to the length of time between the start and finish of classes. The following represent the conventional use at ICC in running text:

4.1.1 – Credit Hours

“Credit hours” is the preferred term when referring to the number of hours or credits a student earns in a class.

4.1.2 – Class Offering Descriptors

When the length of the class is an adjective, use the following forms:

- 8-week class
- 8-week classes
- 12-week class
- 12-week classes

When the length of the class is not used as an adjective, do not hyphenate.

EXAMPLES:

- English 111 may be offered as an 8-week class.
- Many students chose to enroll in 8-week classes.
- English 110 was offered during the first eight weeks.
- English 111 was offered the second eight weeks.

In the College schedule, where space is a consideration, classes are listed as 1st 8-weeks or 2nd 8-weeks. This shortened version should NOT be used in running text or for general use.

4.1.3 – Student and Employee Status

“Part time” and “full time” are hyphenated only when used to modify a noun.

EXAMPLES:

- Dagny Taggert is a part-time student, but Grant Wiggins is a full-time employee.
- Link Deas attended ICC part time, and Serena Joy works full time.

4.2 – Miscellaneous Abbreviations and Acronyms

In general, avoid using abbreviations and acronyms in running text (including the ampersand) except when the abbreviation or acronym is part of official names.

Use periods and no space when using initials instead of the proper name.

EXAMPLES:

- S.I. Hayakawa not S. I. Hayakawa or SI Hayakawa

Acronyms and initials for job titles and names of organizations, centers, buildings, forms, and tests are generally spelled without periods.

- CEO
- UNIX
- TOEFL
- ACT
- FAFSA
- SAT

Do not abbreviate assistant and associate when used in a title, such as assistant professor of English.

Acronyms are made plural without apostrophes, unless the last letter is an S, when an apostrophe is needed.

EXAMPLES:

- GREs
- SATs
- SOS’s
4.3 – Ampersands

An ampersand (&) is used only in legal names and never as a replacement for the conjunction “and” in running text. A comma should not be placed in front of an ampersand unless a comma is used in the legal name of the organization.

EXAMPLES:

Barnes & Noble was the store where she purchased the book.
Huey, Dewey, & Daws is the firm we have chosen to represent us.

Not

Josef Kavalier, Sammy Klayman, Rosa Saks, & Tracy Bacon were on the committee.

4.4 – Graphs

At ICC we strive to “practice what we teach.” When representing data in graphs, it’s important to show all the values on the Y-axis to avoid distorting the facts.

EXAMPLE:

Student Scores on 100-Point Test

In the example above, the variation in scores is exaggerated because the Y-axis does not show the full range of scores possible (0 through 100). The changes and differences look larger than what they are.

In the example above, the scores look higher than they are because the full range of scores is not represented. The student scores appear better than they are and the changes in scores are exaggerated, although not to the degree seen in the example at left.

In the example above, the data are accurately represented. The full range of potential scores appear in the Y-axis. Where the actual scores fall compared to the potential for scores also appears accurately. The effects of the changes in scores are not exaggerated.
Business Cards

Business cards represent the College and are an important part of establishing our College brand. All ICC business cards must be produced through the ICC Marketing and College Communications Department.

Business cards follow an established format. ICC’s business cards include the following elements:

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The official College address</td>
<td>This includes the mailing address and the primary campus location.</td>
</tr>
<tr>
<td>The name of the person</td>
<td>The name may include a middle initial. The name also may include a recognized college degree and/or certifications. The name may not exceed 22 characters including middle initials, academic degrees, and certifications. Shortened names or nicknames may be used with the approval of the department head.</td>
</tr>
<tr>
<td>Title of person</td>
<td>The title of the person must match the official title documented in Human Resources unless approved by the department head and Human Resources. The title should not exceed 30 characters.</td>
</tr>
<tr>
<td>Department name</td>
<td>The title of the department must match the official title documented in Human Resources unless approved by the department head and Human Resources.</td>
</tr>
<tr>
<td>Phone number</td>
<td>The primary phone number and the primary fax number of the person will be listed. Cell phones may be listed with the approval of the department head.</td>
</tr>
<tr>
<td>Email address</td>
<td>Only the College assigned email address will be listed.</td>
</tr>
<tr>
<td>Back</td>
<td>The back of the card may not have information printed on it.</td>
</tr>
<tr>
<td>Logos, certification trademarks, etc.</td>
<td>Although certifications may be included at the discretion of the director or associate dean, graphic elements such as logos of other companies may not appear on ICC business cards.</td>
</tr>
</tbody>
</table>

To order business cards, email Linda Barth at lbarth@icc.edu to request an order form. Complete the form and then submit it to the Marketing and College Communications Department.
College Logos

6.1 – Creative Logic

The “creative logic” of the logo explains what the graphic elements of the logo mean. The creative logic is rarely used in publications or applications of the logo. However, if people ask what the logo represents, the creative logic provides the information needed to explain it. The “I” in our logo stands for the “I” in Illinois. Beyond this obvious symbolism, the “I” has been stylized to look somewhat like a person. This design element represents each individual who is part of ICC, whether the person is a student, employee, alumni, or board member. The “I” illustrates our focus on people. It reflects our mission of changing the world through learning. It also shows that each of us shares in the responsibility of serving our students and community. The “I” also stands for our alumni and board members, who are visible in our community and who serve the College by the work they do. The two curved lines represent “Central College.” The “Cs” together look like a path or roadway. They encircle the “I,” or person, and move upward to the horizon. These elements stand for the path of learning. The strong motion to the horizon represents ICC’s role in helping others create enriched futures.

6.2 – Elements of the Logo

The logo has different parts:

- The words, including the typeface, of the design. When used separately, this is referred to as the **word mark**.
- The graphic, or picture, part of the design. When used separately, this is referred to as the **logotype**.
- The words AND graphic. When used together, they are referred to as the **service mark**.

Each can be used as a stand-alone element to represent the College. However, there are guidelines for when and how each can be used. The word mark, logotype, and service mark are collectively called the ICC graphic identity.

6.3 – The Colors

Colors are an important part of building recognition for a logo, word mark, and service mark. For example, companies like Caterpillar Inc., Coca-Cola®, and BP®, use specific colors to represent their logos. We see Cat marks in Cat yellow and black or in all black, but never in purple or green. The same is true of Coca-Cola red.

Allowable colors for the ICC logo are:
- Pantone Matching System (PMS) 288 blue
- All black when PMS 288 is not available

Occasionally materials will be printed in one ink color that is not black or PMS 288 blue.

The logotype, word mark, or service mark can appear in a color other than black or PMS 288 only when black or PMS 288 blue are not being used.

The equivalents for PMS 288 for electronic or web are listed below:

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red = 0</td>
<td>#00337F</td>
</tr>
<tr>
<td>Green = 51</td>
<td></td>
</tr>
<tr>
<td>Blue = 127</td>
<td></td>
</tr>
</tbody>
</table>
SOLID COLOR

The ICC logotype, word mark, or service mark should be printed in a solid color. Do not use the logotype, word mark, or service mark as an outline or with a shadow attached to it. Do not use rainbow or multiple colors in the logotype, word mark, or service mark or other effects that reproduce in anything but a solid color. “Screened” versions of the mark are acceptable when used with a solid logo. Gradient screens may not be used.

REVERSE PRINTING

Sometimes the logotype, word mark, or service mark appears as part of a dark background. For example, we may want to use the logo on a navy blue T-shirt or on paper where the background is black. In cases like these, the logotype, word mark, or service mark may be reproduced in white. The use of any other colors for the logotype, word mark, or service mark MUST be approved by the ICC Marketing and College Communications Department.

6.4 – Sizing the Elements

MINIMUM SIZE

The logo should not be used at a size smaller than 3/4” (0.75) in height measuring from top of “I” to baseline of the word “College.”

SERVICE MARK

The logotype, word mark, and service mark are all registered with the State of Illinois as service marks of the College. The letters “SM” must always appear when using the logotype, word mark, or service mark of the College, unless an exception has been granted by the Marketing and College Communications Department.

ICC has the right and responsibility to ensure that the logotype, word mark, and service mark (as registered marks of the College) are used consistently with the guidelines submitted to the state. No one within the College has permission to use the logotype, word mark, or service mark in ways that are not consistent with this Graphic Identity Standard. Likewise, no one outside of the College has permission to use our logotype, word mark, or service mark without the expressed documented permission of the Marketing and College Communications Department. Misuse of the logotype, word mark, or service mark can result in legal action for those outside of the College or disciplinary action for those within the College.

ISOLATION AREA

Space needs to exist around the graphic elements to make sure they are easily seen and identified. There generally should be a clear space surrounding the Illinois Central College service mark. The clear space surrounding the service mark should be equal to height of the letter “I” in Illinois or the letter “C” in College (as shown in illustration A). The logotype, when used separately, must always be surrounded by open space equal to the height of the “I” (as shown in illustration B). When using just the word mark, the open space surrounding the service mark should be equal to height of the letter “I” in Illinois or the letter “C” in College (as shown in illustration C).
6.5 – Violations of the Graphic Identity Standards

Using the logotype, word mark, and service mark appropriately builds and strengthens the ICC identity. The following are examples of clear violations of the standards through misuse of the logotype, word mark, or service mark, but is not all inclusive. Violations of the standards can result in loss of budget support, removal of the offending materials from public distribution, or legal action in the case of outside vendors. If you’re not sure about using the logotype, word mark, or service mark in a certain way, contact the Marketing and College Communications Department.

- The logotype, word mark, or service mark SHOULD NEVER be outlined, circled, or distinguished from its background by anything other than its color.

- Parts of the logotype (the “I” or the “CCs, for example) SHOULD NOT be used as separate pieces.

- The logotype, word mark, or service mark SHOULD NOT be distorted, stretched or manipulated in any way so that the original proportions are changed.

- The logotype, word mark, or service mark SHOULD NOT be encumbered or have the space around it invaded by other visual elements.

- Words or other designs SHOULD NOT be added to any parts of the ICC graphic identities.

- DO NOT use the logotype, word mark or service mark with low resolution, jagged edges, or one downloaded from the College website.

- The typeface of the word mark and service mark SHOULD NOT be changed.
Elements in the graphic identity SHOULD NOT be printed in more than one color. The acceptable colors for the graphic identities have been described earlier.

DO NOT use the logotype, word mark or service mark without the registered “SM.”

6.6 – College Typefaces for Documents

Even though Microsoft® Word provides a variety of choices, when creating documents using the College’s official stationery use Calibri, Cambria, Times New Roman, or Arial as type fonts.

```
Arial

Arial Italic

Arial Bold
```

```
Times New Roman

Times New Roman Italic

Times New Roman Bold
```
6.7 – Suggested Letter Format for ICC Letterhead

Day-to-day correspondence reinforces our College identity.

Margins for the College letterhead should be set using the following measures:

- From the left edge of the paper: 1 7/8” (1.875”)
- From the top edge of the paper: at least 1 1/2” (1.5”)
- From the right edge of the paper: 1/2” (.5”)
- From the bottom of the paper: at least 1/2” (.5”)

Body –
Flush left, ragged right
Times New Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit
Sed diem nonummy,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diem nonummy

Date aligns with baseline of word mark (1 1/2”)

Variable spacing depending on length of letter

Sincerely,

John S. Erwin
Other College Logos and Marks

7.1 – Sports Logos

The College has three official sports logos:

The word “Cougars” in a specially designed typeface

The “Cougar” head

The “Cougar” paw

Each can be used as a stand-alone element to represent ICC athletics. However, there are guidelines for when and how each can be used.

7.1.1 – The Colors

Allowable colors for the Cougar head logo and the Cougar word logo are:

- PMS 293 blue
- PMS 129 yellow

Occasionally materials will be printed in one ink color that is not PMS 293 blue or PMS 129 yellow. When these colors are not being used, use a black/grayscale version of the logo. Other colors should not be used.

The color for the Cougar paw is PMS 293 blue.

The equivalents for PMS 293 blue for electronic or web are listed below:

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red = 0</td>
<td>#0067B1</td>
</tr>
<tr>
<td>Green = 103</td>
<td></td>
</tr>
<tr>
<td>Blue = 177</td>
<td></td>
</tr>
</tbody>
</table>

The equivalents for PMS 129 yellow for electronic or web are listed below:

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red = 255</td>
<td>#FFD659</td>
</tr>
<tr>
<td>Green = 214</td>
<td></td>
</tr>
<tr>
<td>Blue = 89</td>
<td></td>
</tr>
</tbody>
</table>

COLORS

The ICC sports logos should either be printed in the colors described above or in black/grayscale. To print the logos in a different color or color combination, contact the Marketing and College Communications Department.
7.1.2 – Violations of the Graphic Identity Standards

Pins, pennants, paperweights, and other memorabilia should use the appropriate sports logo. Different cougar heads or cougar paws should not be substituted for the official ICC sports logo. Using the sports logos appropriately builds and strengthens the ICC identity. The following are examples of clear violations of the standards through misuse of the logotype, word mark, or service mark, but is not all inclusive. Violations of the standards can result in loss of budget support, removal of the offending materials from public distribution, or legal action in the case of outside vendors. If you’re not sure about using the sports logo in a certain way, contact the Marketing and College Communications Department.

A sports logo SHOULD NOT be distorted, stretched, or manipulated in any way so that the original proportions are changed.

Words or other designs SHOULD NOT be added to any parts of the sports logos.

DO NOT use a sports logo with low resolution, jagged edges, or one downloaded from the College web site.

Elements in the sports logo SHOULD NOT be printed in colors other than those designated.
7.2 – Professional Development Institute Logo

The Professional Development Institute of Illinois Central College has its own logo. It can be used with or without “a division of Illinois Central College.”

The type can be used as a stand-alone element to represent the Professional Development Institute.

Allowable colors for the PDI logo:

- PMS 288 **blue**
- PMS 129 **yellow**

Occasionally materials will be printed in one ink color that is not PMS 288 blue or PMS 129 yellow. When these colors are not being used, a black version of the logo may be used. Other colors should not be used.

The equivalents for PMS 288 blue for electronic or web are listed below:

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red = 0</td>
<td>#00337F</td>
</tr>
<tr>
<td>Green = 51</td>
<td></td>
</tr>
<tr>
<td>Blue = 127</td>
<td></td>
</tr>
</tbody>
</table>

The equivalents for PMS 129 yellow for electronic or web are listed below:

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red = 255</td>
<td>#FFD659</td>
</tr>
<tr>
<td>Green = 214</td>
<td></td>
</tr>
<tr>
<td>Blue = 89</td>
<td></td>
</tr>
</tbody>
</table>

The PDI logo should either be printed in the colors described above or in solid black. To print the logos in a different color or color combination, contact the Marketing and College Communications Department.

7.3 – Career Cluster® Icons

ICC developed black and white icons for use in the College Catalog for the 16 clusters identified by the National Association of State Directors of Career Technical Education Consortium. The black and white icons are used only by ICC when the more complex, color Consortium logos are impractical to use.
7.4 – Departmental Logos

In general, ICC discourages the use of special logos for departments, services, etc. In some cases, graphic elements may be beneficial in generating interest through signage, printed materials, the website, etc. All logos, graphic elements, marks, etc., that will be shared with external audiences must be approved by the Marketing and College Communications Department.

7.5 – Contractual Logos

ICC departments may employ contractual logos. These are logos the College does not own. Examples include the logos of the Higher Learning Commission, TRiO, Caterpillar, and others. Make sure to follow the brand standards of the owner of the logo.
College Email

College emails, like all other College communications, represent the College. The emails you send from the College and those you receive at the icc.edu address are considered property of the College. As such, they are “discoverable” and can be used for legal or other purposes.

8.1 – Use of Email

College email should be used only for business related to the College. It is not meant to be a substitute for business letters, meetings, or phone conversations. Emails should be used to convey short messages quickly. ICC email should not be used:

- For conflict resolution
- For questions that require in-depth discussion
- For detailed instructions, information, or surveys
  (An attachment containing the instructions, information, or survey may be appropriate.)
- Sending jokes, music, etc.
- As a substitute for personal contact and interaction

8.1.1 – Format of Background

To provide for maximum readability and to save space, ICC emails should not include backgrounds or artwork. Colored or patterned backgrounds are not acceptable.

Backgrounds triple the amount of space an email uses on ICC’s and others’ servers. Consequently, adding these backgrounds can create storage problems for those sending and receiving emails.

8.1.2 – Typefaces and Color

Acceptable typefaces for ICC email are:

- Calibri 10- or 12-point. This is the default typeface in Outlook 2007.
- Arial 10- or 12-point
- Times New Roman 10- or 12-point

Other typefaces should not be used in ICC email.

Acceptable colors for ICC email include black and the default blue. Other colors may be used sparingly for emphasis, but should not be used for the body of the text.

8.1.3 – Signature Block

A standard ICC email should include a signature block. To create a signature block in Microsoft, choose the “Tools” tab, then select “Options” from the pull-down menu. Next select the “Mail Format” tab. Select the “Signatures” button and follow the directions. Make sure to choose one of the typefaces listed in 8.1.2. For additional instruction, please attend an Outlook class offered through the Teaching and Learning Center (TLC).

Signature blocks for external emails should contain the following elements:

- Your name
- Your title
- Your department
- Your mailing address (street, city, state, zip)
- Your phone number
- Your fax number (if appropriate)

Confidentiality Notice: This electronic message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.
An acceptable email signature block appears below:

Fitzwilliam Darcy, PhD
Associate Dean
Arts and Communication Department
1 College Drive
East Peoria, IL 61635
Office: (309) 694-5132
Fax: (309) 694-5268

Confidentiality Notice: This electronic message, including any attachments, is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

Other elements that may be included are:
- A department’s administrative assistant’s phone number
- Office hours of your department

You may choose to italicize or bold-face your name in your signature block, as long as you use Arial, Times New Roman, or Calibri type. Do not try to create a cursive signature by using other typefaces. Other typefaces may be hard to read or may not reproduce correctly in email viewers.

Do not add slogans (“Go Cougars!,” “God is Love,” or “Vote for Charlie,” for example) after your signature block. Illinois Central College is a public college that serves a diverse group of people. Proselytizing for a religion, a political view, or a cause is not acceptable.

NOTE: The ethics ordinance of Article 5, Section 5.1.(a) of the Board of Trustees policies states: “4(a) No officer or employee shall intentionally perform any prohibited political activity during any compensated time, as defined herein. No officer or employee shall intentionally use any property or resources of the Board of Trustees in connection with any prohibited political activity.” Using ICC email to promote, campaign for, or enhance the reputation of a political candidate or political position may be construed as a violation of this ordinance.

Quotations from famous people, clever sayings, etc., also are not acceptable as part of your signature block. Remember, your email signature block is the same as your signature block on a formal letter.

A quotation that you may think is amusing or inspiring may be offensive to others.

You may include the College mission:
Through learning, minds change. We believe by changing minds, we can change the world.

Or you may include the College Core Values, in this order:
Learning, Community, Responsibility, Integrity, Excellence

Faculty occasionally include reminder notes within their signature block, such as “If you have questions, please contact me at...” Notes such as these that support student success are acceptable.

8.1.4 – Replying to Emails

Remember that it takes more time to reply to emails than to reply by phone.

8.1.5 – Reply to All

Often we receive emails that are sent to multiple addressees. When responding to an email, do not use “Reply to All” unless the sender requests your reply be sent to all addressees. Using the “Reply to All” function creates additional email clutter.
8.1.6 – Reply Signatures

You may choose to include a reply signature block to be used only when you are replying to an email sent to you. Minimally, this should include your name. You also may choose to include your entire signature block.

8.1.7 – Use of Capitalization

Do not type emails in all capital letters. Typing in capital letters is the equivalent of shouting.

8.1.8 – Use of Emoticons

“Emoticons” are punctuation symbols grouped together to display an emotion. For example, :-) is used to show happiness, approval, or to indicate the writer is “just kidding.”

Use emoticons sparingly. If you feel you have to explain your tone in your email, you may want to reconsider what you’ve written. Only use emoticons when you have a personal, friendly, or close working relationship with the addressee of your email. Never use emoticons in emails to people you don’t know or only know on a limited basis.

8.1.9 – Email Length

Shorter is better. Period.

8.1.10 – External Bulk Emails

Like all organizations, Illinois Central College is subject to anti-spamming and anti-phishing regulations. Organizations that receive our emails also have procedures that can identify bulk-sent emails as spam and lock out all future emails.

No department or area should be sending more than 25 external bulk emails (unless participating in professionally-based email list) without developing a marketing plan and employing a “branded email.” For more information about creating “branded emails,” contact the ICC Marketing and College Communications Department.

All branded external bulk emails must have an opt-out or unsubscribe option, as well as a privacy statement.

8.1.11 – All-campus Emails

Emails that need to go to all campus addresses (except student emails) must be submitted to the ICC Marketing and College Communications Department. Generating all-campus emails by using several group lists may result in sending restrictions being placed on the sender’s email account. Appropriate subjects for all-campus emails meet these criteria:

• Relate to or will have an interest by all or most employees
• Are time sensitive
• Can be communicated in 300 words or less
8.1.12 – Content

A study by the United States General Administration Office found that certain conditions support appropriate email use. When sending or receiving email, you should make sure that you can answer “yes” to the following conditions:

• Does my email deliver essential content? Does it have an easily understood point?
• Do I answer emails quickly?
• Do I say what I need to say in as few words as possible? Is my email dialog efficient?
• When responding, does my email maintain the context of the email sent to me? Can the receiver easily identify the topic of my response?
• Does my email use language that’s easy to understand?
• Does the layout of my email support easy reading?
• Does the email header communicate value? Does it tell the recipient quickly the point of the email?
• Is it easy to respond to my email?
• Are the College’s privacy standards clearly presented?


8.2 – Voice Mail

Ideally callers will reach you (a “live voice”) when they telephone. There are always times when you cannot be reached. During these times, voice mail is an acceptable means for gathering messages.

8.2.1 – Elements of a Good Voice Mail Greeting

• Let callers know that they have reached voice mail.
• State your name and department.
• Identify when callers may expect a return call from you.
• Indicate how the caller may reach “a live voice” or immediate assistance. Usually this involves pressing “O” but sometimes you may provide another phone number. Be sure to repeat the phone number.
• Check your greeting from time to time and update as needed.
• Try to keep your message to 15 seconds or less.
• Wait a few seconds before beginning your greeting to give the caller time to mentally receive your message.
• Include your fax number or email address if that’s an option.
• Use the temporary greeting for unique times. The temporary greeting can be set to have an expiration date.
• During holidays, include information on holiday hours, when the College will re-open, etc.

8.2.2 – Leaving a Voice Mail

When you leave a voice mail message for others, be sure to leave your name, your organization, and the number where you can be reached. Speak slowly and clearly and keep your message short. Repeat your phone number to assure the message recipient receives it correctly. In addition, the recipient won’t have to listen to the whole message over again to check your phone number.
Official College Communications Editorial Standards

9.1 – Editorial Standards

Editorial standards explain what information is acceptable for inclusion in a medium, what deadlines apply, and where to submit information. Note: This section and all ICC’s news publications and productions follow Associated Press style.

9.2 – eNews Editorial Standards

9.2.1 – About eNews

eNews is the official online newsletter for ICC employees. Because eNews is available via the web, retirees and the general public have access to the electronic publication. eNews is available at www.icc.edu/enews or http://enews.icc.edu/.

PURPOSE

eNews provides ICC employees with news, information, and updates about ICC events, programs, and employees.

TONE

Informative, factual

CONTENT

To be included in eNews, content must be:

• timely
• relevant to ICC employees
• pertaining to ICC program, department, organization, or initiative
• provided and/or sponsored by an ICC employee, program, or department
• easy to understand (using Microsoft Office Readability Statistics, the Flesch Reading Ease Score should be 50 percent or higher. Passive sentences should be less than 30 percent and the Flesch-Kincaid Grade Level should be between 8 and 12, with a grade level of 14 for technical information.)

AUDIENCE

ICC employees and ICC retirees

9.2.2 – Submitting Stories to eNews

Employees may submit their own stories or entries for eNews. Once reviewed by an eNews editor, the story is uploaded to the eNews site.

9.3 – Carousel (Channel 17) Standards and Procedure

Carousel (also referred to as “plasma screens” or “Channel 17”) is the software that allows ICC to post announcements to the video feed on the College’s education channel. This is the channel that is used for ICC educational content. When telecourses are not being broadcast, these pre-programmed announcements rotate onto the screen. These can be viewed by anyone in our community who is a local cable customer. The same screens of information are rotated on the plasma screens on the ICC campus.

PURPOSE

To provide information and announcements about ICC events, news, and programs to ICC students and the community at large

TONE

Information is bulleted, factual information and generally includes a “call to action,” phone number, website, email, or office or room number.
CONTENT
Information posted to Carousel should meet the following criteria. The information must:
• Pertain to a “general audience” and be important to the student body of ICC and/or the community at large
• Be timely; events should not be posted more than two weeks in advance (Exceptions exist if an event has a registration deadline or requires advance purchase of tickets.)
• Be able to be communicated simply and in a few words (Carousel is not an appropriate medium for complicated messages or action requiring multiple steps.)
• Contain clear, concise, and accurate information, including who, what, when, where (why and how if appropriate)
• Include appropriate details for those watching Carousel to take action: a phone number to call, a website to visit, an email address, etc.
• Indicate when the information should be available for viewing by the public on Carousel and when it’s appropriate for the information to be removed
• Be easy to understand (Using Microsoft Office Readability Statistics, the Flesch Reading Ease Score should be 50 percent or higher. Passive sentences should be less than 30 percent and the Flesch-Kincaid Grade Level should be between 8 and 12, with a grade level of 14 for technical information.)
• Reasonably represent the diversity of students, staff, and faculty at ICC

FREQUENCY
Carousel can be updated daily or as needed. Generally speaking, two weeks’ notice is preferred for information getting posted to the Carousel program.

AUDIENCE
• Community members in the ICC district (may view it on the cable TV in their homes)
• ICC students (may view it on the campus plasma screens throughout the day)

OTHER DEPARTMENTS DESIRING TO POST INFORMATION TO CAROUSEL (CHANNEL 17)
Departments or programs that have news, events, or information they wish to post to Carousel should email the information to Cheryl Fliege, vice president of marketing and college communications, who can post the information to Carousel. Be sure to include the essential information outlined above.

OTHER
All information submitted may be edited for clarity, space, and readability. ICC’S Marketing and College Communications Department staff will also consider the medium, the message, and the intended audience when determining if a posting is appropriate for Carousel. Advertising is not allowed on the educational channel. All information should pertain to educational and cultural opportunities or to student services. By federal statute, ICC cannot sell services or products using Channel 17.

9.4 – ICC Today Standards and Procedure (Revised 7/5/2007)
ICC Today is a community newsletter that is published by ICC and is distributed to every household within the ICC district (about 150,000). Content focuses on ICC programs and services as well as success stories and updates on the wide range of educational and cultural offerings that ICC provides for its students, potential students, and the community at large.

PURPOSE
To inform and enlighten taxpayers, potential students, and those who influence potential students about the programs and services that we offer as well as the quality and value of an ICC education

TONE
Informative, factual
CONTENT
Information in ICC Today should:

- Be easy to understand (Using Microsoft Office Readability Statistics, the Flesch Reading Ease Score should be 50 percent or higher. Passive sentences should be less than 30 percent and the Flesch-Kincaid Grade Level should be between 8 and 12, with a grade level of 14 for technical information.)
- Be of interest and relevant to the general population that resides within our district
- Be timely
- Relate to a program or course that has enrollment potential, is new or unusual, has made changes or uses innovative updates or approaches, or has received recognition or success
- Explore a focus area or strategic initiative
- Generate enrollment or interest through a specific call to action (for example, call (309) 694-5-ICC, attend Landscape and Garden Day™, visit www.icc.edu)
- Represent the diversity of students, staff, and faculty at ICC

Content (Specific)
ICC Today uses a format that includes specific story elements. Each issue includes:

- A story about a program that includes student or alumni comments or quotations
- Upcoming information on PDI offerings
- A recipe from Culinary Arts Program
- Announcement of key staff members
- Promotion of key events of interest to the community at large
- A request for information coupon

Stories are generally developed in advance. Allow 3 to 12 weeks, depending on the complexity of the story.

FREQUENCY
ICC Today is published at least twice a year.

AUDIENCE
- Residents of the ICC district
- Potential students
- Those who influence potential students

STYLE SHEET
Because ICC Today is considered a newspaper, we follow the Associated Press Stylebook, which has minor differences from the ICC Brand Standards.

9.5 – Website Editorial Standards

9.5.1 – About the ICC Website
The ICC website currently serves four main informational purposes to:

- Recruit potential students to Illinois Central College
- Provide relevant information to current students, staff, and the general public
- Meet accrediting or other legal requirements
- Provide online means for “business” transactions, including registration for classes, bill payment, receipt of Foundation donations, etc.

TONE
Informative, factual, engaging. Websites should generate interaction with the viewer.
CONTENT

Information on the website should:

• Generate enrollment or interest through a specific call to action (example, call (309) 694-5-ICC, attend Landscape and Garden Day℠, visit www.icc.edu)
• Provide timely information
• Comply with local, state, and federal governmental agencies, including the Equal Employment Opportunity Commission (EEOC), American Disabilities Act (ADA), and our accrediting bodies
• Be easy to understand (Using Microsoft Office Readability Statistics, the Flesch Reading Ease Score should be 50 percent or higher. Passive sentences should be less than 30 percent and the Flesch-Kincaid Grade Level should be between 8 and 12, with a grade level of 14 for technical information.)
• Be kept current and free from errors
• Be consistent from page to page
• Meet web accessibility guidelines
• Represent the diversity of students, staff, and faculty at ICC

LANGUAGE/TONE

The web is a less formal medium than most. Consequently, web writing is less formal than writing that appears in official publications such as the College Catalog.

Content for the web should be brief and to the point. Writing should avoid the passive voice, bullet information when possible, and create interaction.

AUDIENCE

• Potential students
• Current students
• Faculty and staff
• The ICC District
• Ultimately the whole world

9.5.2 – Content Management

The administration of ICC’s website resides with the Marketing and College Communications Department. Various sections of the website, however, are maintained by individual departments. For example, Technology Services ultimately is responsible for eServices, and Academic Affairs is in charge of the Curriculum Development System.

ICC’s website consists of more than 6,000 pages. Individual departments are responsible for reviewing the content of their pages at least twice a year (preferably more). ICC is implementing systems to allow areas direct access to the content of their pages to make corrections easier and more timely. To be considered for content management access, departments must fill out a questionnaire that outlines how they will administer the page, what the navigation of the page looks like, and who specifically will be in charge of each page. Additionally, the individual who is in charge of the page must complete training through the Marketing and College Communications Department on the Brand Standards.

For those departments NOT involved in content management, corrections or updates should be submitted electronically to Web Services. When submitting corrections, include the URL, a printed copy of the web page, and a Word document list of corrections.

Massive updates of multiple-page websites, increasing functionality of a web page, developing new functionality for web pages, or redesigning web pages requires extensive work. These projects should be submitted for review through the program planning process.
9.6 – Social Media Standards and Procedures

Social media (for example, Facebook, Twitter, blogs, etc.) have become a part of the global landscape. ICC’s Marketing and College Communications Department has overall responsibility for assuring that social media are used appropriately and consistently with the Board of Trustees’ Policy.

9.6.1 – ICC Board of Trustees Policy on Social Media

The Board policy on social media states:

**Article XVII. Social Media Policy**

**Section 1.** Social Media Social media includes but is not limited to blogs, wikis, social networks (examples: Facebook™, LinkedIn™, MySpace™, etc.), video and photo portals (examples: YouTube™, Flickr™), collaborative professional space, and email. These programs often blur the lines between personal and professional life. Illinois Central College believes its employees often are the best ambassadors for the College. Social media provide ICC employees ample opportunities to represent the College in the “virtual” community. ICC also recognizes its responsibility to assure employees, trustees, and volunteers adhere to local, state, and federal requirements to protect student and staff privacy. The College also retains its prerogative to protect its image, enhance its brand, guard proprietary information, require appropriate use of College computer resources, and restrict employee activities that do not add value to the College mission, vision, strategic priorities, general learning goals, or financial well-being. Therefore, the Illinois Central College Board of Trustees establishes this policy regarding use of the social media by Illinois Central College employees and volunteers.

Employees and volunteers adhere to ICC’s internal standards on appropriate use of computer resources, media relations, Core Values, Diversity Pledge, CougarCare Principles, Red Flags policy, Ethics Ordinance, Brand Standards, and general use guidelines when using social media for specific job-related tasks of Illinois Central College. These standards can be found at www.icc.edu/standards.

When employees or ICC volunteers identify themselves as employed and/or associated with ICC, they should include a disclaimer that indicates that their opinions, comments, interpretations, etc., are their own and not those of the College and may not represent current or accurate information. In most cases, listing a title in a “profile” or “resume” would not require such a disclaimer, but commenting on policy, governmental affairs, or controversial issues without adherence to the College’s media relation standards and/or Ethics Ordinance would require such a disclaimer. Personal opinions expressed in personal restricted venues using personal computing resources most often would not require disclaimers.

Employees and volunteers recognize that they use social media at their own risk. The College assumes no responsibility or liability for social media activity by employees or volunteers that is not approved and coordinated through the Marketing and College Communications Department.

Classroom activities that involve the use of the social media should follow the guidelines established above only when such material is visible beyond the confines of the virtual classroom.

– Adopted, ICC Board of Trustees, November 19, 2009
9.6.2 – Departmental or Divisional Use of Social Media

Departments and divisions may choose to employ social media to promote their services, build relationships, or communicate events. Departments that do so accept full responsibility for assuring content is appropriate and follows social media terms of use; is consistent with College standards, policies, and operational standards; and is current, relevant, and correct. Social media may not be established for College division or departmental use based on student accounts (except as part of academic coursework). All divisional or departmental use of social media must comply with the Board of Trustees’ policy. To be considered for a social media “badge” on the ICC website, departments or divisions must provide the Marketing and College Communications Department with the following:

- The process and frequency for monitoring the social media site
- The “take down” policy. This policy explains what content may be removed and for what reasons.
- Evidence that the College disclaimer appears on the site. This disclaimer reads:

**PURPOSE**

This page is a college-sponsored activity and a resource to support and advance the mission of Illinois Central College. This page is intended to be an informal channel for sharing information and facilitating the free exchange of ideas and material within this activity area. This page is not intended as a forum for setting or announcing official institutional policies, positions, commitments, or obligations other than those decisions which have been enacted by the institution’s approved governance body.

**DISCLAIMER**

Illinois Central College expressly disclaims responsibility or liability for any data, text, software, music, sound, photographs, images, video, messages, or any other materials whatsoever (“Content”) generated by users and publicly posted on this page. Further, Illinois Central College disclaims responsibility or liability for the content of any target site linked from this page.

**TERMS OF USE**

By posting on this page, users agree to comply with the terms and conditions of this social media site and applicable Illinois Central College policies, rules and procedures, and users represent, warrant and agree that content submitted, posted, transmitted, or shared by users will not infringe upon the rights of any third party, including but not limited to copyright, trademark and privacy rights, or contain defamatory, discriminatory or otherwise unlawful material.

**MONITORING**

The Content of this page may be monitored. Posted materials that represent a violation of this site’s terms or conditions, or materials that are grossly inconsistent with the purpose of the page may be subject to modification or removal at the sole discretion of Illinois Central College administration.

**COPYRIGHT**

The Content on this page is subject to copyright laws. Only the owner of the rights in Content may reproduce, adapt or communicate without the written permission of the copyright owner or use the Content for commercial purposes.

Departments and divisions who employ social media also must develop a means to archive posts and content. The Marketing and College Communications Department maintains the “official” College Facebook site.
The following guidelines govern the use of this page:

ILLINOIS CENTRAL COLLEGE
FACEBOOK COMMENTS AND PARTICIPATION TERMS AND CONDITIONS

Purpose and Topical Scope of ICC’s Sponsored Facebook Site: ICC’s sponsored Facebook social media site is intended to provide the ICC Community (enrolled students, faculty, staff, alumni, friends of ICC, and other residents of the ICC District) with a venue to share information, thoughts, ideas, opinions and reactions about ICC, their educational experience at ICC, and timely information and discussion about ICC’s activities, courses, sports events, cultural and entertainment opportunities.

Terms and Conditions of Comments and Participation:
Content submitted for posting that is deemed not suitable for posting by a College Facebook Administrator because it is not related to the purpose and topical scope of the College’s sponsored Facebook site or is deemed prohibited content based on the criteria in Sections 2 and 3 of the Terms and Conditions may be blocked or removed and, in that event, the Administrator shall retain the post and a brief description of the reason the specific content is deemed not suitable for posting.

ICC reserves the right to monitor, block, suspend, restrict or remove any content that is deemed in violation of the Terms and Conditions, Facebook’s Terms of Use, Code of Conduct, Statement of Rights and Responsibilities, the College’s Operational Standards for the Responsible Use of Computing Resources, all other applicable state and federal laws, or College policies.

Postings to ICC’s sponsored Facebook site containing any of the following forms of content or comments shall not be allowed for posting:
• Comments not directly related to the purpose and topical scope of this particular site;
• Material that is unlawful, obscene, defamatory, threatening, harassing, abusive, slanderous, or hateful to any other person, group, or entity as determined by ICC in its sole discretion;
• Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age religion, gender, marital status, national origin, physical or mental disability or sexual orientation;
• Sexual content or links to sexual content;
• Advertisements or solicitations of business;
• Conduct or encouragement of illegal activity;
• Information that may tend to compromise the safety or security of the ICC Community or ICC’s facilities;
• Material that infringes on the rights of any third party, including intellectual property, privacy or publicity rights;
• Posting chain letters or pyramid schemes;
• Multiple, redundant, or repeated postings from, or sponsored by, the same source or organization; or
• “Spam” content that contains product or service endorsements or any content that may be construed as political lobbying, solicitations for contributions for political candidates, or use of the College’s Facebook site to discuss or endorse political candidates or parties.

THE TERMS AND CONDITIONS MAY BE UPDATED AT ANY TIME WITHOUT NOTICE, AND EACH TIME A USER ACCESES THIS SOCIAL NETWORKING SITE, THE NEW TERMS AND CONDITIONS WILL GOVERN, USAGE, EFFECTIVE UPON POSTING.

To remain in compliance, ICC suggests that you review the Terms and Conditions, as well as the other website policies, at regular intervals. By continuing to post any content after such new terms are posted, you accept and agree to any and all such modifications to the Terms and Conditions.

Submission of comments by members of the public constitutes participation in a limited public forum. ICC’s Facebook Administrator shall allow comments that are directly related to the purpose and topical scope of ICC’s Facebook site and thus within the stated purpose of the limited public forum, with the exception of the prohibited content listed in Sections 2 and 3 above.
College Events

10.1 – General Procedures

At Illinois Central College, we strive to produce exceptional events for both internal and external audiences. The events staff in the ICC Marketing and College Communications Department is available to help you plan and execute a successful event. All event requests should be received a minimum of 15 business days prior to your event date to ensure space, setup, and catering requests can be filled. Large, complex events that involve audiences of 100 or more should be planned and scheduled at least three months in advance. Contact the coordinator of special events at Ext. 5717 or assistant coordinator of special events at Ext. 5595.

All requests for space reservations and events should be submitted through the iSpace scheduling system. You can access the system on iccnet. iSpace allows you to request a space, start planning an event, and view a complete list of all events occurring on all three ICC campuses. If you have questions regarding iSpace or would like to sign up for a training class, contact the coordinator of special events at Ext. 5717 or the administrative assistant to the executive vice president for administration and finance at Ext. 5522.

10.2 – Guidelines

The more involved your event is, the more planning time you should allow. These guidelines can help you plan a successful event:

<table>
<thead>
<tr>
<th>EVENT ELEMENT</th>
<th>START INITIATING MARKETING, WEB SERVICES ASSISTANCE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room only, internal audience</td>
<td>24-48 hours, if possible, before event</td>
</tr>
<tr>
<td>Room, light refreshments</td>
<td>72 or more hours before event</td>
</tr>
<tr>
<td>Room, meal, or extensive refreshments</td>
<td>At least 15 business days before the event</td>
</tr>
<tr>
<td>Room, light refreshments, audio-visual</td>
<td>72 hours or more before event</td>
</tr>
<tr>
<td>Room with change in set-up</td>
<td>1 week before event</td>
</tr>
<tr>
<td>Simple announcement on the website</td>
<td>2 weeks before the announcement should appear</td>
</tr>
<tr>
<td>Event that requires a simple website</td>
<td>12 weeks before event</td>
</tr>
<tr>
<td>Event that requires a complex website</td>
<td>1 year before event</td>
</tr>
<tr>
<td>Event that requires an invitation, mailing list, or flyer</td>
<td>8-12 weeks before event</td>
</tr>
<tr>
<td>Event that requires a news release</td>
<td>8-12 weeks before event</td>
</tr>
<tr>
<td>Event to be published in a community calendar</td>
<td>3 months before event</td>
</tr>
<tr>
<td>Event with an audience of 100 or more</td>
<td>3 months before event</td>
</tr>
<tr>
<td>Event with give aways</td>
<td>3 months before event</td>
</tr>
<tr>
<td>Television, newspaper, or other advertising</td>
<td>3 months before event</td>
</tr>
</tbody>
</table>

The more time you allow for planning your event, the greater your success will be. Events that require large portions of the College campus for extended periods of time should be booked a year in advance and no later than six months in advance.
Language Sensitivity

Words have incredible power and often carry unintended meanings. Be sensitive in your speech to those around you.

11.1 – Keep It Simple

Academic institutions are filled with jargon, technical talk, and acronyms. While using these terms is fine when addressing a group that is familiar with them, remember to explain the terms when talking to new students, employees, and people outside of the College. Some examples of keeping language simple include:

- We have an articulation agreement with Bradley.
- We have an agreement that allows students to transfer easily to Bradley.
- You will have to fill out your FAFSA form.
- You will have to fill out your Free Application for Federal Student Aid form. It’s the first step in receiving financial aid from the state and federal programs.
- Just go over to AIT.
- You’ll want to go to the Agricultural and Industrial Technologies building.
  (NOTE: the proper name of the building uses an ampersand. Consequently, it is appropriate to use the ampersand when referring to this building in running text.)
- It’s time for you to take your medication.
- It’s time for you to take your medicine.
- We utilize the CCSSE to check on student engagement.
- We use the Community College Survey of Student Engagement to see how much students are involved in their education.

  (NOTE: If you look up the word “utilize,” the word means to make practical use of something. Most of the time you can easily substitute the word “use” for “utilize.” To create clear communication, look for opportunities to use simpler words in place of more complex ones.)

11.2 – Nondiscriminatory Language

ICC has pledged to support and embrace diversity. In doing so, make sure you speak and treat others with equality and respect. ICC’s official statement regarding our position is found in the legal wording used on our materials:

- Illinois Central College is an AQIP Participant, accredited by the Higher Learning Commission and a member of the North Central Association. To contact the Higher Learning Commission, go to http://www.ncahlc.org or call (800) 621-7440. It is the policy of this College that no person, on the basis of race, color, religion, gender, national origin, age, disability, sexual orientation, or veteran’s status, shall be discriminated against in employment, in educational programs and activities, or in admission. Inquiries and complaints may be addressed to the Vice President of Diversity, International and Adult Education, Illinois Central College, 1 College Drive, East Peoria, IL 61635-0001, (309) 694-5561.

In concert with this statement, our publications and communications are expected to treat people equally and respectfully, without regard for skin color, sex, sexual orientation, national origin, ethnic background, age, religious belief, marital status, veteran status, disability, or other category identified by affirmative action legislation.
11.3 – Sexist Language

Avoid using sexist, exclusionary words. Many of these end in “man.”

To avoid sexist language, use alternatives, such as:

- **Chair** instead of chairman or chairwoman
- **Spouses** instead of wives or husbands
- **Business executive or owner** instead of businessman
- **Firefighter** instead of fireman
- **Police officer** instead of policeman
- **Angler** instead of fisherman
- **Plays first base** instead of first baseman

11.4 – Disability Accommodations

The Office of Access Services provides reasonable accommodations for those with disabilities. Over the years, many different ways of referring to people with disabilities have evolved. (To be clear, a disability is a condition while a handicap is an obstacle.) Do not use conditions or obstacles as adjectives when describing someone with a disability:

Correct:

- A student with a disability
- Students with disabilities
- A person who is deaf
- A woman who is blind

Incorrect:

- Handicapped person
- Deaf person
- Blind woman

Although for many years the term “handicapped accessible” was used, the preferred phrase is “accessible to persons with disabilities.”

Separate the person from the disability or condition. Use conditions as an adjective only to describe a medical situation.

- A man with epilepsy, a woman with mental illness

Incorrect:

- An epileptic
- A mentally ill woman

Also avoid condescending euphemisms, such as “challenged” or “different”:

- The man was physically challenged.
- She is mentally different.

11.5 – Race

When referring to race, the federal government uses these categories:

- Hispanic
- Latino
- American Indian
- Alaska Native
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

Employ these terms when writing.
Copyright, Permissions, and Other Regulations to Consider

12.1 – Copyright Considerations

ICC observes and enforces copyright laws. Cite your sources and acquire permission when necessary when using the materials of others. In general:

• The specific words from a source other than our own words must be cited properly.
• Follow the fair use guidelines and don’t reproduce substantial amounts of books, photographs, or websites unless the copyright holder has given permission.
• Don’t use photographs or interviews of students or others without their specific permission, unless those students are in public areas such as the cafeteria, library, gym, or courtyard. Never use photographs or interviews of minors without the permission of their parent or guardian.
• Don’t download, copy, or play music for large groups of people without permission. (The Performing Arts Center staff or the associate dean of the of Arts and Communication Department can provide more information.)

For additional information on copyright laws and “fair use” of copyrighted material, contact the Teaching and Learning Center, tlc@icc.edu, or call Ext. 8908.

12.2 – Consent and Release

Digital recorders, photographers, and videographers generally have the right to photograph or record (sound and/or video) people in public areas. Public areas are those places where there is no reasonable expectation of privacy. Some of these areas at ICC include the cafeteria, student lounge areas, the courtyard area in East Peoria, the general grounds, parking lots, athletic events, skills competitions, etc.

ICC believes students and faculty in the classroom have a reasonable expectation of privacy. As a general practice, we do not allow cameras or other recording devices in the classroom without the permission of the faculty member. Students must also provide written consent if you or someone else is recording during class, unless the video is part of a news story that has been approved through the Marketing and College Communications Department or the video or other recording is part of the course’s curriculum.

Students have the right to refuse to be recorded for purposes other than academic instruction. We respect that right. Students and faculty members participating in such recordings are required to sign the “Consent and Release for Interview, Photographing, Videotaping and/or Website Use” form, which is available on the ICC intranet. Departments and individuals engaged in photography, videography, and other digital recording are responsible for maintaining a file of consent forms and producing those forms when required.

If you wish to videotape, photograph, or record student comments, classroom activities, or other actions for the purpose of promotion (flyers, print advertisements, television spots, or posting to the Internet), you must acquire the subject’s written consent. (Student reporters, such as those who report for the Harbinger or student television shows, will follow the ethical standards and legal requirements for reporting news events as it pertains to consent.) If you intend to use materials beyond the classroom for external audiences, you must have the consent of the vice president of marketing and college communications.

Determining when you need consent for photographing, video recording, or sound recording may seem confusing. We recommend:

• Checking with the Marketing and College Communications Department before you record students for purposes other than academic instruction
• Asking the subjects first before photographing or recording. You will build good will, help the subject understand your purposes, and protect the College by asking them to participate.

Like printed materials and photographs, music and other recordings are protected by copyright. To use music or other recordings in ICC promotional materials, you must receive written permission or pay a “needle drop” fee. Either and/or both of these will give you “license” to use the music, usually for a certain period of time, a certain geographic region, or a certain audience size. Although using music or other recordings in the classroom may be covered by “fair use” copyright laws, any release of videos or other recordings to the general public that use published/copyrighted music must abide by copyright and licensing agreements. Even when music is “royalty free,” certain licensing conditions may exist for its use. (For example, there may be limits on the size of the audience, the medium in which it can be used, or what attributions must be attached to the music.) When publishing music, whether through television ads, in-person presentations outside of the classroom, radio spots, podcasts, or Internet release, you must abide by copyright laws and licenses. For more information on the use of copyrighted music, please contact the copyright facilitator at Ext. 8907.

12.4 – Higher Learning Commission and Other Regulatory Bodies

The Higher Learning Commission and other accrediting and governmental bodies require specific statements, icons, or verbiage on publications. Each College department is responsible for citations, web links, and other regulatory language required by their accrediting bodies in publications, websites, videos, etc. Departments are expected to communicate that information to the vice president of marketing and college communications.

Any brochure, flyer, or other material that is disseminated to an external audience (see Operational Standards on Printed Materials) must be reviewed and approved by the vice president of marketing and college communications before publication.
Mission, Vision, Motto, and Core Values

13.1 – Mission
The College mission is:

Through learning, minds change.
We believe by changing minds, we can change the world.

13.2 – Vision
The College vision is:

We, the people of ICC, are dedicated to becoming an institution that delights our students with relevant and up-to-date classes, exemplary service, and an enriching campus life, all at an affordable cost. We know what it takes for our students to succeed, and we make it happen. Education at ICC leads to successful careers, transfers to baccalaureate programs, and life-long learning experiences for our students.

The short version of the vision is:

We provide an exceptional educational experience that delights our students and stakeholders.

13.3 – Motto
The College motto is:

Ancora Imparo

This is an Italian phrase that means “I am still learning.” Michelangelo, famous artist and sculptor, was reputed to have said this phrase at age 87 after a remarkable artistic career.

13.4 – Core Values
The Core Values are:

Learning • Community • Integrity • Responsibility • Excellence

The values should always be listed in this order. We can remember the order by thinking: ICC begins first and foremost with LEARNING through a COMMUNITY of learners and teachers. INTEGRITY, by keeping us honest and trustworthy, holds us together and by taking RESPONSIBILITY for our work and our actions we help our students, colleagues, and College achieve EXCELLENCE.