

**BROWARD[®]
COLLEGE**

BRAND MANUAL

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INTRODUCTION

THE IMPORTANCE OF A BRAND MANUAL

A style guide, or style manual, outlines the brand standards required when copywriting or designing all types of communication or marketing materials for an organization. A well-developed style guide is an important tool in establishing brand identity, resulting in enhanced recognition of institutional messaging. Consistent style guide usage also cultivates a strong brand voice which builds awareness and maintains alignment with brand vision, mission, and goals. Enforcing brand standards across all communication and marketing materials ensures differentiation from competitor messaging while contributing to brand awareness.

A BRAND IS MORE THAN A LOGO. It's the full embodiment of what we stand for and includes both the visual presentation and the written content.

To ensure the Broward College brand is consistently well-represented, personnel involved in the production of any communication materials for the College must adhere to the standards discussed in this style guide. This includes, but is not limited to, the production of written materials, webpages, social media posts, promotional items, graphics, and logos.

Please consult the [OFFICE OF PUBLIC AFFAIR AND MARKETING](#) with any questions.



MISSION

Transforming students' lives and enriching our diverse community through academic excellence, innovation, and meaningful career opportunities.

VISION

Broward College will be a destination for academic excellence, serving students from local communities and beyond. The College will embrace diversity—student, faculty, staff, and business partnerships—and foster a welcoming, affirming, and empowering culture of respect and inclusion. The College will stand at the leading edge of technological and environmentally sound innovation, providing attainable, high-quality educational programs. Broward College will be recognized for its recruitment and retention of diverse, outstanding faculty and staff whose primary focus will be to promote the success of each individual student while supporting lifelong learning for all students. As a model post-secondary institution, the College will connect its students to diverse local and global communities through technical, professional, and academic careers.

BRAND PROMISE

A brand promise reflects the commitment an organization makes to its customers and community in relation to the products and services it offers. Broward College's brand promise, in conjunction with the College's mission and core values, represents its commitment to students, faculty, and the community at large.

The Broward College brand promise is "Broward College is proud to offer high-quality, easily accessible, affordable education, which provides valuable career opportunities to our diverse student body."

Our College delivers on this promise through an innovative curriculum, a passionate faculty and staff committed to continuous improvement, and strong relationships with the business community.

MESSAGE

Broward College's core message is that a high-quality college education is not just possible, but is accessible to everyone. Our diverse community of learners achieve their professional dreams through various modalities, including, face-to-face, remote learning, online, or even international studies to complete their degree.

This message should be distilled to the specific concerns of the various marketing personas representing Broward College's diverse student body:

PERSONAS

- Recent high school graduate seeking a transfer program
- High school graduate seeking a career/workforce ready program
- International student striving for an American education
- 20-something who wants to increase their earning potential
- Single mom wanting a salaried position with benefits
- Dad who wants to earn a better wage to provide for his family
- New entrepreneur launching their first business
- Middle-aged professional seeking to upskill
- Retiree following their passion

The results speak for themselves—learn more about a study highlighting [the value of a Broward College education](#).

BRAND PERSONALITY

A brand personality helps an organization shape the way people feel about their organization's mission and product or service. Broward College's brand personality is that of a *sincere, competent educator who enables students to reach their potential academically, professionally, and personally.*

The breakdown of Broward College's brand personality is as follows:

SINCERE

APPROACHABLE | Accessible, friendly

NURTURING | Supportive, encouraging and protective

TRANSFORMATIVE | Life-changing, maximizing potential

PASSIONATE | Focused enthusiasm, energy

COMPETENT

ENGAGED | Actively participating, all in

INNOVATIVE | Cutting-edge, creative

PRAGMATIC | Affordable, fiscally considerate

TONE OF VOICE

Tone of voice governs how brand personality is conveyed verbally through sentence structure, word choice, and overall articulation. Ultimately, this verbal expression creates the personification of a brand to which the public can relate. At Broward College our brand tone of voice is how we invite potential students, current students, faculty, employees, alumni, and investors into a personal relationship with the College.

TONE TIPS

BROWARD COLLEGE IS

PROUD without being boastful

EMOTIONAL but never sappy

CONVERSATIONAL and never too academic

PERSONAL but never condescending or patronizing

OCCASIONALLY CLEVER but never hokey

STRONG when speaking about our values

OFFICIAL AND SERIOUS WHEN NEEDED but always in a personal tone



TAGLINES

Please contact the Office of Public Affairs and Marketing for consultation and guidance regarding tagline use in your communication or marketing materials.

I CAN

After two years of responsive campaigns during the height of the coronavirus pandemic, Broward College has returned to using its primary tagline, I CAN.

This tagline strongly resonates with audiences and has existing brand equity in the marketplace.

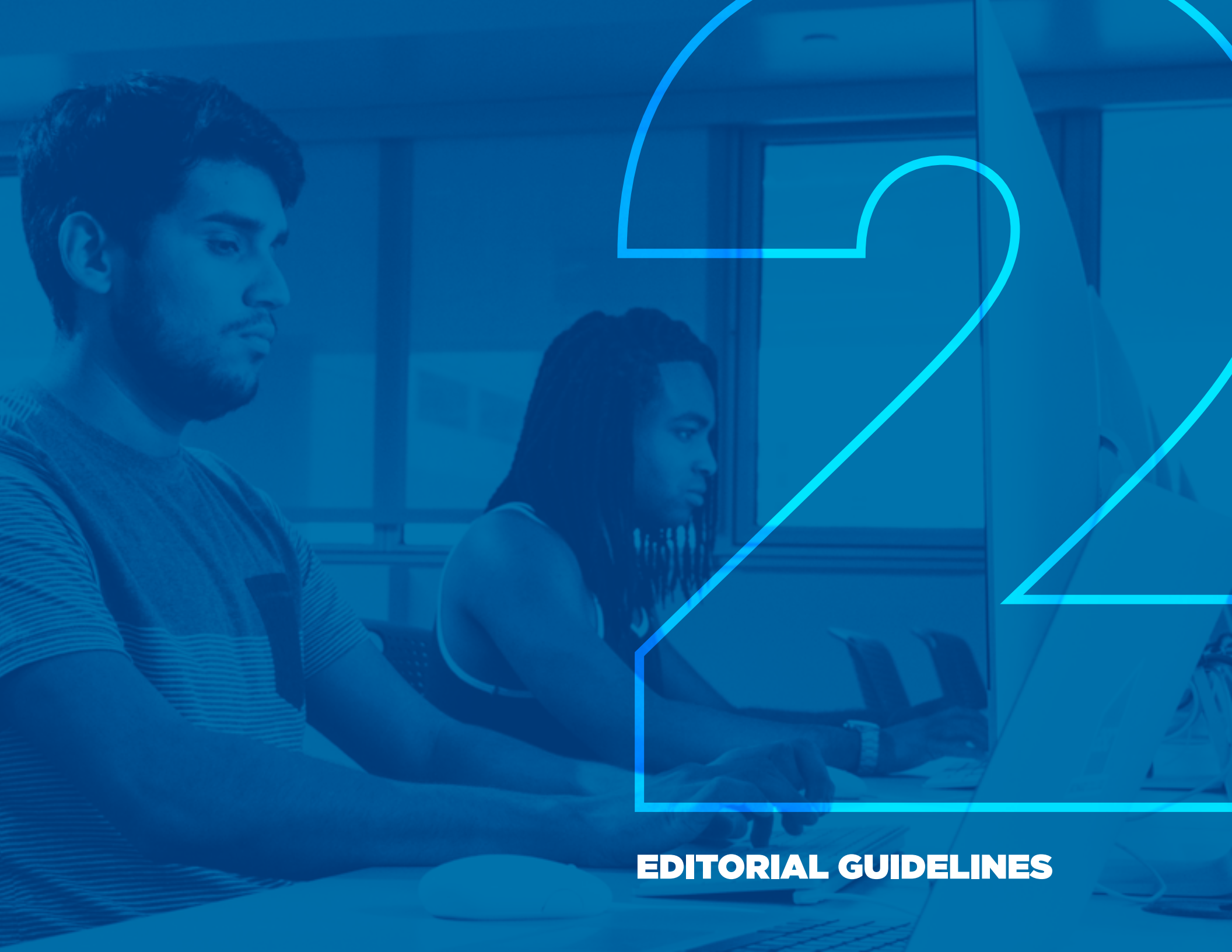
BOILERPLATE

A boiler plate is a short description of the College used in press releases, media advisories, and other informational and promotional materials. Please use the most current boiler plate in your press releases or promotional materials, formatted as follows:

ABOUT BROWARD COLLEGE

Serving approximately 54,000 students annually, Broward College provides residents with certificate programs, two-year university-transfer degrees, two-year career degrees, and baccalaureate degrees in selected programs. The mission of the College is to provide high-quality educational programs and services that are affordable and accessible to a diverse community of learners.

For more information regarding enrollment, student demographics, awards & rankings, accreditation, and more, visit the College's Public Information Dashboard at [broward.edu/about](https://www.broward.edu/about).



EDITORIAL GUIDELINES

WHAT TO CONSIDER BEFORE YOU COMMUNICATE

These editorial guidelines are designed to serve as a resource for all your communication needs. Consult this guide before developing your marketing and communication projects or when you need guidance on branding and editorial style.

INTERNAL COMMUNICATIONS

The Office of Public Affairs and Marketing at Broward College serves many internal audiences through various platforms such as emails, newsletters, blogs, and webpages. Our role is to inform, express, and motivate. The best way to effectively communicate who Broward College is and what makes us unique is to be clear, concise and consistent. As communicators, we cannot inform and motivate people if our message is unclear or uses confusing language and jargon.

There are two ways to undertake a communication project. Depending on the need and scale of the project, The Office of Public Affairs and Marketing can assist with college-wide initiatives. For smaller projects, departments should create their own messaging.

Before writing, make sure you understand your audience and what they need to know. Then, consider how you can deliver that information as clearly and concisely possible. A helpful tip is always to ask yourself the following questions:

- Who is my audience?
- What is the purpose of this communication?
- How will I know if my communication goals are achieved?

EXTERNAL COMMUNICATIONS

The goal of the Office of Public Affairs and Marketing is to share engaging, authentic stories promoting Broward College's academic excellence, while enhancing our relationship with the South Florida community and maintaining brand integrity in the process. Newsworthy College events, as well as student, alumni, and faculty achievements, offer an opportunity to share Broward College's success with the world through the local, regional, and national media.

If you have a story that may be of interest to the media, or if you want to write an opinion piece for a newspaper or other publication, contact our office for assistance. **If a reporter reaches out to directly, please notify the Office of Public Affairs and Marketing** (see page 40). We will work with you to determine if this is a good opportunity and assist you in preparing a response.

Below are some helpful guidelines on how to work with reporters:

- Do not ignore the call. If you do not want to take it, forward it to our media relations team.
- There is no such thing as "off the record." Do not offer to speak to a reporter "off the record" and always expect that anything you tell a reporter will be made public.
- If you are contacted for information outside your area of expertise, refer the reporter to our media relations team.
- The Office of Public Affairs and Marketing will handle all communications relating to a breaking news event or crisis.
- Before commenting on facts or statistics pertaining to the College, please contact our department.
- For further tips on how to prepare for interviews, please contact our office.

Copywriting for a project or a press release for an upcoming event can be requested online. We will ask you to approve design and copy before your project is marked complete.

Submit a **PUBLIC RELATIONS OR COMMUNICATIONS FORM** to request writing services.



BROWARD COLLEGE PREFERRED WRITING STYLE

EDITORIAL GUIDELINES

Like many colleges and universities, Broward College uses the Associated Press (AP) Style as the basis for its editorial standards in story and other common writing. AP Style is notable for its thoroughness and flexibility, characterized by regular updates that reflect changes in usage and culture. The gold standard for journalism, AP Style is useful for colleges and universities because it helps us effectively communicate with external audiences in ways that are familiar to those audiences.

GENERAL GUIDELINES

- Use the Active Voice: We aren't passive, so our writing shouldn't be. The subject of the sentence should always perform the action.
Example: Use "Denise loves Broward College." instead of "Broward College is loved by Denise."
Example: Sally Smith, chair of the Community Fund, visited Broward College for a campus tour.
- Speak Directly to Readers: Use "you" in sentences whenever possible.
- Focus on Benefits: Always remember to answer the "so what?" question.
- Remember Who We Are: College communication should always stay within our brand and tone of voice.

When in doubt, consult the Office of Public Affairs and Marketing (see page 40).

REFERRING TO THE COLLEGE, STAFF, AND LOCATIONS

REFERRING TO THE COLLEGE

- First reference: use the official name of the institution: Broward College.
- Subsequent reference: use "the College" (note the "C" is capitalized.)
- Do not use Broward Community College or the acronym BC in external documents. This may be confusing for people outside
- The institution. For example, Broward County can also be abbreviated BC and so can Boston College.

REFERRING TO THE PRESIDENT OF BROWARD COLLEGE

- First reference: use the President's full name and designation.
Example: President John Doe, Ph. D.
- Subsequent reference: Use the title and last name.
Example: President Doe
- Acting and interim titles should be formatted with "acting" and "interim" lowercase and title capitalized. (e.g. acting President Jane Doe; interim Vice President John Doe or John Doe, interim vice president.)
Example: acting President Doe

REFERRING TO THE BROWARD COLLEGE DISTRICT BOARD OF TRUSTEES

The Broward College District Board of Trustees is capitalized in either its full title or as "Board of Trustees." "Board" and "Trustee," when used as courtesy title, should be capitalized as well.

- Broward College District Board of Trustees → the Board of Trustees or the Board

The terms "board of trustees," "advisory board," and similar entities should be lowercase when not part of a formal name.

Example: The alumna is a member of the board of trustees of Central Bank.

Example: Board member John Doe or Trustee John Doe (second reference: last name only e.g., Trustee Doe.)

REFERRING TO CHAIR, CHAIRMAN, CHAIRWOMAN

Use chair or chairperson in place of chairman or chairwoman (e.g., “the chapter chair”) when possible. Capitalize Chair, Chairwoman, or Chairman when used along with a name: “Chairwoman Sally Smith” or “Chairman Joe Smith.” Keep it lowercase elsewhere.

Example: Broward College District Board of Trustees Chair Jane Doe attended the event. (Second reference, last name only, e.g., Chair Doe.)

Example: Sally Smith, chair of the Community Fund, visited Broward College for a campus tour.

REFERRING TO CAMPUSES, CENTERS, AND OTHER LOCATIONS

Referenced below are names which change upon subsequent reference.

CAMPUSES (FIRST → SUBSEQUENT REFERENCE)

- A. Hugh Adams Central Campus → Central Campus
- Judson A. Samuels South Campus → South Campus

CENTERS (FIRST → SUBSEQUENT REFERENCE)

- AutoNation Center for Excellence in Automotive Technology/Marine Center of Excellence → Marine Center
- Cypress Creek Administrative Center → Cypress Creek Center
- Miramar Town Center → Town Center
- Miramar West Center → Miramar West
- Tigertail Lake Recreational Center → Tigertail Lake
- Willis Holcombe Center/Downtown Center → WHC

INSTITUTES (FIRST → SUBSEQUENT REFERENCE)

- Dr. Peggy Green Sustainability Institute → Sustainability Institute
- Will and Jo Holcombe Institute for Teaching and Learning Excellence → Holcombe Institute
- William E. Greene International Education Institute → International Education Institute

The following campuses, centers and other locations use the same subsequent reference as first reference.

CAMPUSES

- North Campus

CENTERS

- Broward College @ YMCA

Note: Refer to AP Style Guide for formatting campus addresses in communications including invitations, media advisories, and maps, e.g., 3501 David Road, Davie, FL 33314

INTERNATIONAL CENTERS, ASSOCIATES, AND PARTNERS

When referring to Broward College's International Centers, Associates, and Partners, the first mention should include the name of the school, the city and the country. Subsequent instances may refer to the school name only.

INTERNATIONAL CENTERS

- American College of Higher Education, Colombo, Kandy, Kurunegala and Negombo, Sri Lanka
- Instituto Superior Tecnico Americano, Guayaquil, Ecuador
- Broward International University Brazil, Belo Horizonte, Brazil
- Broward Vietnam, Ho Chi Minh City, Vietnam
- Center for Global Education at the Universidad San Ignacio de Loyola, Lima, Peru
- Garodia International College, Mumbai, India
- International University of Santa Cruz, Santa Cruz, Bolivia
- School of International Studies at Zhejiang University, Zhejiang, China
- Shanghai Polytechnic University, Shanghai, China
- The American College in Spain, Marbella, Spain

INTERNATIONAL ASSOCIATES

- American Center for Education, Singapore
- Broward Vietnam, Hanoi, Vietnam

STUDY ABROAD PARTNERS

- CRCC Asia, Ho Chi Minh City, Vietnam
- International College of Seville, Seville, Spain
- Salzburg College, Salzburg, Austria
- Veritas University, San Jose, Costa Rica

TECHNICAL SERVICE PARTNERS

- Tianjin University Commerce, Tianjin, China

REFERRING TO INTERNATIONAL CENTERS, ASSOCIATES AND STUDY ABROAD CENTERS

Example: Broward Center for American Education, Guayaquil, Ecuador—Broward Center for American Education

COMMON ACADEMIC TERMS AND PHRASES

EDUCATION SPECIFIC

- Use uppercase for all proper names of colleges, schools, departments and offices.
- Use lowercase when non-specific except when referencing Broward College which is “the College.”
- Capitalize specific course titles but do not use quotation marks or italicize.
Example: The American History course at Broward College: North Campus vs a course in psychology
- Alma Mater: Use uppercase when referring to an official song (The Broward College Alma Mater); lowercase when using generically.

PEOPLE

- Always use full and proper names, e.g., John Doe, Ph.D., on first reference.
- Use academic degrees after a name instead of using Dr. before the name. Only use Dr. when an official title follows the name.
Example: John Doe, Ph.D. vs Dr. John Doe, senior research fellow
- Academic titles are capitalized before a person’s name, lowercase after a person’s name; omit comma before a person’s name when preceding.
Example: Vice Provost Student Services John Doe vs Dr. John Doe, vice provost, Student Services
- Do not capitalize unofficial titles.

SEMESTERS

- Use lowercase for all seasons of the year.
Example: fall 2021 or spring 2022.
- Use term when referring to academic periods.
Example: The fall term begins on Wednesday, August 18.

CLASS YEAR

- Use lowercase for first-year, freshmen, sophomore, junior, and senior.
- Use uppercase for class reference, e.g., Class of 2017

DEPARTMENTS AND OFFICES

- Broward College official department names are always capitalized.
Example: Office of Public Affairs and Marketing.

DATES

- Use 2020-21 academic or financial year.
- Do not use dashes as a substitute for the word “to.”
Example: “He served as Dean from 2007 to 2017,” not “2007-2017.”
- When referencing a span of decades or centuries, do not include an apostrophe before the “s.”
Example: The 1920s is correct; 1920’s is not.

ALUMNA, ALUMNUS, ALUMNAE, ALUMNI

- Use alumna when referring to one female graduate (alumnae in the plural).
- Use alumnus for one male graduate (alumni in the plural).
- Use alumni when referring to a group of men and women.

Note: “Alum” is not acceptable in written form.

REFERRING TO ACADEMIC DEGREES

When listing a degree and the subject area in which degrees have been earned, capitalize both and abbreviate the degree, if preferred.

Example: “He earned an A.A.” or “She received a Bachelor of Science in Nursing.”

When abbreviating, use commonly accepted terms such as:

- A.A. (Associate of Arts)
- A.S. (Associate of Science)
- B.A. (Bachelor of Arts)
- M.A. (Master of Arts)
- M.S. (Master of Science)
- Ed.D. (Doctor of Education)
- Ph.D. (Doctor of Philosophy)
- J.D. (Doctor of Jurisprudence)

Always use periods and leave no space between the period and letter when abbreviating the degrees above. The word “degree” should not follow a degree abbreviation.

Note: For degrees with three or more capital letters (BAS, BSN) the periods are omitted.

GENERAL REFERENCE TO DEGREES

- Associate of Arts
Use: “She has an associate degree.”
 - Associate of Science
Use: “He earned an A.S. in Aviation.”
 - Associate of Applied Science
Use: “She wants to pursue an Associate of Applied Science in Marine Engineering Management.”
“She earned an AAS in Marine Engineering Management.”
 - Bachelor of Science
Use: “He has a bachelor’s degree.”
“He has a Bachelor of Science in Business.”
 - Bachelor of Applied Science
Use: “She holds a BAS in Supply Chain Management.”
- If the type of degree is unknown
Use: “She has a bachelor’s degree.”
- Bachelor of Science in Nursing
Use: “She was awarded a Bachelor of Science in Nursing.”

Note: An associate degree is non-possessive (not “associate’s degree”). The plural of associate degree is “associate degrees.”

COMMON AP STYLE REFERENCES

ABBREVIATIONS

- State abbreviations
 - › Spell out a state’s name when it is used without the name of a town, county, or other official area.
 - › When the name of a state is used with the name of a town, use the standard abbreviation for the state’s name, not the two-character postal code.
Example: Fort Lauderdale, Fla.
 - › The following are AP Style state abbreviations with the postal codes in parentheses.

Ala. (AL)	Ill. (IL)	Miss. (MS)	N.C. (NC)	Vt. (VT)
Ariz. (AZ)	Ind. (IN)	Mo. (MO)	N.D. (ND)	Va. (VA)
Ark. (AR)	Kan. (KS)	Mont. (MT)	Okla. (OK)	Wash. (WA)
Calif. (CA)	Ky. (KY)	Neb. (NE)	Ore. (OR)	W.Va. (WV)
Colo. (CO)	La. (LA)	Nev. (NV)	Pa. (PA)	Wis. (WI)
Conn. (CT)	Md. (MD)	N.H. (NH)	R.I. (RI)	Wyo. (WY)
Del. (DE)	Mass. (MA)	N.J. (NJ)	S.C. (SC)	
Fla. (FL)	Mich. (MA)	N.M. (NM)	S.D. (SD)	
Ga. (GA)	Minn. (MN)	N.Y. (NY)	Tenn. (TN)	
 - › Do not abbreviate state names if the name is less than six characters long (e.g., Texas or Ohio).
- Country abbreviations
 - › “United States” is spelled out when used as a noun, but abbreviated to U.S. when used as an adjective.
Note: “U.S.” is one of the only country abbreviations to use periods after each letter.
 - › The names of other countries should be spelled out on first reference and abbreviated thereafter if a standard abbreviation for the country exists (such as “UK” for “United Kingdom”).
- Well-known cities do not require a state abbreviation:

Atlanta	Dallas	Los Angeles	Philadelphia	San Francisco
Baltimore	Denver	Miami	Phoenix	Seattle
Boston	Detroit	Milwaukee	Pittsburgh	St. Louis
Chicago	Honolulu	New Orleans	Salt Lake City	Washington
Cincinnati	Indianapolis	New York City	San Antonio	
Cleveland	Las Vegas	Oklahoma City	San Diego	
- Other abbreviations
 - › An organization’s name is written out on first reference and may be abbreviated on all subsequent references.
Example: “Broward Sheriff’s Office” may be abbreviated to “BSO” on second reference. On the first reference, the abbreviation, encased in parentheses, follows the name: “The Broward Sheriff’s Office (BSO) is proud to partner with”
 - › Only well-known abbreviations may be used on first reference.
Example: AFL-CIO, PTA, YMCA, YWCA, FBI, ROTC, U.S., U.N.

COMMON EDITORIAL GUIDELINES

SPELLING

Our global communications should be written in American English.

- associate degree not associate’s degree
- bachelor’s degree not bachelor degree
- RSVP means “repondez s’il vous plait” (please respond); therefore, omit “please” before RSVP.
- Spell out numbers through nine, and then use numerals.

Commonly misspelled terms:

- › accept/except (accept is a verb meaning “receive;” except means “other than” or “but for”)
- › advisor, not adviser
- › affect/effect (affect is to influence or have an impact; effect is the result from being affected)
- › catalog, not catalogue
- › children, not kids (kids are young goats)
- › child care (two words)
- › dialog, not dialogue
- › emigrant/immigrant (emigrant is a person relocating to a new country of residence; an immigrant is a person leaving a country of residence for another)
- › ensure/insure (ensure means to guarantee or assure; insure relates to issues of insurance)
- › health care (The 2023 AP Style Guide recommends the use of health care (two words) in all general uses, except when referring to a specific organization or entity)
Example: Broward College is among the top academic institutions for training tomorrow’s health care professionals. Many Broward College graduates have found employment with the Memorial Healthcare System.
- › stanch/staunch (stanch means to lessen; staunch means strong or vehement)
- › theater/theatre (“Theater” is the American spelling)
- › well-being (hyphenated): Per AP style, well-being is hyphenated except when referring to a specific organization or entity.
Example: Wellbeing Brewing Company.

For other spelling terms, consult Merriam-Webster’s Collegiate Dictionary, available as Merriam-Webster Online.



For AP Style, please refer to the [AP Stylebook](#).

CAPITALIZATIONS

Do not capitalize the following in titles:

- articles (a, an, the), unless they are part of a proper noun
- conjunctions of fewer than four letters (and, but, or, for, nor, so, yet)
- prepositions of fewer than four letters (on, of, to, by)

PUNCTUATION AND USAGE

One space follows all punctuation, including periods and colons.

- Periods and commas are always placed inside quotation marks; all other punctuation is placed outside quotation marks unless part of the material being quoted.
- Parenthesis: Place a period outside of the parentheses when the phrase is an incomplete sentence. When the parenthesis contains a complete sentence, the period is placed inside the parentheses.
- Enclose in quotation marks the titles of articles, essays, short stories, poems, book chapters, and television episodes.
- The College uses the serial comma (the comma following the second-to last item in a series), to make meaning clear: “I’d like to thank my parents, Mark Twain, and God.”
 - › In AP Style, which is used for press releases, the serial comma is omitted, e.g., I love apples, oranges and pears.
- Omit commas and periods at the ends of display lines in ads, certificates, invitations, etc.
- The “em” vs “en” dash.
 - › The “em” dash (—) is longer than the “en” dash (-).
 - › Use an “em” dash to set off phrases.
Example: I will go—no matter what—tomorrow night. (Do not use spaces on either side of “em” dash.)
 - › Use an “en” dash between numbers in time.
Example: Your appointment is 10–11 a.m.
Note: “i.e.” means “that is”; “e.g.” means “for example.” The two abbreviations are not interchangeable. Both abbreviations are lowercased, but neither is italicized.
- Capitalize the first word following a colon when it begins a new sentence.
Example: “He was right about one thing: The College is thriving.”
- Collective nouns, such as, “faculty” and “staff,” may take singular or plural verbs and pronouns.
 - › If, in context, the group functions as a unit, treat the noun as singular; if its members function individually, treat the noun as plural.
Example: “Faculty in the College of Health Sciences are working on...” **but** “The faculty has been apprised of the situation.”
- Do not use an ampersand (&) in editorial writing.
- Said vs. Says
 - › To be consistent across forms of written communication, including press releases and blog entries, when attributing a quote, use “said”
Examples: “I’m grateful for our outstanding faculty and staff,” said Broward College President John Doe, Ph.D. “Each day they give their maximum effort to transforming the lives of students.”
- Any time vs. Anytime
 - › When in doubt, write **any time** as two words. Anytime is an adverb that means “whenever” or “at any time.” You can use it like you would any other adverb:
Example: Call me anytime. Call me often. Call me quickly.
You can’t use **anytime** with a preposition like **at**. If you have a preposition, you need the two-word version: “They could call at any time.” You also need the two-word version when you’re talking about an amount of time: “Do you have any time to speak to us today?”

COMMON TECHNOLOGY TERMS

WEB ADDRESS

- Broward College’s web address is www.broward.edu.
- There is no need to use “http://” unless address does **not** start with “www.”
- For advertising purposes, or if there is limited space, it is acceptable to remove the www. and use simply broward.edu or broward.edu/URL if you have a friendly URL for your page.

TECHNOLOGY TERMS

Common terms and their correct spelling include:

- broadband
- cyberspace
- database (lowercase)
- download (lowercase)
- email is lowercase with no hyphen
- fax can be used as a noun or verb and is not an acronym
- firewall
- home page (two words)
- internet is lowercase
- intranet (internal to the College or organization)
- log in (verb) and login (noun)
- log off (verb)
- online (no hyphen)
- spam is lowercase when used to indicate junk email
- web and webpage are all lowercase
- “website” is one word

JOB AND POSITION TITLES

Use lowercase at all times for terms that are job descriptions. Formal titles always are capitalized.

- Job Description: Former astronaut Scott Carpenter studied aeronautical engineering at CU Boulder.
- Formal Title: NASA Commander Scott Carpenter studied aeronautical engineering at CU Boulder.

Do not capitalize unofficial titles preceding a name.

Example: The exhibit featured primitive artist Mary Smith.

Do not capitalize titles used without the name.

Example: For information, see the registrar.

Example: A professor of history will be in attendance.

Example: Students filing appeals must initiate them with a vice president.

ANNUAL

Do not use the term “first annual” because an event cannot be described as annual until the second year. Use the word “inaugural” for the first year of the event.

DATES

Dates should appear in the following fashion: Aug. 9, 2021, or August 9, 2021.

- When used in a sentence, the year is followed by a comma.

Example: “On Aug. 9, 2010, we gathered at the library.”

- For days of the month, omit “rd,” “th,” “st” and “nd” after the numeral.

Example: “The performance was held on Nov. 20.”

- Abbreviate the months of Jan., Feb., Aug., Sept., Oct., Nov. and Dec. in dates. Spell out March, April, May, June and July.

Note: On formal invitations the month should be spelled out.

- Do not abbreviate the day of the week.

Example: Monday, Feb. 2, 2019.

TELEPHONE NUMBERS

Telephone numbers should appear with 10 digits separated by dashes. Do not place the area code in parentheses.

Example: 954-201-7200

TIME

Morning and afternoon designations are lowercase letters with periods and no spaces.

Example: 9 p.m. (do not list the “:00”) or 11:30 a.m.; or 1-2:30 p.m. and 11 a.m.–2 p.m.

Designations that are within the same time period do not need to have the a.m. or p.m. repeated.

Example: 11–11:30 a.m.



VISUAL IDENTITY GUIDELINES

PROTECTING OUR VISUAL IDENTITY

The Broward College logo is the primary and most immediate visual expression of our brand. As one of our most valuable brand assets, it must be protected and used carefully. The consistent and proper use of the logo strengthens recognition for Broward College while bringing our various individual entities together under one established symbol that represents the institution.

To reinforce the Broward College brand—and thereby the College itself—our guidelines prohibit the use of any additional iconography, marks, or artwork in place of the official logo, nor can the official logo be augmented in any way. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.

PRIMARY BRAND MARK

The Broward College logo is simple, impactful and highly legible. Our logo serves as the primary graphic identity for the institution and, therefore, must appear on all communications including brochures, stationery, business cards, and websites. Furthermore, the logo is carefully designed to consider the specific size and relative placement of each component. Alteration, modification or repositioning of logo components in any way is prohibited. Be sure to only use approved digital artwork supplied by Broward College for reproduction purposes.

Below are the primary and secondary logo for Broward College. Either option is suitable for use.

PRIMARY BROWARD COLLEGE LOGO



SECONDARY BROWARD COLLEGE LOGO



NOTE: The folio from the previous logo is removed and may no longer be used as a decorative accent mark in materials (see page 24 for examples).



The official College brand mark can be [DOWNLOADED HERE](#).

For additional reference, please find approved graphic representations of the College's official logo below. Please consult with the Office of Public Affairs and Marketing regarding which logo representation is best suited for the specific communication or marketing piece being considered.

PMS 294 LOGO

**BROWARD[®]
COLLEGE**

BROWARD COLLEGE[®]

BLACK LOGO

**BROWARD[®]
COLLEGE**

BROWARD COLLEGE[®]

REVERSE LOGO



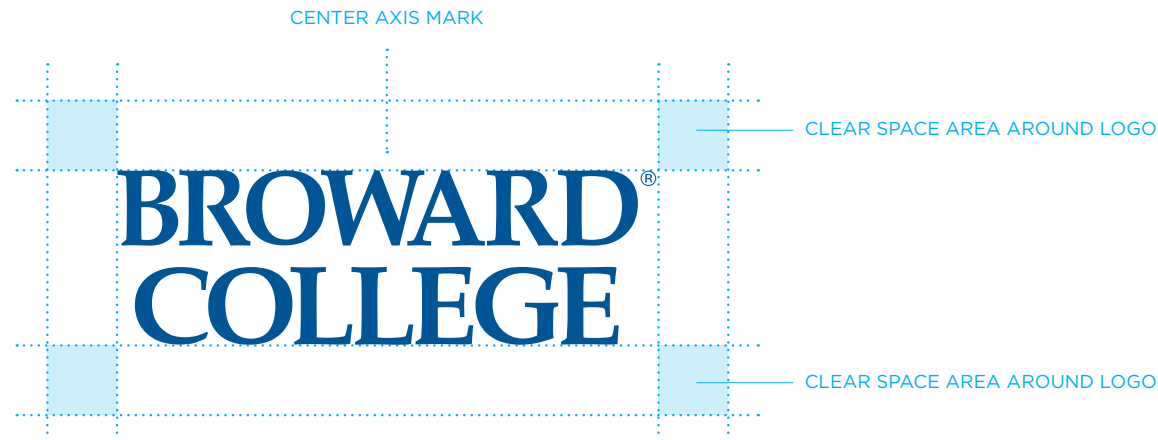
When using the logo, do not use tints or shades. The logo **may only be displayed** in 100% PMS 294, black, or reversed out of a color background in solid white.

LOGO SIZE AND READABILITY

The size of the logo will vary depending upon its use. Listed here are the ideal and minimum sizes that may be used for print reproduction, The optimum size for print reproduction is 2” across measured by base rule. The minimum reproduction size of the logo is 1.25” across (contact the Office of Public Affairs and Marketing if a smaller version is needed).



It is important that the logo has easy readability. To ensure this, we have established an area in which no other type or images may appear. The area surrounding the logo should be clear of all elements. Do not place any type, graphics or illustrations within the minimum clear space.



LOGO MISUSE

Presentation of the Broward College logo, seal, department or program logo, sub-brand logo, student group logo, and independent brand logo must be carefully monitored. Incorrect use can result in unclear messages. Every piece of communication or marketing material should represent the Broward College brand. This page illustrates some of the incorrect presentations of the logo. This is not a complete list.



DO NOT USE THE OLD LOGO FEATURING THE FOLIO AND URL.



DO NOT WARP OR MANIPULATE THE DIMENSIONS OF THE LOGO.



DO NOT CROP THE LOGO.



DO NOT ADD A DROP SHADOW TO THE LOGO.



DO NOT ADD AN OUTLINE TO THE LOGO.



DO NOT ADD YOUR OWN TEXT TO THE LOGO.



DO NOT PRINT THE LOGO AS A TINT OR TRANSLUCENT.



DO NOT MODIFY THE COLOR OF THE LOGO.



DO NOT PRINT THE LOGO ON A DISTRACTING BACKGROUND.

OTHER EXAMPLES OF INCORRECT LOGO USE

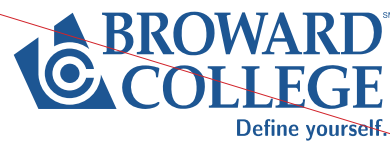
- Do not bleed the logo off the page
- Do not twist the logo
- Do not print a border around the logo
- Do not typeset the logo
- Do not add wording or use the logo in a sentence or phrase

Contact the [OFFICE OF PUBLIC AFFAIRS AND MARKETING](#) with any questions regarding proper logo usage.



OBSOLETE LOGOS

To sustain the College's brand identity, it is imperative that all communications carry the approved Broward College primary logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics.



INTERNAL DEPARTMENT AND PROGRAM LOGOS

To avoid a cluttered representation of the Broward College brand, internal departments and programs follow a set standard in order to maintain unity and consistency.

Programs and departments may request a standard logo, based on the following format. These logos may not be used in place of the Broward College logo. When placed on any marketing or communication material, your program/department logo may not be presented alone. The official Broward College logo is to be present on the piece as well, especially if the material produced is for an external audience. However, for promotional items, your program or organization logo can be used by itself.

**INFORMATION
TECHNOLOGY**
BROWARD COLLEGE

**TEACHER
EDUCATION**
BROWARD COLLEGE

The Robert "Bob" Elmore
**HONORS
COLLEGE**
BROWARD COLLEGE

**CREDIT FOR
PRIOR LEARNING**
BROWARD COLLEGE

SOS
Seahawk Outreach Services
BROWARD COLLEGE

Emil Buehler
**AVIATION
INSTITUTE**
BROWARD COLLEGE

A logo will be created for your department upon request. The Office of Public Affairs and Marketing will provide both a stacked and horizontal version to allow for flexibility in usage, and both versions will be provided in Broward College Blue, black, and white.

Submit a [NEW CREATIVE PROJECT FORM](#) to request a standard logo for your program or department.



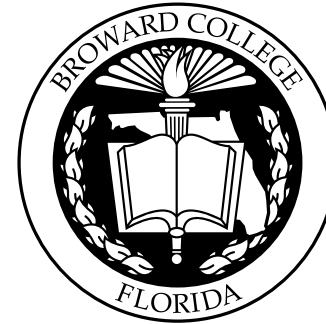
COLLEGE SEAL

Consistent presentation of Broward College’s seal is essential across all brand applications. **The Broward College Seal is reserved exclusively for materials from the Office of the President, the Office of the Provost, and official College documents such as diplomas, certificates, awards, and ceremonial documents deemed appropriate.** The Seal should never be used in place of the logo. When using the Seal on letters, certificates and awards, the words “Broward College” must be present on the communication.

PMS 294 LOGO



BLACK LOGO



REVERSE LOGO



 The Broward College Seal may be used **UPON REQUEST** only.

SUB-BRANDS

Having distinctive personalities and missions, sub-brands are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services. These sub-brands have unique logos because they have an internal and/or external business or related objective and require enhanced branding.



Sub-brand logos are approved on a case-by-case basis after a thorough vetting process and review of business objectives.

COLLEGE-SPONSORED STUDENT GROUPS

Having distinctive personalities and missions, college-sponsored student group logos are prominently linked to the core brand while requiring differentiation because they provide significantly distinctive services.



INDEPENDENT BRANDS

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to Broward College. These independent brands have unique logos.



PATHWAYS@BC

Broward College programs and courses are divided into eight distinct areas of study, called pathway communities or pathways. Each pathway offers programs that may have common pre-requisites, explore the same interests, and provide students with insight into the entire field of study they have selected.

Each pathway at the College has its own unique color and icon, to provide students with a quick, easily-recognizable mark that is familiar as they pursue their course of study. These icons may be used freely in materials for current students, but should be avoided for general recruitment.

PRIMARY PATHWAYS@BC LOGO



INDIVIDUAL PATHWAY ICONS AND COLORS

BUSINESS



PMS 199C
C 11 M 98 Y 87 K 2
R 211 G 39 B 52
HEX #D32734

EDUCATION



PMS 389C
C 25 M 1 Y 99 K 0
R 33 G 120 B 81
HEX #CBD82D

HEALTH SCIENCE



PMS 7663C
C 67 M 96 Y 22 K 7
R 109 G 48 B 117
HEX #6F3076

INDUSTRY, MANUFACTURING, CONSTRUCTION AND TRANSPORTATION



PMS 305C
C 67 M 1 Y 3 K 0
R 27 G 191 B 234
HEX #1BBFEA

ARTS, HUMANITIES, COMMUNICATION AND DESIGN



PMS 361C
C 74 M 06 Y 96 K 0
R 69 G 173 B 79
HEX #46AD4D

SCIENCE, TECHNOLOGY, ENGINEERING AND MATH



PMS 7687C
C 100 M 90 Y 10 K 0
R 37 G 64 B 143
HEX #25408F

PUBLIC SAFETY



PMS 152C
C 2 M 61 Y 89 K 0
R 239 G 128 B 53
HEX #EF8035

SOCIAL BEHAVIORAL SCIENCES AND HUMAN SERVICES



PMS 7461C
C 80 M 40 Y 0 K 10
R 33 G 120 B 181
HEX #2178B5

SEAHAWK MASCOT

The Seahawk mascot logo is available for use as an artistic mark on student-focused materials and College team branding. Use of the Seahawk mascot marks are limited to artistic usage and trademarked merchandise only. The mascot logo should never be used in place of the official Broward College logo or on official College documents such as letters, forms, or records.

SEAHAWK HEAD LOGO



FULL SEAHAWK LOGO




VARSITY B LETTERMARK



VARSITY SEAHAWKS WORD MARK

BROWARD COLLEGE®
SEAHAWKS

The Seahawk logos may be used **UPON REQUEST** only. 

DIGITAL BADGES

Digital badges are electronic symbols used as micro-credentials to document achievement or skills mastered such as course completion, professional development participation, or training completion ([source](#)).

Digital badges offer students a new way to display their skills that they can add to their social media, resume, or job sites. These badges can be validated by the reviewer and are backed by Broward College.

SAMPLE WORKFORCE AND CONTINUING EDUCATION DIGITAL BADGES



SAMPLE BROWARD UP DIGITAL BADGES



Submit a [NEW CREATIVE PROJECT FORM](#) to request a digital badge for your program or department.

COLORS

Color can impart a brand's presence even before we consciously see its logo or name. A highly emotive, visual element when used properly, it is a powerful communication tool. The color palette at Broward College has been selected to portray the perfect balance between our academic excellence and our focus on students and the community.

OFFICIAL BROWARD COLLEGE BLUE

The official color of Broward College is **PMS 294**. The Broward College visual palette offers additional complimentary colors outlined below.

On the previous pages, some logo descriptions contained reference to the PMS (Pantone Matching System) colors used in the logo. Below are the colors that may be used for the logo from this system as well as CMYK system, which is used in offset printing.

PRIMARY COLOR

BROWARD COLLEGE BLUE/PMS 294 C 100 M 58 Y 0 K 21 R 29 G 86 B 147 HEX #005596	BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0 HEX #000000
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SECONDARY COLORS

MIDNIGHT C 100 M 57 Y 0 K 53 R 0 G 52 B 120 HEX #003478	CYAN C 100 M 0 Y 0 K 0 R 0 G 174 B 239 HEX #00AEEF	COOL GRAY C 1 M 0 Y 0 K 31 R 173 G 175 B 175 HEX #ADAF AF
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NOTE: Sampling the color from this document is not an accurate way to render the color for any medium. Comparing what is printed on a desktop color printer to a computer screen is also not reliable.

STUDENT COLORS

The following color palette may be used when creating marketing/promotional materials for students or external audience. This is the color palette found on the College's public-facing website, www.broward.edu.

PURPLE C 91 M 100 Y 17 K 5 R 68 G 45 B 123 HEX #442A7B	AMETHYST C 48 M 87 Y 0 K 0 R 147 G 69 B 154 HEX #94449F	LIME C 27 M 4 Y 84 K 0 R 196 G 210 B 83 HEX #C3D156	TEAL C 76 M 23 Y 11 K 0 R 31 G 155 B 198 HEX #219CC6	SKY BLUE C 31 M 0 Y 5 K 0 R 170 G 223 B 238 HEX #A9DEED
DARK GRAY C 67 M 65 Y 67 K 70 R 42 G 38 B 35 HEX #2A2623	CHARCOAL C 63 M 59 Y 58 K 39 R 79 G 75 B 74 HEX #4E4A49	SILVER C 21 M 16 Y 17 K 0 R 201 G 201 B 200 HEX #C9C9C9	LIGHT GRAY C 10 M 7 Y 8 K 0 R 226 G 227 B 226 HEX #E2E2E2	GRAY C 3 M 2 Y 2 K 0 R 224 G 224 B 224 HEX #F4F4F4

TYPEFACES

Consistent use of typography is a simple way to align our visual identity. Based on their clean lines, usability, and compatibility with the College logo, the official Broward College fonts are Gotham and Open Sans.

Both fonts are highly readable, and offer diversity in weight and style. Gotham is our primary font for print projects. Open Sans is the primary font used for web.

PRIMARY FONT FAMILY

Gotham

The following accent fonts are most commonly used:

COMMENCEMENT BOOK FONT

Minion Pro

ALTERNATIVE FONT

While our primary brand font is Gotham, it is not always available. In this case, Calibri or Franklin Gothic are acceptable alternatives.

INTERNAL DOCUMENTS, PUBLIC RELATIONS, AND MEDIA DOCUMENTS FONT

Internal Documents, Public Relations, and Media Documents

Calibri

WEBSITE FONT

Open Sans



The official college typefaces are available **UPON REQUEST**.

Aa

Gotham

Gotham Thin
Gotham Thin Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Aa

Gotham Rounded

Gotham Rounded Light
Gotham Rounded Light Italic
Gotham Rounded Book
Gotham Rounded Book Italic

Gotham Rounded Medium
Gotham Rounded Medium Italic
Gotham Rounded Bold
Gotham Rounded Bold Italic

Aa

Open Sans

Open Sans Condensed Light
Open Sans Condensed Light Italic
Open Sans Light
Open Sans Light Italic

Open Sans Regular
Open Sans Regular Italic
Open Sans Semibold
Open Sans Semibold Italic

Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

Aa

Calibri

Calibri Light
Calibri Light Italic

Calibri Regular
Calibri Regular Italic

Calibri Bold
Calibri Bold Italic

PHOTOGRAPHY

Photography is an essential tool in demonstrating our College's diverse community and telling our campus stories. In addition, photography captures Broward College's unique identity and connects with people in ways that words may not. Our photography style spotlights our people and our campuses while adding relatable elements to our communications. Getting a good image, however, requires careful selection, planning, and execution.

To maintain visual consistency across all Broward College materials, it's important to use only approved brand photography. The Office of Public Affairs and Marketing has a wealth of photographic resources available, including access to a stock photo library with millions of images. In addition, we can help facilitate photo shoots.



To access photographic resources, or for advice on creating any photographic projects, contact the [OFFICE OF PUBLIC AFFAIRS AND MARKETING](#).



All participants in productions involving photography and video must fill out the [MULTIMEDIA RELEASE FORM](#).

SAMPLE IMAGES



To access the College's full library of photographic resources, contact the [THE OFFICE OF PUBLIC AFFAIRS AND MARKETING](#). 

VIDEO PRODUCTION

Showcasing Broward College campuses, students, and faculty in video format is a dynamic way to communicate our brand promise and messaging. Videos quickly capture an audience's attention in a powerful manner and can be used for several different audiences simultaneously, making this medium both sustainable and effective. Whether promoting our College's academic excellence to potential students, alumni and donors; or simply using internally to inform students, faculty and staff, video is able to strongly resonate with viewers while building awareness of the Broward College brand.

Because videos play an important role in our brand identity, they must follow our brand standards to ensure the College is presenting a consistent, meaningful message.

PRODUCTION VALUES

Just as our videos serve different purposes, they can also be created with different production values. The use, complexity and urgency of a video may dictate the level of pre-production and post-production required. Some videos may be recorded using just a smartphone, while others may require multiple cameras, complex animation and post editing.

A video that needs to be completed in a short time frame may require a streamlined approach. While this type of video may only present basic interviews ("talking heads") or use a single camera; it must adhere to Broward College brand standards.

VISUAL STYLE

Our goal is to capture footage that is vibrant, crisp and realistic which highlights the benefits of attending Broward College.

Use simple, uncluttered backgrounds that feature authentic activities, roles and everyday educational tools. Lighting should be natural; avoid harsh, bright lighting or colored gels.

FRAMING

Individuals on-screen should be framed in a natural manner without appearing posed or staged and should always be in clear focus.

Please keep the following in mind when creating videos:

- If using a smartphone, shoot with your phone horizontally, not up and down. This allows viewers to watch your video at full size on a monitor or TV screen.
- Keep your phone or camera smooth and steady by using a tripod or monopod. Even a selfie stick can do the trick, if necessary.
- Consider lighting when planning your shoot. For a better video, know how to work with the available light and use it to your advantage.
Example: When outdoors, try to find a position where the sun is evenly lighting your scene.
- Broward College reserves the right to request removal of videos containing graphic or inappropriate content, nudity, alcohol usage, and profanity.



All participants in productions involving photography or video must fill out the [MULTIMEDIA RELEASE FORM](#).

CONTACT

If you need assistance with a project or have questions about anything in this brand guide, contact the Office of Public Affairs and Marketing.



For general inquiries, email the [OFFICE OF PUBLIC AFFAIRS AND MARKETING](#).



To submit a marketing or graphic design request, fill out a [NEW CREATIVE PROJECT FORM](#).



To submit a request for writing services, fill out a [PUBLIC RELATIONS OR COMMUNICATIONS FORM](#).

View the full Marketing and Public Affairs team contact list on [Connect](#)

PROJECT REQUESTS AND APPROVALS

Approval from the Office of Public Affairs and Marketing is required for all external recruitment-related or promotional advertising, including posters, postcards, outdoor materials, online, broadcast, or print advertising to ensure compliance with brand guidelines, identity policy, and brand messaging. The official Broward College logo and the non-discrimination disclaimer must be used on all materials. All promotional materials must be submitted to the Office of Public Affairs and Marketing at least one week before the publication artwork/materials deadline in case there are changes required to the artwork before publication.

Visit the [APPROVAL PORTAL](#) to submit a document for approval.



NON-DISCRIMINATION DISCLAIMER

To comply with U.S. Equal Employment Opportunity Commission (EEOC) regulations, the following statement must be included on all printed materials. If you have any questions about this, contact the Office of Public Affairs and Marketing. Below is the correct version of the disclaimer to use on your materials.

© Broward College does not discriminate on the basis of race, color, sex, gender, national origin, religion, age, disability, marital status, sexual orientation, gender identity, genetic information, or other legally protected classification in its programs and activities.

