

# Introduction

For more than 60 years, El Camino College has offered outstanding academic opportunities, athletic programs, entertainment events, and related support services to our community.

Because of this vital role in our community, El Camino College is committed to providing informational, appealing, easy-to-use, and accessible publications that support the college's mission, strategic goals and branding efforts.

This commitment includes a campuswide effort; and begins with the El Camino College **Public Relations & Marketing (PR&M) Department**. The PR&M Department researches, designs, produces and delivers professional communications to a diverse student population, ECC employees (internal), the communities across the world (via the Web), the media, and elected and community leaders.

“Building a brand” promotes a positive image for El Camino College that reflects all of the great opportunities available on our campus. A unified communications program reiterates that the college is dedicated to excellence in education from producing up-to-date, engaging publications and other media, to sharing inspiring stories highlighting the dedication and success of our students, faculty, staff, and administration.

Each college communication conveys a message to the recipient about the value of our college. The standards and guidelines presented in this manual will help enhance the image of El Camino College, while assuring access and consistency in all messaging whether for publications or the Web. These efforts ultimately strengthen the college's credibility, image and brand, demonstrating the excellence taking place on our campus every day.

The Communications Guide & Standards Manual is a working document that will continue to evolve over time. We welcome comments from faculty, staff, administration, students and alumni. This guide is not meant to inhibit creativity, but rather to develop a positive brand identity for our college. These guidelines apply at El Camino College as well as to all of our centers. We appreciate your support in this endeavor.

*To encourage full inclusion in all programs and services, accommodations and alternate media formats for this publication/document are available upon request by contacting: [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu); Phone: 310-660-3593, ext. 6518.*

“Building a brand” promotes a positive image for El Camino College that reflects all of the great opportunities available on our campus.

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# Public Relations & Marketing **GUIDELINES**

The Communications Guide is designed to help coordinate messages for publications and other materials of communication, and uphold the credibility and history of El Camino College when presenting our image and messages to the public. These standards apply to all college communications and other representations to the public. All El Camino College employees who publish college related communications, both to an internal and external audience, will follow the **Communications Guide & Publications Standards**. This includes El Camino College and all centers.

Please note the **Communications Guide** applies to college related communications; it does not apply to instructional materials.

To protect this visual identity, and to assure consistency across all aspects of external publications, this **Communications Guide** sets standards to assist individuals in producing printed materials, the Web and messaging for all other forms of external communication for El Camino College. The intent is to set forth the various components necessary to ensure consistency. Although creativity is encouraged within communications, the standards specified in this manual must be followed so that our college's communication materials will present a unified image.

All communications that represent El Camino College are required to be reviewed prior to production by the Public Relations & Marketing Department to ensure that the communication meets ECC standards. This review process may take up to two weeks to complete, depending on the complexity of the project.

This includes, but is not limited to:

- Advertisements • Banners • Brochures • Event Programs
- Fliers • Folders • Handbooks • Invitations • Letters • Newsletters
- Online Social Networks • Postcards • Posters • Program Schedules
- Web Pages

This **Communications Guide** may be viewed on the Public Relations & Marketing Department Web page:

[www.elcamino.edu/administration/publicrelations/](http://www.elcamino.edu/administration/publicrelations/)

For clarification or interpretations of situations not covered in this manual or to have materials reviewed, contact the Public Relations & Marketing Department at 310-660-3593, extension 6518.

**Communications that represent El Camino College are required to be reviewed prior to production by the Public Relations & Marketing Department to ensure that the El Camino College standards are met.**

# Requirements

Please ensure that all communications adhere to the standards outlined in the most current version of the **Communications Guide & Publications Standards**. The following elements are required on all El Camino College publications:

## Official Logo

Other logos may also be displayed, but they must be secondary (smaller, in a lower placement) to the ECC logo (see page 3).

## Equal Opportunity Statement

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation.

## Web Address

For simplification of our identity purposes, the El Camino College Web address is [www.elcamino.edu](http://www.elcamino.edu) or [elcamino.edu](http://elcamino.edu). This Web address must be used on all publications and promotional material for the college.

For El Camino College Compton Center, the Web address is [www.compton.edu](http://www.compton.edu) or [compton.edu](http://compton.edu).

## The following are required for print and Web publications:

- Use of the official El Camino College template for Web publications
- Official ECC photography
- Use clip art sparingly, and customize when possible

Any changes must be discussed with the Director, Community Relations.

## Review and Approval

All marketing communications are required to come through the Public Relations & Marketing Department for approval. The following may be reviewed:

- Content
- Spelling
- Grammar
- Syntax
- Compliance with bulk mail regulations
- Compliance with copyright law
- Correct use of logo
- Correct use of postal indicia
- Equal opportunity statement
- Policies of the college, district (including **Communications Guide**)

All publications must be submitted for review/approval as a Word document or PDF file BEFORE the design process begins, this allows time to proof the copy before it is imported into a page layout or design program.

All publications must be submitted for review/approval as a Word or PDF document file BEFORE the design process begins.

# Graphic ELEMENTS & STANDARDS

## The El Camino College Logo

The official El Camino College logo and the name El Camino College must appear on the front and back cover of every El Camino College publication or document. Only the official college logo may be used.



The El Camino College logo must be used in:

- Formal communications for information purposes.
- Formal communications to specific designated individuals - especially at the local, county, state and federal levels - as designated by the Director, Community Relations.

The El Camino College logo must be used:

- On all print material associated with the college.
- With any and all written communications.
- On all banners, fliers and signage.

## Logo Usage

**Use of Logo:** Do not use alternate typefaces or change the configuration of any elements that comprise the logo. The logo may not be changed or adapted in any way for any purpose.

**Size:** The logo's size shall not be smaller than 1/2 inch proportionally based on size of the publication.

**Color:** The one-color logo should be printed in PMS Reflex Blue. Two-color logos should be printed in Reflex Blue or Pantone 421 Gray for letterhead and business cards and black at 25% on reverse white for informational publications. Requests for exceptions to these colors should be directed to the Public Relations & Marketing Department.

*Please refer to the appendix: El Camino College logo, page A.1.*

## Solid Backgrounds

The logo may be reproduced in white against any solid or screened color background. No text or illustrations should merge with the logo.

## White Space

White space is the area designated around the logo into which no words or images may intrude. It is important to provide ample white space around the logo to protect its integrity and maximize its visibility. The minimum white space is equal to one half of the height of the logo.

## Special Applications

The logo may be embossed, foil-stamped, engraved, etched, cast in metal or carved in stone or wood. When possible, the official colors should be used, except when dictated by the application (etched glass, stone or wood grain, for example).

## Where to Get a Logo

Electronic files of the logo are available from the Public Relations & Marketing Department's Graphics Office: [elorenz@elcamino.edu](mailto:elorenz@elcamino.edu) and on the Portal at: <https://myecc.elcamino.edu> under the Documents and Forms Tab/Additional Documents/Public Information.

The official El Camino College and/or El Camino College Compton Center logos must be used on all printed material.



## **El Camino College Compton Center**

### **El Camino College Compton Center**

El Camino College Compton Center is the newest center added to the college. Under an agreement with El Camino College, El Camino College Compton Center offers accredited El Camino College courses. The Compton Community College District is still a legal entity per legislation outlined in the agreement. The official legal name of El Camino College Compton Center is El Camino College Compton Community Educational Center. For publications and marketing purposes, it is known simply as El Camino College Compton Center, or ECC Compton Center on second reference.

Following are appropriate uses of the El Camino College Compton Center name:

- **El Camino College Compton Center**  
Use when referring to the center; upon second reference it may be shortened to ECC Compton Center.
- **El Camino College Compton Community Educational Center**  
Use for official, formal documents such as the annual commencement program. Any questions should be forwarded to the Director, Community Relations.

*Please refer to the appendix: El Camino College Compton Center logo, page A.2.*



### **Compton Community College District Logo**

The Compton Community College District remains a legal entity per legislation outlined in the agreement between the El Camino College and the Compton Community College Districts. When district business is being conducted, the Compton Community College District logo should be used on all documents.

### **Other Logos**

All logos for centers for El Camino College must be approved by the Public Relations & Marketing Department. Please note that El Camino College is what we represent in all materials - not specific divisions, departments, programs or courses.

Certain departments on campus might utilize another logo as designated by law; likewise, student clubs might have a logo - with a national, state or local affiliation - used to promote activities serving students and the community. All must be approved by Director, Community Relations.

When using another logo, the El Camino College logo must also be used. No logo should be larger than the El Camino College logo when presented together on a publication.

**The College Name**

It is important to use the correct name when referring to El Camino College.

Following are appropriate uses of the college name:

- **El Camino College**  
Use when referring to the college.
- **El Camino Community College District**  
Use when referring to the District, such as the Board of Trustees and legal documents.
- **DO NOT EVER USE:** El Camino Community College

**Names for Centers**

El Camino College has three centers: El Camino College Compton Center, El Camino College Business Training Center, and El Camino College Fire Academy. Please use the full name of each center in headlines and on first reference. On second reference, you may use the more familiar name; for example, El Camino College Business Training Center may be referred to as the Business Training Center or BTC.

**College Seal**

The official college seal is reserved for formal printed materials such as diplomas, medallions, awards, designated honorary certificates and official El Camino College documents. It may also be used on a podium and on banners for official collegewide functions as designated by the college President or Director, Community Relations.

The college seal and logo are not interchangeable. Each has a specific and distinct use. *Please check with the Public Relations & Marketing Department if you have questions regarding the use of either the college seal or the logo.*

**Embossed:** The official District Seal may be embossed on official District documents, such as:

- Gold Seals to be used on Official District Resolutions
- Nursing Certificates
- ISN Documents
- Verification Letters
- Military Early Release Letters
- Cross Enrollment Forms
- Diplomas

*Please refer to the appendix: El Camino College Seal, page B.*

**Web Address**

For simplification of our identity, the El Camino College Web address is [www.elcamino.edu](http://www.elcamino.edu) or [elcamino.edu](http://elcamino.edu). This Web address must be used on all publications and promotional material for the college.

For El Camino College Compton Center, the Web address is [www.compton.edu](http://www.compton.edu) or [compton.edu](http://compton.edu).

Additionally, individuals should use the [@elcamino.edu](mailto:@elcamino.edu) designation after his/her department or individual name for email addresses.

# El Camino College Style **GUIDE**

Publications generally follow all rules set forth by the Associated Press Stylebook and Webster's Dictionary. Here are a few El Camino College-specific style guidelines to note.

**acronyms** - Use acronyms only on second reference, after proper name has been stated. Example: For more information, contact Honors Transfer Program (HTP) staff. An award-winning student success program, the HTP is committed to helping highly motivated students.

**adviser**

**associate degree** (no possessive) - Associate of Arts degree

**bachelor's degree** - but there is no possessive in Bachelor of Arts

**campuswide** - one word

**department** - See entry for office

**districtwide** - one word

**division** - See entry for office

**ECC** - Use only in headlines or when spelling out El Camino College becomes cumbersome in the sentence structure.

**El Camino College** - Use when referring to the college

**DO NOT EVER USE:** El Camino Community College

**El Camino Community College District** – Use when referring to the District, such as the Board of Trustees and legal documents

**email**

**Internet**

**intranet**

**master's degree** - but there is no possessive in Master of Science

**office** - Capitalize the first letter when used as part of a proper name. Use lower case in casual uses. Example: For more information, visit the Financial Aid Office. Example: His office is down the hall.

**online** - one word, lower case

**Southern California**

**telephone numbers** - Use hyphens to separate numbers (e.g., 310-660-3593, ext. XXXX)

**titles** - In college publications, including Web pages, text should not include courtesy titles (ie: Mr., Mrs., etc.) preceding names. Likewise, academic titles (ie: Dr.) should not be used, unless the individual is a dental/medical doctor. When titles are used, they are capitalized when used directly before an individual's name; lowercase in all other uses

**Web**

**Web page** - two words

**website** - one word

# El Camino College **COPY CENTER**

## **The Copy Center**

- Copy Center Direct:  
[www.elcamino.edu/administration/facstaff/facstaff.asp](http://www.elcamino.edu/administration/facstaff/facstaff.asp)
- Email: [copycenter@elcamino.edu](mailto:copycenter@elcamino.edu)
- Located in Room 28 of the Bookstore Building  
(first floor, southwest corner)
- 310-660-3593, extension 6521
- Hours: Monday - Thursday 7:30 a.m. - 6:30 p.m.;  
Fridays 7:30 a.m. - 4:30 p.m.;  
Closed Fridays during summer sessions
- Sidney Smith, Production Coordinator

The Copy Center provides photocopying and digital color copying services campuswide.

Most jobs submitted to the Copy Center for photocopying are completed in one to three days for pick up at the Copy Center.

Your job must be submitted as camera-ready.

Submission of your copy order may be accomplished in several ways: digitally using the new Copy Center Direct online submittal service, CD (must be left at the Copy Center and will be returned after the job is completed), flash drive or hard copy.

## **Time Requirements**

Our goal is one- to three-day turnaround. If your job has complex specifications, allow more lead time to meet your requirements. Turnaround times for all orders whether submitted online or by hard copy, begin upon receipt/acknowledgement by the Copy Center.

At the beginning of each semester requests should be submitted at least two weeks in advance, especially large and/or specialty copy/print orders. This is an extremely busy time for the entire campus, and normal turnaround time will not apply. Orders will be processed on a first-come, first-serve basis, regardless of any previously set standard. This also applies to other busy times such as mid-term and semester's end. We would prefer that you select campus mail for your delivery method at this time, since we are limited on the space to store completed jobs.

In order for the Copy Center to have a better idea of the types of photocopying projects coming from various departments, it is requested that each department/office submit to the Production Coordinator a list of publications, with dates and quantities, that are requested every semester/year, e.g., The Center for the Arts posters, mailers and programs; Financial Aid Handbook; Transfer Guide, transcript letterhead, contracts for Human Resources; in-house forms, etc. Please send a department calendar to [sosmith@elcamino.edu](mailto:sosmith@elcamino.edu).

**Copy Center orders should be submitted online through "Copy Center Direct."**

### **Emergency Requests**

The Copy Center policy is to offer the most efficient service possible in the shortest amount of time. Realizing that emergencies occur, we strive to accommodate emergency requests when possible, but please be aware that these exceptions should be extremely rare. All emergency requests for turnaround time in less than the posted turnaround time rate must be approved by the Production Coordinator (Sidney Smith, extension 6521, [sosmith@elcamino.edu](mailto:sosmith@elcamino.edu)). Please do not interrupt the Copy Center personnel to request emergency processing of your order as this is extremely disruptive to the work flow of the Copy Center.

### **Pick up and Delivery**

Materials may be picked up from the Copy Center between 7:30 a.m. - 6:30 p.m. Monday - Thursday and Fridays between 7:30 a.m. and 4:40 p.m.. Materials may be mailed to your division office. Allow an additional day for each direction when using the campus mail system.

### **Copyright Notice**

- Material from newspapers or magazines must have the name of the publication and the date it was published written on the original to be copied/printed.
- We will not reproduce multiple copies of cartoons without authorization from the syndicate that owns the copyright. However, we can make one copy or transparency for use in a classroom.
- Material taken from a book (even an instructor's manual) must have the name of the publisher and the date it was copyrighted, noted on the original to be copied/printed.
- Materials originating from the Internet, must list the Internet address/website on the original to be copied/printed.  
For more information on Copyright, please visit:  
<http://www.elcamino.edu/copyright/index.asp>
- For textbooks that have not been delivered to the Bookstore, you must first get written permission from the book's publisher to photocopy chapters for classroom use.
- Orders without the required information will be held until you are notified and can provide us with the above information.
- All copyrighted material can only be used once. Orders cannot be repeated for more than one semester.
- For further information, please refer to the ECC Copyright Board Policy 3750:  
[http://www.elcamino.edu/administration/board/boarddocs/3750\\_Use\\_of\\_Copyrighted\\_Materials.pdf](http://www.elcamino.edu/administration/board/boarddocs/3750_Use_of_Copyrighted_Materials.pdf)

For more information and to read the Copy Center Customer Guide, visit the Public Relations & Marketing Department online at:  
[www.elcamino.edu/administration/publicrelations/copycenter.asp](http://www.elcamino.edu/administration/publicrelations/copycenter.asp)

**Billing**

Faculty/Division/Department [General Fund-Unrestricted (Fund 01), Object Code 55960 and 55980]

Black and white copying is free of charge, unless otherwise noted. Special services required to complete your request may incur charges.

**Charge-back system**

General Fund-Restricted accounts, such as Child Development, Foundation, Bookstore, Food Services, ECCE, AFT, Auxiliary Services and all other miscellaneous accounts will be charged for all reproduction services. Use the Copy Services Request Form.

Complete a blanket purchase order after the cost of the job is estimated by the Production Coordinator. No production will commence on any project without an approved blanket purchase order signed by the division/department dean/director.

All digital color copy/print jobs will be charged to the requester through the established chargeback system.

Administrative approval is required for any chargeback request. Customers must have a blanket purchase order number with sufficient funds to cover the costs of their color print requests. The work order request form requires administrative approval (signature), i.e. director, dean, VP or designee.

# Photography

The Public Relations & Marketing Department has a full-time photographer who takes photographs for promotional and marketing purposes. The photographer also produces official staff, faculty, and administration portraits, and team or group photos which are scheduled by appointment only.

The Public Relations & Marketing Department's first priority for photographic opportunities include: major college events, such as commencement, homecoming, etc.; notable guest lecturers; select sporting events; and opportunities for promotional photos, such as award presentations.

The images taken may be used (with photo credited to the El Camino College Public Relations & Marketing Department) in *The Union*, news releases, admissions materials, and advertisements. They may also be used by the media with the permission of the Public Relations & Marketing Department and must include the appropriate photo credit.

**Requesting a photographer:  
including portraits, events, group photos, etc.**

The Public Relations & Marketing Department must receive a written photo request with a minimum of two weeks notice.

Please note that submission of a photo request does not guarantee a photographer will be available. After your email request is received and reviewed, the campus photographer will respond within two business days to your email request. (After-hours Photo Requests also require the approval of the Publications Supervisor.)

All work completed by the El Camino College photographer remains the property of the Public Relations & Marketing Department and may be used for ECC publications and promotional purposes.

Please give at least 24 hours notice if your event is cancelled or postponed.

**To request a photographer, please submit a photo request form to:**

Dwight Ueda, Photographer  
(310) 660-3593, extension 6519, [dueda@elcamino.edu](mailto:dueda@elcamino.edu)

*Please refer to the appendix: Photo Request Form, page E.5.*

**Please submit your  
Photo Request at  
least two weeks  
prior to the event.**

# Graphic DESIGN

The use of the Publication Request Form will help facilitate the design process of your publication/project. This form includes the information necessary to receive quotes on printing; estimates on time needed to construct the project; special instructions to the editor and/or designer; and useful information regarding the distribution of the final project.

The Publication Request Form may be found online through *MyECC*. A hard copy is also provided at the back of this guide, page v.b.

## **Requesting a new publication or revisions to an existing one:**

Schedule an appointment with Publications Supervisor Heather Parnock at extension 6518 or by email [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu), to discuss what is needed and the timeline for completion of your project.

If the project is new, please bring samples of current El Camino College publications that demonstrate what you are requesting, i.e. brochures, fliers, handbooks, or online information. If nothing exists to base your publication on, bring samples of what you consider appropriate (subject to approval), to help direct the graphics staff design your new promotional piece.

Please have a copy of the existing publication for reference when requesting changes. In addition to your changes, there may be other information that the Public Relations & Marketing Department needs to update as well.

## **Timeline for completion of a Publications Request:**

Depending on the complexity of the project and whether it is a revision or a brand-new publication that requires copy editing, photography, and designing, the time needed for completion may vary.

- The writing and editing of copy takes one to two weeks.
- Photography requests need to be set up at least two weeks in advance.
- The design process, including layout, revisions and the construction of the final project may take two to four weeks (depending on complexity).
- The printing of the final publication, whether done on campus or with an off-site vendor takes seven to 10 business days.

*Please refer to the appendix: Publication Request Form, page E.2.*

**To request a new publication or revise an existing one, begin with a phone call: extension 6518.**

## Electronic MEDIA

### Electronic Sign Board

El Camino College has two electronic sign boards, one on Manhattan Beach Boulevard and one on Crenshaw Boulevard; both are available for promoting campus activities. Submit information by using the Electronic Sign Board Request Form.

Contact for El Camino College: [dueda@elcamino.edu](mailto:dueda@elcamino.edu), extension 6519.

El Camino College Compton Center has one marquee located near the Artesia Boulevard entrance to the school.

Contact for El Camino College Compton Center: Ricky Shabazz: [rshabazz@elcamino.edu](mailto:rshabazz@elcamino.edu), 310-900-1600, extension 2764

Here are guidelines for messages to appear on the El Camino College electronic signs:

- Events must be of a collegewide nature and must in some way benefit the college and/or students.
- Whenever possible, requests should be made no later than four weeks prior to the event date.
- Message content will be limited to name of event, sponsor organization (if applicable), phone number, dates and location.
- No political or commercial advertising will be posted.

*Please refer to the appendix: Electronic Sign Board Request Form, page, E.1.*

### DVD/Video Guidelines

The Public Relations & Marketing Department regularly produces promotional DVDs for the college, highlighting the various academic offerings and student services available on campus. Various departments also occasionally produce DVDs or videos to showcase programs. These are subject to the same standards as any other publication produced to promote the college. The Public Relations & Marketing Department also offers referrals to excellent videographers.

Please submit all scripts before production. Allow two weeks for the editing/approval process. While each DVD may require a distinct image, the college logo must be displayed at least at the beginning and end.

### Filming on Campus

All filming on campus (movies, commercials, documentaries, ads, etc.) must be approved by the Director, Community Relations. Please refer all filming requests to Ann Garten, 310-660-3406, [agarten@elcamino.edu](mailto:agarten@elcamino.edu) before any further plans proceed.

# WEBSITES

The El Camino College website, as well as the El Camino College Compton Center and Compton Community College District's websites, are published by the Public Relations & Marketing Department. This department is responsible for the design and content of the websites, as well as maintaining and final publishing of updates. Information Technology Services oversees the internal Portal - MyECC and everything related to it, including checking grades, paying for classes, and posting committee minutes. Public Relations & Marketing handles the public websites at [www.elcamino.edu](http://www.elcamino.edu), [www.compton.edu](http://www.compton.edu) and [www.district.compton.edu](http://www.district.compton.edu).

Our goal for the El Camino College websites is to maintain our college's presence in the community to keep the public informed; to attract new students; and to provide current and prospective students with the services needed to begin their college career or to maintain their current education plan. The websites are also a resource for the community, faculty, staff, administration, elected and business leaders, supporters, donors and alumni, and should demonstrate our high-tech capabilities and academic excellence, while taking care to accommodate users with older equipment and persons with disabilities.

Requests for a presence on any of the websites must be submitted to the Publications Supervisor and are subject to approval by the Public Relations & Marketing Department. Requests will be accepted only from campus departments/programs and official student groups. Upon submitting your request you must determine who in your department will be responsible for maintaining the Web page once it is created, and making sure he/she has OmniUpdate training (provided by Staff Development).

Upon arrival, the Web Developer will send a Web Tak Force approved template for your new Web page. This template must be used for all El Camino College Web pages.

## **Responsibilities of the Web Developer, Public Relations & Marketing Department and other college departments**

### **Web Developer**

Under the direction of the Publications Supervisor, the Web Developer manages the content, implementation, maintenance, improvement and support of the El Camino College websites as well as the Compton Community College District website. The Web Developer is responsible for the day-to-day maintenance and operation of the official websites and assures that all Web pages comply with appropriate policies, guidelines and standards. The Web Developer periodically reviews the El Camino College and Compton Center District websites for date-related material. The Web Developer also coordinates Web functions, monitors Web activities, incorporates new technologies into the websites and enhances existing Web pages.

### **Public Relations & Marketing**

The Public Relations & Marketing Department has the ultimate responsibility and authority regarding the appropriateness of all content on the Web. The Public Relations & Marketing Department is charged with ensuring that the integrity of El Camino College's image and brand identity are preserved

**The Web Developer is responsible for the day-to-day maintenance and operation of the official websites and assures that all Web pages comply with appropriate policies, guidelines and standards.**

throughout the websites; and holds responsibility for review relative to legal requirements such as 508 Compliance, usability and copyright laws.

### **Departments**

The individual departments, whose programs and services are represented on the Web, have the ultimate responsibility for the accuracy of information specific to that department. When working on existing pages, please keep in mind that your department director or division dean must approve all content prior to making any final changes.

### **All Web Pages Must be Hosted by El Camino College**

Official Web pages are considered El Camino College-sponsored communications. Therefore, it is important that official Web pages appropriately represent the college's mission and commitment to excellence. The Public Relations & Marketing Department has developed and maintains standards and review procedures for official El Camino College Web pages. This includes all centers.

All El Camino College (including centers), Web pages must adhere to the standards as outlined here. Any third-party contracted to design El Camino College Web pages must be approved by the Public Relations & Marketing Department and comply with these policies before the Web pages are hosted on the El Camino College server. Please contact the Publications Supervisor should you require assistance regarding the Web policy at [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu).

Official El Camino College Web pages shall not be hosted on servers external to El Camino College for the purpose of protecting the integrity of El Camino College's image and brand identity, as well as for security reasons. All links and content on El Camino College Web pages are subject to review by the Public Relations & Marketing Department.

### **Posting Documents on the Web**

PDF is the required format for posting files online. PDFs do not require links to fonts or images, and because PDFs cannot be easily changed, the format protects documents from unauthorized changes.

PDFs are also ideal when sharing a document in Word or PowerPoint format, because the PDF format allows all readers to access each file with the free PDF Reader.

Links to Adobe PDF files should be followed by the file size of the PDF file (i.e. (PDF, 3MB)), especially if the file size is 1 MB or greater. This allows the site visitor to decide whether he or she wants to view the file (people with slower modems may not be able to comfortably view large files).

A link to the free Adobe Reader software download page must be provided on pages using PDF files. Place the following explanatory paragraph before any link to a PDF file:



*You must have the free Adobe Reader program installed on your computer to view documents marked (PDF). Download the free [Adobe Reader program](#). Please contact the Web Developer if you need assistance with posting PDFs or other files on your Web page.*

### **Social Media Guidelines**

“Social media” opportunities are growing at a phenomenal pace, offering online communication that is changing the way we all work. While El Camino College recognizes the value of communicating through online social media networks, we must also ensure that all official social media outlets connected to the college appropriately represent the college’s mission and commitment to excellence. Each social media presence is subject to review by the Public Relations & Marketing Department and must be linked from the main El Camino College page. This includes El Camino College Compton Center and all centers.

If your department chooses to participate in social media, please follow these guidelines:

- Provide interesting, timely, professional perspectives on what's going on in your department.
- Post only respectful comments that relate to your area.
- Reply honestly and accurately to comments in a timely manner, when a response is appropriate.
- Respect privacy, confidentiality, copyright and fair use laws.
- Encourage comments and feedback – write in a professional tone, in the first person.
- Post with purpose - supply information that can help students and our community.

El Camino College Social Media outlets such as Facebook and Twitter feature timely news and important information about college activities. Posts will be removed at such sites after 60-90 days, in an effort to keep the information up-to-date.

*Please note: The nature of social networking is characterized by frequent updates and a continuous stream of new postings. If your department or area chooses to participate in a social media outlet, please be prepared to post an item once a week, at a minimum.*

### **Who to Contact For Assistance and/or More Information**

Please contact the Web Developer, Omar Brenes, [webdeveloper@elcamino.edu](mailto:webdeveloper@elcamino.edu) if you have any questions or suggestions regarding the El Camino College General Web Page Guidelines.

The Public Relations & Marketing Department should be contacted for new page requests: Heather Parnock, Publications Supervisor, extension 6518, [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu)

Staff Development Office, Ext. 3868 is available to answer questions about the Omni program after a faculty or staff member has attended the Omni training.

For more information regarding the OU Campus system, please visit the OmniUpdate Help Pages at: [www.help.omniupdate.com/ox/standard/home.html](http://www.help.omniupdate.com/ox/standard/home.html)

For more information on required items, 508 Compliance, copyright regulations, Web page templates, and the online Calendar of Events, please see the El Camino College Website Guide, found online at: [www.elcamino.edu/administration/publicrelations/webguide.asp](http://www.elcamino.edu/administration/publicrelations/webguide.asp)

*Please refer to appendix item: Web Page Request Form, page E.7.*

# Identity PACKAGE

To create and maintain an effective visual identity program, style, color and typography must be used consistently to maintain a professional image. Please use the following guidelines in producing all printed materials.

*Please refer to the appendix: Identity Sets, page C.1-2.*

## Letterhead

The El Camino College letterhead must contain the following elements and be located at the top of the page:

- Logo: Official College logo
- Name: El Camino College or El Camino Community College District
- Address: 16007 Crenshaw Blvd. Torrance, CA 90506
- Telephone: 1-310-660-3593

El Camino College letterhead may be modified to incorporate the logo or tag line of a specific department, division, or program. New designs of this nature should be created in consultation with the Public Relations & Marketing Department. Letterhead must be printed in PMS Reflex Blue and Pantone 421 Gray for two-color documents and Reflex Blue for one-color documents. The El Camino College header text is 16 point Times Bold. Address information below is 11 point Times.

Note: Letterhead bearing the college seal is reserved for official correspondence of the Office of the President and the Board of Trustees.

There is one approved style for El Camino College letterhead, which may be obtained through the Warehouse at no charge.

## Computer Generated Letterhead

Consistent with El Camino College's position on quality and first impression, the use of a computer-generated college logo for any correspondence or document for an external audience is not accepted. Due to limitations of computer equipment and printers, along with typeface variations, the resulting impression of quality correspondence is usually lacking.

## Letterhead for Centers

Letterhead for El Camino College centers should follow the same guidelines as those for El Camino College. The El Camino College logo should be placed at the left side of the page and the center's logo should be placed at the right.

El Camino College Compton Center has one approved style for letterhead - please see the sample in the appendix section of this guide, page C.2.

## Business Cards

There is one approved style for business cards, which must be ordered through the Purchasing Department, from a Division-approved requisition. No variations of the business card format may be used at any time. You may not produce business cards on your computer. An example is available in the appendix section of this guide (page C.1).

The El Camino College mission statement is to be printed on the back of all business cards.

All business cards - including those for staff at the college's centers - must follow this format.

El Camino College Compton Center also has one approved style for business cards - please see the example in the appendix section of this guide (page C.2.). No variations of the business card format may be used at any time, and business cards may not be produced on a computer.

### **Envelopes**

There is one approved style for envelopes, which may be obtained through the warehouse. No variations of the envelope format may be used at any time. You may not produce envelopes on your computer. An example is available in the appendix section of this guide, page C.1.

## Certificates & **AWARDS**

### **Certificates**

The college has one standard certificate designed to certify that students have completed a course of study. These certificates are only issued by division administration.

### **Awards of Recognition/Appreciation**

The college has one standard format to recognize students, faculty and staff for various achievements. Guidelines for Program Awards of Recognition/Appreciation have been developed to provide an overall consistency in language and appearance.

A line of text in the award can be personalized to state the department/program presenting the honor, and another line further describes the award, in regard to "Award of Recognition," "Award of Appreciation," etc.

*Please see examples of the official El Camino College award in the appendix of this guide, H.*

This format **MUST** be used for all awards/recognition – no other computer-generated certificates or purchased certificates from another source are acceptable.

The Public Relations & Marketing Department provides the award covers and inserts. Please contact the Production Supervisor at extension 6518 at least one month in advance of due date to discuss, develop and print your order.

Award inserts are available in two sizes: 5" x 7" and 8 1/2" x 11". Custom printed award covers are provided with the inserts for a fee of \$2.00 each.

*Please note, program logos or foil-embossed El Camino College logos or seals are not permitted on the awards.*

# Public Relations & **MARKETING**

## **New Releases**

A news release is an announcement of El Camino College news or events that is distributed to the local media outlets. A News Release Request Form must be completed and submitted to the Public Relations & Marketing Department no later than four weeks prior to the event date. Events must be of a collegewide nature and must benefit the college and/or its students. No commercial advertising, political or religious information can be used in the release. The News Release Request Form can be found in the back of this guide, or at [www.elcamino.edu](http://www.elcamino.edu) under the page titled "Public Relations."

Return the form for El Camino College and all centers to Ann Garten, Director, Community Relations via email, [agarten@elcamino.edu](mailto:agarten@elcamino.edu) or fax 310-660-3946.

*Please refer to the appendix: News Release Form, page E.4.*

## **Media Relations: Verbal & Written**

### **Verbal Communications**

- Official Spokespersons: The Board of Trustees; Superintendent/ President; Vice Presidents and Director, Community Relations shall speak to the media, elected officials, other organizations and the public with regard to official positions of the college. Please refer to the guidelines on Official Spokespersons, page 24.
- Media interviews, participation on a cable television show, or on a radio talk show must be reviewed and discussed with the Director, Community Relations prior to the interview. All media calls must be referred to the Director, Community Relations.
- If El Camino College or a center plans to organize a press conference, its primary content must be approved, in advance, by the Director, Community Relations. Only the Board of Trustees, Superintendent/ President, Vice Presidents, the Director, Community Relations, or appropriate designated individual should participate in communicating the official positions of El Camino College.

### **Written Communications**

News Releases: Prepared by Public Relations & Marketing Department, all news releases will be approved by the Director, Community Relations in advance of distribution to designated media.

### **Email Communications**

The Director, Community Relations shall prepare all materials for any email alerts or advisories, as approved in advance by Cabinet or designee.

### **List-Serv and Email Guidelines**

While most of us share the view that email is an effective way to communicate, please remember that El Camino College's email systems are intended for college-related business conducted both on and off campus.

While the occasional personal email is acceptable, such activities must not impede job performance or interrupt work-related duties.

**Please submit your News Release Form no later than four weeks prior to the event date.**

El Camino College's email system may not be used to send unsolicited email such as rooms for rent, pet adoption, cars for sale, etc. Ads or commercial messages, including "spam," are also not appropriate. In addition, the electronic system may not be used for emails that might be considered offensive in any way.

**Please ensure that all email communications are professional and courteous.**

Remember, email is available to help us work efficiently. Please ensure that all email communications are professional and courteous.

List-serv emails should only be sent with a supervisor's approval.

### **Email Signature**

In our efforts to enhance communications both internally and externally, it is important to use an automatic signature for each email. Using an automatic email signature block will help readers understand who you are and what you are representing – showing that El Camino College stands behind the information and the services provided in these communications.

Each email signature block must include name, title, El Camino College, phone, fax, email, and [www.elcamino.edu](http://www.elcamino.edu). You may use the building/room number under the title, if necessary. At no time may any other logo or clip art be used. (Exception: logos from a national or state program such as MESA are acceptable.)

Please cut and paste the below template to create a signature block:

John Smith  
Director of Operations  
El Camino College  
310-660-\_\_\_\_ phone  
310-660-\_\_\_\_ fax  
[jsmith@elcamino.edu](mailto:jsmith@elcamino.edu)  
[www.elcamino.edu](http://www.elcamino.edu)

When you will be out of the office for an extended period of time, please create an email out-of-office response.

Example:

This is \_\_\_\_\_ from the \_\_\_\_\_ department. I will be out of the office until \_\_\_\_\_ and will respond to your email when I return. If you need immediate assistance, please contact \_\_\_\_\_ at (phone) or (email). Thank you.

Signature Block

### **Website Content and Positions**

All major Web content changes/revisions-requests must be submitted in advance to the Director, Community Relations for approval before posting on website.

**Advertising**

The Public Relations & Marketing Department designs, edits and places all advertising related to college programs, services and events. We also review and approve all advertising created by outside designers to ensure that requirements have been met.

**Requirements**

- All advertising must be conducted through the Public Relations & Marketing Department.
- The Director, Community Relations must approve all advertisements in advance.
- All advertisements must follow the appropriate graphic standards as described in this guide.

**Local Media: Sample Advertisers**

- AMC Theatres • Beach Reporter • Compton Bulletin • Daily Breeze
- Easy Reader • Facebook • Inglewood Today • KFWB • KIIS
- KJLH • KLUV • KROQ • LA Sentinel • La Opinion • Latino 93.6
- Local High School publications • Long Beach Press Telegram
- MySpace • Pacific Theatres • Power 106 • Regal Theatres

**Protocol for Introductions and Speeches**

El Camino College hosts numerous events throughout the year. The following is the order which individuals are to be introduced based on protocol:

- President of the Board of Trustees
- Vice President of Board of Trustees
- Secretary of Board of Trustees
- Members of Board of Trustees
- Student Trustee
- El Camino College Superintendent/President
- United States Senator
- United States Congressional Members
- California Governor
- California State Senator
- California State Assemblymember
- County Board of Supervisor
- City Mayors
- City Council Members
- El Camino College Vice Presidents
- K-12 School Board Members
- K-12 Superintendent/President
- Staff members Representing Elected Officials  
(use same order of office as above)
- El Camino College Deans and Directors  
(if one is introduced - all present must be introduced)
- Special Guests

At the beginning of introductions, request that the audience hold applause until everyone has been introduced.

Use good judgment in determining whether or not to introduce college staff members and special guests, based on the size of the audience and the type of event.

**El Camino College and District  
ECC Compton Center and Compton District  
Official Spokespersons**

El Camino College and ECC Compton Center's Official Spokespersons for Representing the College and Center to the Media, Elected Officials and Organizations are: El Camino Board of Trustees, Superintendent/President, Vice Presidents, and Community Relations Director, as delineated below.

**Board of Trustees**

Members of the Board of Trustees for the El Camino Community College District are official spokespersons for the College, Compton Center and El Camino Community College District.

In the case of the ECCCD Board, the Board President or designee is the spokesperson for the Board as a whole. Each Board Member may speak representing his/her individual opinions, but not on behalf of the entire Board.

The Special Trustee appointed for the Compton Community College District and the District CEO are official spokespersons for the Compton District.

**Officials of the College**

Officials of El Camino College, Superintendent/President and Vice Presidents, are official spokespersons for the College, Compton Center and El Camino Community College District.

**Community Relations Director**

The Community Relations Director is an official spokesperson for El Camino College and District and Compton Center and District. All media calls are to be referred to the Community Relations Director.

The designated official spokespersons also include the ECC and Compton Center student newspapers.

From time to time, the Community Relations Director may request information from departments regarding a story. Please respond in a timely manner as reporters work on a very tight deadline (usually 2-3 hours) before the story goes to print.

**Oral Communications:**

- Official Spokespersons: Only the Board of Trustees, Superintendent/President, Vice Presidents, CEO and Community Relations Director shall speak to the media, elected officials, other organizations and the public with regard to official positions of the College and Center. The Special Trustee, CEO and Community Relations Director are the designated official spokespersons for the Compton District.
- Interviews/Media: Interviews, participation on cable television or radio talk shows must be reviewed and discussed with the Community Relations Director prior to any interviews being given.
- Press Conferences: The necessity for a press conference relative to El Camino College is to be determined by the Superintendent/President, in consultation, as appropriate, with the Board of Trustees, Vice Presidents, and the Community Relations Director. The necessity for a press conference relative to Compton Center or District is to be determined by the Superintendent/President or Special Trustee, in consultation, as appropriate, with the CEO, VP CC, and the Community Relations Director.

# Campus **PUBLICITY**

**These regulations are provided by the Office of Student Development and govern the distribution and posting of publicity on the El Camino College campus. Please see page 25 for information in regard to ECC Compton Center.**

A primary objective of these regulations is to ensure a certain amount of order and cleanliness on campus. Your cooperation will aid us in creating an environment that will be attractive and pleasant for students and visitors and provide you with effective publicity exposure.

El Camino College provides designated areas for general posting and the distribution of literature.

All materials to be posted or distributed must conform to the requirements of El Camino College Board Policy #3900 (renumbered in 2005).

*Please refer to the appendix: ECC Publicity Map, page F.3.*

Violations of publicity regulations will result in removal of improperly posted signs, loss of posting or distribution privileges and possible disciplinary or legal actions.

## **Publicity Authorization**

Currently enrolled students, organizations and faculty or staff members of the college are eligible to post, circulate or distribute publicity in accordance with these regulations.

All posters, banners and fliers must be identified with the name of the person or organization responsible. Any material not so identified may not be posted or distributed.

Authorization for posting or distribution of literature may be obtained from the Student Development Office.

Commercial advertising or promotional literature may not be posted, exhibited, or distributed on campus.

## **Distribution of Publications and Circulars**

The distribution of literature for school events only is limited to currently enrolled students and El Camino College employees. A statement of responsibility and one (1) copy of materials to be distributed must be filed in the Student Development Office prior to distribution.

The college provides designated areas for the distribution of literature. Specific distribution areas are reserved in the Student Development Office on a first-come, first-served basis.

El Camino College provides designated areas for general posting and the distribution of literature.

### **Posting Kiosks**

Posting kiosks have been provided throughout the campus to provide publicity exposure for all campus events, while at the same time maintaining visibility and orderliness for posters and fliers. There are 10 posting kiosks on campus with posting on all four sides. Please bring 22 fliers to the Student Development Office to be stamped for approval and posting.

Materials should be no larger than 8.5" x 14" except by special permission. Approved materials may be posted for up to 30 days and will be removed by the Student Development staff after the event. Nothing shall be posted to obscure previously posted materials. No materials may be posted on buildings, sculptures, posts, railings, trees, traffic control signs, utility poles, vehicles, *Union* boxes, or in planted garden areas.

### **Banners**

Banners may not exceed 3' x 8' and are limited to three (3) per event. Banners may be displayed up to seven (7) days prior to the event and will be removed after the event. The Public Relations & Marketing Department must approve banners for display, including banners displayed across the Redondo Beach Boulevard bridge.

### **Interior Announcement Boards**

Posting within the buildings is the responsibility of the respective division dean or administrator and all posted material must conform to their requirements.

### **Personal Announcement Boards**

Personal announcement cards, their size limited to 4" x 6," may be displayed only on the personal announcement board in the west lounge of the Student Activities Center. Cards may be displayed for two weeks.

### **Further Information**

More information about El Camino College campus publicity regulations may be obtained from the Student Development Office located in the Student Activities Center.

### **Online Calendar of Events**

Both El Camino College and ECC Compton Center have online calendars of events, where campuswide events may be posted. The calendar may be viewed by internal and external audiences, so be sure to include as much information as possible, and keep your calendar listings current. For more information about using the online calendar of events, please contact the Web Developer at [webdeveloper@elcamino.edu](mailto:webdeveloper@elcamino.edu). These online calendars should be used in addition to keeping your Web pages current.

### **Publicity for El Camino College Compton Center**

The Student Life office is responsible for all banner, flier and poster placement at El Camino College Compton Center. Please contact Bob Butler at 310-900-1600, extension 2800 for more information.

# Miscellaneous:

## Promotional Items Guidelines

### General Information

The Public Relations & Marketing Department must approve all promotional items to be used at campus and community events. All promotional items must conform to the guidelines – such as color, graphic style and logo. Please contact the Public Relations & Marketing Department before producing such items.

While we understand that producing promotional materials can be costly—especially if priced by the number of letters used – each item **MUST** display either the college logo or “El Camino College” prominently on the item. Abbreviations and/or substitutions will not be acceptable. Items produced for El Camino College Compton Center should include the El Camino College Compton Center logo.

### English to Spanish Translations for Publications

For translated material to be effective with a Spanish-speaking audience, the English-language document must follow the same principles of good writing used in developing any promotional material.

For translation services, please use the following process:

1. A writer prepares the English-language document in accordance with the Communications Guide and El Camino Community College District policies and standards.
2. Once an English-language document is approved by the Public Relations & Marketing Department, it may be forwarded to a Spanish-language editor.
3. When the translation is approved by the division/department that submitted the document, it is then submitted to the Public Relations & Marketing Department to be reviewed and approved, as with all other communications.

### Event Planning

Throughout the year, there are numerous events, conferences, celebrations, etc. planned on campus, covering a variety of disciplines and programs. It is advisable to begin extensive advance planning for each event to ensure a successful outcome. Following these few simple guidelines when you begin the planning process will help avoid conflicting events.

#### Initial Steps to Successful Event Planning:

1. Review online calendars before selecting a date. Go to the following link and select all calendars to view all posted campus events:  
[www.elcamino.edu/uportal/calendar/select\\_cal.aspx](http://www.elcamino.edu/uportal/calendar/select_cal.aspx)
2. Once date is determined, post it to the Calendar of Events, in addition to the Portal.
3. Request placement on the calendar of the President and Vice Presidents, as necessary.

*Please refer to the Event Planning Checklist in the appendix for a detailed list that will guide you each step of the way, page G.*

## Campus **MAP**

The official El Camino College campus map to be used in publications is available on the Public Relations & Marketing Department Web page and at the back of this guide.

Official El Camino College Compton Center maps are also available online under “Campus Information” at [www.compton.edu](http://www.compton.edu) and hard copies are found in the appendix section of this guide (page F.2).

*Please refer to the appendix: El Camino College and El Camino College Compton Center maps, pages F.1-2.*

For consistency purposes, all publications including a map must use the official maps and legends.

## Use of **MASCOTS**

The historical mascot of El Camino College is “The Warriors.” Though the athletic department often identifies with this longtime college tradition, all other departments should be identified by their specific name, ie: the El Camino College Nursing Department.

“The Warriors” may be expressed in name only. Under no circumstances shall there be a cartoon-style mascot or a caricature “warrior” on any type of publication or Web page. “The Warriors” can also be expressed in the singular, for example: “The Warrior football program clinched the conference title this year.”

El Camino College Compton Center’s mascot is the “Tartars.” Again, the use of the mascot should be limited to the athletic department only and no artistic renderings of the “Tartars” will be acceptable in any way.

It is widely recognized that the mascots are longtime traditions and public art honors the Warriors and Tartars. Images of such artwork portraying the Warriors and Tartars occasionally appear in El Camino College and El Camino College Compton Center publications.

# Contact **INFORMATION**

## **Public Relations & Marketing Department**

Ann M. Garten  
Director, Community Relations      1-310-660-3406  
[agarten@elcamino.edu](mailto:agarten@elcamino.edu)

Heather Parnock  
Publications Supervisor      1-310-660-3593,  
[hparnock@elcamino.edu](mailto:hparnock@elcamino.edu)      extension 6518

## **El Camino College Copy Center**

Sidney Smith  
Production Coordinator      1-310-660-3593,  
[sosmith@elcamino.edu](mailto:sosmith@elcamino.edu)      extension 6521

# Appendix:

## FORMS & TEMPLATES

### A. Logos: Colors, Examples, Guidelines

1. El Camino College
2. El Camino College Compton Center

### B. El Camino College Seal

### C. Identity Sets: Letterhead, Envelope and Business Card

1. El Camino College
2. El Camino College Compton Center

### D. Flier Templates

1. El Camino College
2. El Camino College Compton Center

### E. Public Relations & Marketing Forms

1. Electronic Sign Board Request
2. Graphics Request
3. Model Release
4. News Release
5. Photo Request
6. Publication Request
7. Web Page Request

### F. Maps

1. El Camino College
2. El Camino College Compton Center
3. Publicity Map

### G. Event Planning Checklist

### H. Awards and Certificates

# LOGO

The following guidelines for using the college's logo on Web or printed materials are designed to ensure the consistency of the El Camino College image and to maintain the integrity of its name.

Any document or publication communicating the college's programs must use the name El Camino College and the logo on the front or back cover.

**Do not alter the logo in any manner.**

## COLOR

The spot color logo must be printed in PMS Reflex Blue (CMYK: 100/73/0/2).

The logo may be reproduced in white-reverse against solid or screened color backgrounds.

Requests for exceptions to these colors should be directed to the Public Relations & Marketing Department.

## SIZE

The ECC logo may not be reproduced smaller than 1/2" in diameter.

## CLEAR SPACE

No text or illustration should merge with the logo. It is important to provide ample margins around the logo to protect its integrity and maximize its visibility. The minimum clear space should be equal to one half the height of the logo.

## OTHER LOGOS

When using another logo, the El Camino College logo must also be used. No logo should be larger than the ECC logo when presented together on a publication.

## WHERE TO GET THE LOGO

Electronic files of the logo are available from the PR&M Department's Graphics Office: [elorenz@elcamino.edu](mailto:elorenz@elcamino.edu) and as of July 1, 2009, on the *My-ECC* Portal at <http://myecc.elcamino.edu> under the Documents Tab/Additional Documents/Public Information. Do not copy the logo off Web pages or scan it off printed material.

Please refer to the Communications Guide & Graphics Standards manual for more information.



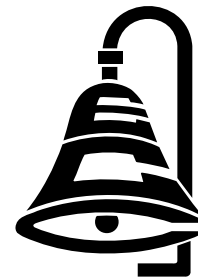
**ECC Logo in Reflex Blue**



**ECC Logo in Black**



**ECC logo Reverse on Reflex Blue**



**NEVER USE THE BELL ONLY**

The following guidelines for using the El Camino College Compton Center logo on Web or printed materials are designed to ensure the consistency of the ECC Compton Center image and to maintain the integrity of its name.

Any document or publication communicating the college's programs must use the name El Camino College Compton Center and the logo on the front or back cover.

**Do not alter the logo in any manner.**

### **COLOR**

The two-color logo must be printed using PMS 7426 (CMYK: 27/100/49/10) and PMS Reflex Blue (CMYK: 0/0/0/33).

The logo may also be printed in black and white.

### **SIZE**

The ECC Compton Center logo may not be reproduced smaller than 1/2" in height.

### **CLEAR SPACE**

No text or illustration should merge with the logo. It is important to provide ample margins around the logo to protect its integrity and maximize its visibility. The minimum clear space should be equal to one half the height of the logo.

### **OTHER LOGOS**

No other logo should be larger than the El Camino College Compton Center logo when presented together on a publication.

### **WHERE TO GET THE LOGO**

Electronic files of the logo are available from the Public Relations & Marketing Department: [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu).

Do not copy the logo off Web pages or scan it off printed material.

Please refer to the Communications Guide & Publication Standards Manual for more information: [www.elcamino.edu/administration/publicrelations/docs/CommGuide.pdf](http://www.elcamino.edu/administration/publicrelations/docs/CommGuide.pdf)

# LOGO



**ECC Compton Center Two-Color Logo**



**ECC Compton Center Black and White Logo**



**Compton Community College District  
Two-Color Logo**

### **COMPTON COMMUNITY COLLEGE DISTRICT LOGO**

The Compton Community College District remains a legal entity per legislation outlining the agreement between the El Camino Community College and the Compton Community College districts. When district business is being conducted, the Compton Community College District logo should be used on all documents, such as Board Agendas.

# SEAL

The official college seal is reserved for formal printed materials such as diplomas, medallions, awards, designated honorary certificates and official El Camino College documents. It may also be used on a podium and on banners for college-wide functions as designated by the college President or Community Relations Director.

The college seal and logo are not interchangeable. Each has a specific and distinct use. Please check with the Public Relations & Marketing Department if you have questions regarding the use of either the college seal or the logo.

## Reproduction of College Seal

The college seal must be used in its entirety with no alterations. Elements may not be isolated and used alone or in combination with any other artwork. Preferred color reproduction is the official El Camino College colors of PMS (Pantone Matching System) Reflex Blue and Pantone 421 Gray. The seal may also be reproduced in black for certain documents and silver or gold foil-stamped/embossed on approved documents. Authorized size of the reproduction will be limited to the legibility of all elements on the seal.

## Embosser

The official college seal may be embossed on official District documents, such as:

- Gold Seals to be used on official district resolutions
- Nursing Certificates
- Transcripts
- ISN Documents
- Verification Letters
- Military Early Release Letters
- Cross Enrollment Forms
- Diplomas



ECC seal in Reflex Blue



ECC seal in Black



ECC seal in Pantone 421



**EL CAMINO COMMUNITY COLLEGE DISTRICT**  
 16007 Creshaw Boulevard, Torrance, California 90506-0001  
 Telephone (310) 532-3670 or 1-877-ELCAMINO



**EL CAMINO COMMUNITY COLLEGE DISTRICT**  
 16007 Creshaw Boulevard, Torrance, California 90506-0001  
 Telephone (310) 532-3670 or 1-877-ELCAMINO

FRONT



**College Employee**

Title  
 Department

**EL CAMINO COLLEGE COMMUNITY  
 COLLEGE DISTRICT** 1-310-660-0000, ext. XXXX  
 16007 Crenshaw Blvd. Fax: 1-310-660-0000  
 Torrance, CA 90506 firstinitiallastname@elcamino.edu

BACK

*“El Camino College offers quality, comprehensive  
 educational programs and services to ensure  
 the educational success of students from  
 our diverse community.”*



**El Camino College  
Compton Center**

START HERE



**El Camino College  
Compton Center**

1111 East Artesia Boulevard  
Compton, CA 90221

1111 E. Artesia Boulevard, Compton, California 90221  
Telephone (310) 900-1600 | [www.compton.edu](http://www.compton.edu)

**FRONT**



**El Camino College  
Compton Center**

1111 E. Artesia Blvd.  
Compton, CA 90221

Barbara Perez  
Vice President  
310-900-1600, Ext. 2131  
[bperez@elcamino.edu](mailto:bperez@elcamino.edu)  
[www.compton.edu](http://www.compton.edu)

**BACK**

*"El Camino College offers quality, comprehensive  
educational programs and services to ensure  
the educational success of students from  
our diverse community."*



# El Camino College

## Headline /Title

(Department, Program, Name of Event)

## Date / Time / Location

**Additional information, sponsors, directions, etc.**

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*The items shown here are all required items to be included on fliers & posters. Please refer to the Communications Guide and Publication Standards Manual for more information on the use of logos, photos and/or clip art, websites; and the Public Relations & Marketing Department's review process.*

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El Camino College  
[www.elcamino.edu](http://www.elcamino.edu)

16007 Crenshaw Blvd. Torrance, CA 90506  
Phone: (310) 532-3670 Toll Free: 1 (866) ELCAMINO (1-866-352-2646)

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation.



El Camino College  
Compton Center

## Headline /Title

(Department, Program, Name of Event)

## Date / Time / Location

**Additional information, sponsors, directions, etc.**

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*The items shown here are all required items to be included on fliers & posters. Please refer to the Communications Guide and Publication Standards Manual for more information on the use of logos, photos and/or clip art, websites; and the Public Relations & Marketing Department's review process.*

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El Camino College Compton Center  
[www.compton.edu](http://www.compton.edu)

1111 E. Artesia Blvd. Compton, CA 90221  
Phone: (310) 900-1600

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation.

Public Relations and Marketing  
**ELECTRONIC SIGN BOARD REQUEST**

El Camino College Public Information Technician, Dwight Ueda  
 310-660-3593 ext. 6519, [dueda@elcamino.edu](mailto:dueda@elcamino.edu)  
 Fax: 310-660-3946

*Please submit your Electronic Sign Board Request  
at least four weeks prior to the event/activity.*

Requested by:	Name
	Division / Department
	Phone number E-mail

Event title:		
Campus & Location		
Date:	Day:	Time:
Requested Message Start Date		
Message END Date		

*Sign board message (limit 4 lines, 14 characters per line – including spaces).  
 Using the Tab-key, enter each character in its own box. Spaces are considered as characters:*

**Electronic Sign Message Guidelines**

The following are guidelines for messages to appear on the ECC Electronic Signs:

1. Events must be of a college-wide nature, and must in some way benefit the college and/or students.
2. Whenever possible, requests should be made no later than four (4) weeks prior to the event.
3. Message contents will be limited to the name of the event, sponsor organization (if applicable), phone number, dates, and location.
4. No political or commercial advertising can be posted.

Date Received

Date Posted

Public Relations and Marketing

# GRAPHICS REQUEST

Ellen Lorenz, Graphics Specialist  
 310-660-3593 ext. 6599, [elorenz@elcamino.edu](mailto:elorenz@elcamino.edu)

Date Submitted	Date Needed
Requestor's Name	Division/Dept.
Contact Info: phone number	e-mail address

Description of request:

**Specific Purpose:**    Dept./Division    Campus    Classroom  
                                    Other

**Repro:**                     Copy Center    Print Shop

*Public Relations & Marketing Department Use Only.*

<b>DATE COMPLETED</b>	<b>DATE PICKED UP</b>
<b>ASSIGNED TO</b>	<b>HOURS</b>
<b>NUMBER OF PIECES</b>	<b>MATERIAL COST</b>

El Camino College

# MODEL RELEASE

In exchange for consideration received, I hereby give permission to El Camino College to use my name and photographic likeness in all forms of media for advertising, trade, and any other lawful purposes.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

If Model is under 18:

I, \_\_\_\_\_, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

El Camino College  
Public Relations and Marketing

# NEWS RELEASE REQUEST

Ann M. Garten, Director, Community Relations

310-660-3406, [agarten@elcamino.edu](mailto:agarten@elcamino.edu)

Fax: 310-660-3946

Date requested	Date of the event
Requestor's Name	Division/Department
Contact Info: phone number	E-mail address

Please briefly explain the details of your event/activity:

The following are guidelines for potential new releases:

1. Events must be of a collegewide nature, and must benefit the college and/or its students.
2. If possible, requests should be no later than four (4) weeks prior to the event date.
3. No commercial advertising, political or religious information can be used in the release.

Our news releases list, of printed publications, consists of: The Argonaut, Associated Press, Beach Reporter, California Crusader, California Journal for Filipino Americans, Carson Bulletin, Chinese Daily News, Chinese LA Daily News, City News Service, The Chronicle of Higher Education, Compton Bulletin, Daily Breeze, Easy Reader, Gardena Valley News, Hawthorne City Cable, Inglewood Today, Inglewood Tribune, Sun Newspaper, South Bay Community News, Korea Times, KPCC News, La Opinion, Lawndale City Cable, Long Beach Press Telegram, Los Angeles Daily News, Los Angeles Sentinel, Los Angeles Times, Palos Verdes Peninsula News, Santa Monica Mirror, Torrance City Cable, Wave Community Newspapers, LA Watts-Times, Rafu Shimpo, Random Lengths, Wilmington Beacon.

Date completed: *filled in by PR&M writer/editor*

Date posted online: *filled in by the Web Developer*

El Camino College  
Public Relations and Marketing

# PHOTO REQUEST

Dwight Ueda, El Camino College Photographer  
310-660-3593 ext. 6519, [dueda@elcamino.edu](mailto:dueda@elcamino.edu)  
Fax: 310-660-3946

*Please submit your Photo Request at least two weeks prior to your event for evaluation and scheduling.*

Requested by:	Name
	Division / Department
	Phone #, Ext. and/or cell # E-mail

*The ECC Photographer will contact you for more information.*

Event title:		
Campus & Location		
Date:	Day:	Time: <small>2-3 hour block of time maximum</small>
Contact at the event:		

**Please provide a program or agenda for the event ASAP.**

*Description of the event, and what is to be photographed:*

**All photos are Digital unless otherwise requested.**

The ECC Photographer hours are Monday-Tuesday and Thursday-Friday between 7:45 a.m. and 6:30 p.m. After-hours and weekend requests need to be approved by the Publications Supervisor, Heather Parnock, 310-660-3593, ext. 6518, [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu), fax: 310-660-3946.

El Camino College  
Public Relations and Marketing

# PUBLICATION REQUEST

Heather Parnock, Publications Supervisor  
310-660-3593 ext. 6518, [hparnock@elcamino.edu](mailto:hparnock@elcamino.edu)  
Fax: 310-660-3946

*Please submit your Publication Request at least six (6) weeks in advance of the due date. Fill out the form completely and return to the Public Relations & Marketing Department. Please review the Communications Guide and Standards before submitting this form.*

Project Name	
Date requested	
Requestor's Name	Division/Department
Contact Info: phone number	e-mail address
Target Due Date	Target Budget
P.O. Number	Authorized Signature

**New**    
  **Update**    
  **Correction**    
  **Reprint**

**Target Audience:**  Students      Media      Other

**Type of Publication:**  Ad      Flier      Brochure      Newsletter  
 Poster      Postcard      Other

**Quantity:**

**Project Size:**  8 ½ x 11      11x17      24x36      Other

**Folds to:**                      **Prints on:**  Both sides      One side only

**Color:**  Black & White      Four Color      Single Color:

Two-Color: Black plus

**How will this be distributed:**  On Campus      Off Campus      Online

Mailed:  Mailing labels  Excel tab-delimited file     Mailing Date:

El Camino College  
Public Relations and Marketing

# WEB PAGE REQUEST

Omar Brenes, Web Developer

310-660-3593 ext. 3883, [webdeveloper@elcamino.edu](mailto:webdeveloper@elcamino.edu)

Fax: 310-660-3946

Date requested	
Requestor's Name	Division/Department
Contact Info: phone number	e-mail address
Web page	Approver

New       Update       Correction

Event / Announcement      Date of Event

Text file with information:  Attached       E-mailed       Faxed

Art, if any, supplied.       E-mailed       Stock image requested

Upload a File:  Photo  PDF  Word File

Further Instructions:

This form may be used to request a Web presence on El Camino College's Web site. It will only be accepted from campus departments. Prior to submitting your request you must determine who in your department will be responsible for maintaining the content on this Web page. ***Temporarily, requests will only be accepted via the use of this form and will be sent directly to the Web Developer in the Public Relations & Marketing Department.*** Please note: Your department is responsible for providing all written copy for your Web pages and all requests are subject to approval by the Public Relations & Marketing Department. If you have any questions regarding what you will need to create your Web page, please contact the Web Developer at 310-660-3593 ext. 3883, or e-mail [webdeveloper@elcamino.edu](mailto:webdeveloper@elcamino.edu).

Please note: You must attend an Omni Update class to be able to keep your Web pages updated. Please check with the Staff Development office on class availability and dates.

Date completed: \_\_\_\_\_ *filled in by Web Developer*



**EL CAMINO COLLEGE**  
 16007 Crenshaw Blvd.  
 Torrance, CA 90506  
 www.elcamino.edu  
 866-ELCAMINO



**KEY:**

- EMERGENCY POLICE PHONE
- BUILDING
- BICYCLE RACK
- PARKING PERMIT LOCATION
- ACCESSIBLE
- EFFICIENT PARKING
- WALKWAY CLOSED
- HEALTH CENTER
- UNDER CONSTRUCTION
- FOOD SERVICE

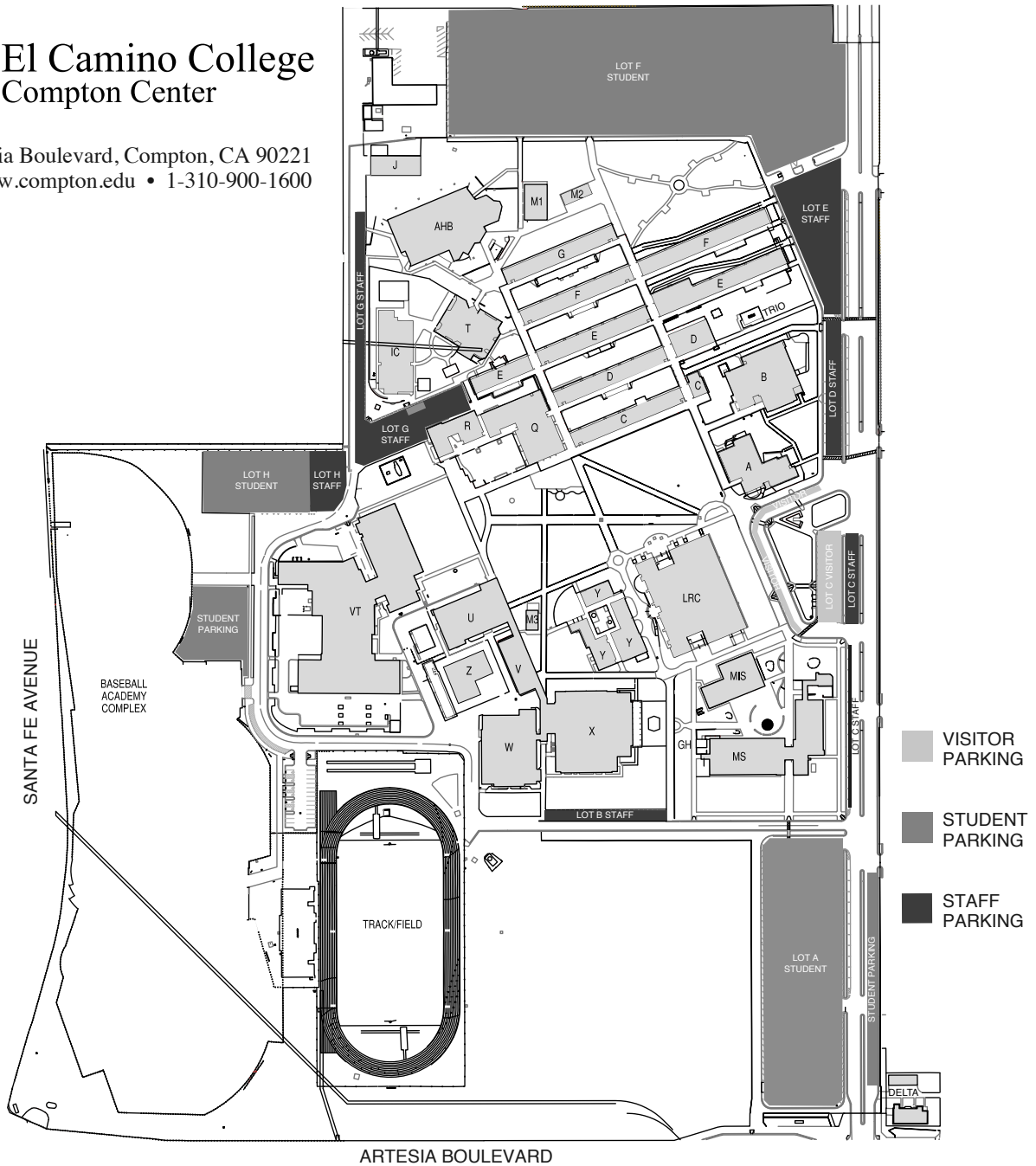
**EL CAMINO COLLEGE**

BUILDING / LOCATION	ABBREVIATION	BUILDING / LOCATION	ABBREVIATION
ADMINISTRATION	ADM	MURDOCK STADIUM	STAD
ART AND BEHAVIORAL SCIENCE	ARTB	MUSIC	MUSI
ART BUILDING - NORTH	ARTN	NATURAL SCIENCE	NATS
BASEBALL FIELD	BBFL	NORTH FIELD	NFLD
BOOKSTORE	BKST	NORTH GYM	NGYM
BUSINESS	BUSI	PHYSICAL EDUCATION NORTH	PE-N
POLICE DEPARTMENT	ECPD	PHYSICAL EDUCATION SOUTH	PE-S
CAMPUS THEATRE	TH	PHYSICS	PHYS
CHEMISTRY	CHEM	PLANETARIUM	PLAN
CHERRY TREE OFFICES	CTO	POOL	POOL
CHILD DEVELOPMENT CENTER	CHIL	SAND COURTS	SAND
COMMUNICATIONS	COMM	SHOPS	SHOP
COMMUNITY ADVANCEMENT OFFICE	CADV	SOFTBALL FIELD	SBFL
CONSTRUCTION TECHNOLOGY	CNST	SOCIAL SCIENCE	SOCs
FIELDHOUSE	FLDH	SOUTH GYM	SGYM
HANDBALL COURTS	HBCT	SPECIAL RESOURCE CENTER	SRC
HUMANITIES	H	STUDENT ACTIVITIES CENTER	ACTC
SCHALLERMAN LIBRARY	LIB	STUDENT SERVICES CENTER	SSVC
LIFE SCIENCE	LS	TECHNICAL ARTS	TECH
MANHATTAN BEACH BLVD. MODULES	MBBM	TENNIS COURTS	TENN
MARSEE AUDITORIUM	AUD	TRACK/TRACK FIELD	TRAK/TRFL
MATH / COMPUTER SCIENCE	MCS	YARD	YARD



# El Camino College Compton Center

1111 E. Artesia Boulevard, Compton, CA 90221  
www.compton.edu • 1-310-900-1600



## EL CAMINO COLLEGE COMPTON CENTER

A	Administration, Admissions & Records, Counseling, Student Services	MS	Math/Science
AHB	Allied Health Building (closed during renovation)	MIS	Management Information Systems
B	Library, Health & Human Services Division, Nursing	M1	ESL/Philosophy
C	Academic Affairs, Bursar's Office, Business Affairs, Human Resources, Vice President Compton Center	M3	Police Department
D	Welcome Center, Transfer Center, Student Support Services, Outreach & School Relations	Q	Student Lounge, Cafeteria, Faculty & Staff Lounge
DELTA	Foster & Kinship Care Education	R	Bookstore/Student Life
E	Social Science, Family Studies, Ethnic Studies, TV Studio, Digital Photography, Financial Aid	T	Abel B. Sykes, Jr. - Child Development Center
F	Journalism Lab, Language/Writing Lab, Special Resource Center (DSP&S)	TRIO	Talent Search, Upward Bound, Upward Bound Math & Science
G	Spanish, Academic Senate, Assessment Center	U	EOP&S/CARE, Women's Locker Room
IC	Child Development Center - Infant/Toddler Building	V	Classrooms
J	Maintenance	VT	Engineering, Business, CIS, Machine Shop, Diesel, Auto Shop, Welding, CalWorks, Job Placement & Career Center, Print Shop
LRC	Learning Resources Center	W	Physical Education, Athletics, Men's Locker Room
		X	Gymnasium
		Y	Music, Theater Arts
		Z	Swimming Pool



El Camino College  
16007 Crenshaw Blvd.  
Torrance, CA 90506  
310-532-3670



- POSTAGE BOXES
- PERSONAL ANNOUNCEMENT BOARD
- EMERGENCY POLICE PHONE
- BUILDING
- DISTRIBUTION OF LITERATURE TABLES
- BANNER BOARD AREA
- ACCESSIBLE
- STUDENT PARKING
- HEALTH CENTER
- UNDER CONSTRUCTION
- BICYCLE RACKS

### EL CAMINO COLLEGE PUBLICITY MAP

BUILDING / LOCATION	ABBREVIATION	BUILDING / LOCATION	ABBREVIATION
ADMINISTRATION	ADM	MURDOCK STADIUM	STAD
ART AND BEHAVIORAL SCIENCE	ARTB	MUSIC	MUSI
ART BUILDING - NORTH	ARTN	NATURAL SCIENCE	NATS
BASEBALL FIELD	BBFL	NORTH FIELD	NFLD
BOOKSTORE	BKST	NORTH GYM	NGYM
BUSINESS	BUSI	PHYSICAL EDUCATION NORTH	PE-N
POLICE DEPARTMENT	ECPD	PHYSICAL EDUCATION SOUTH	PE-S
CAMPUS THEATRE	TH	PHYSICS	PHYS
CHEMISTRY	CHEM	PLANETARIUM	PLAN
CHERRY TREE OFFICES	CTO	POOL	POOL
CHILD DEVELOPMENT CENTER	CHIL	SAND COURTS	SAND
COMMUNICATIONS	COMM	SHOPS	SHOP
COMMUNITY ADVANCEMENT OFFICE	CADV	SOFTBALL FIELD	SBFL
CONSTRUCTION TECHNOLOGY	CNST	SOCIAL SCIENCE	SOC
FIELDHOUSE	FLDH	SOUTH GYM	SGYM
HANDBALL COURTS	HBCT	SPECIAL RESOURCE CENTER	SRC
HUMANITIES	H	STUDENT ACTIVITIES CENTER	ACTC
SCHAUERMAN LIBRARY	LIB	STUDENT SERVICES CENTER	SSVC
LIFE SCIENCE	LS	TECH	TECH
MANHATTAN BEACH BLVD. MODULES	MBBM	TENNIS COURTS	TENN
MARSEE AUDITORIUM	AUD	TRACK/TRACK FIELD	TRAK/TRFL
MATH / COMPUTER SCIENCE	MCS	YARD	YARD

# El Camino College / Public Relations & Marketing Event Planning Checklist

## Event Planning Timeline

### Six months to a year ahead:

- Define event goal(s) / outcomes / objectives
- Determine target audience
- Establish coordinator(s) / planning committee
- Set a realistic budget
- Date / Time: schedule emcee & keynote speakers (community, VIPs, president, etc.)
- Reserve location; determine seating arrangements (theatre, classroom, dining, etc.)
- Plan an agenda, complete with theme/slogan, if applicable
- Create a guest list
- Invite exhibitors / exhibits / participants
- Select & order recognition items and get them engraved asap
- Order favors, souvenirs
- Reserve special equipment (vans, tables, chairs, tents, linens, audio-visual)
- Plan audio-visual presentations
- Develop a rain plan if event is outdoors
- Reserve hotel rooms, if necessary
- Plan promotion / publicity / advertising
- Book entertainment: college, high school, community, etc.

### Three to six months ahead:

- Plan, design and get approval of invitations
- Finalize guest list
- Select menu
- Print tickets and secure parking permits
- Keep campus officials, deans, and administrative officers informed of your plans
- Plan decorations and color scheme
- Set clerical support; also finalize greeters, escorts, tour guides
- Organize registration
- Reserve photographer
- Design / get approval for program

### Two months ahead:

- Address invitations & set mailing date
- Finalize decorations: flowers / plants / posters / banners / balloons / streamers
- Make hotel and transportation arrangements for out-of-town guests/dignitaries
- Make directional and welcome signs
- Print program
- Inspect the facility, confirm all rentals
- Continue publicity on schedule; send advance announcements/save the date notes
- Finalize parking arrangements

### **Two to four weeks ahead:**

- Record and acknowledge RSVPs
- Stuff registration packets; make name tags
- Send final instructions to all dignitaries
- Write speeches and introductions
- Create a seating chart
- Gather necessary equipment
  - Public Address System
  - Podium
  - Riser and Table Skirt
  - Tables and Table Skirt, Chairs
  - Flags and Holders
  - Easels / Pointer / Flip Chart / Markers
  - Booth / Canopy (Info / Press)
  - Musical Entertainment
  - Audio / Visuals
  - Blackboard: chalk, eraser
  - Screen / Overhead Projectors
  - Film / Slides PowerPoint
  - Video
  - Tape Recorder – tape
  - Electric Outlets / Extension Cords
  - Office Materials
  - Tape, Scissors / Ribbon
  - Trash Containers

### **Two weeks ahead:**

- Have final meetings with florist, entertainers, etc.
- Finalize refreshments, including: silverware / plates / cups / glasses / paper goods
- Schedule delivery times for special equipment
- Work with public relations staff on final publicity arrangements
- Duplicate all speeches (in case someone forgets to bring speech)

### **One week ahead:**

- Print the guest list in alphabetical order
- Finish place cards
- Meet with hosts and hostesses
- Gather all awards/plaques
- Make catering guarantees

### **The big day:**

- Arrive early
- Have all instructions, phone numbers, keys, etc. with you
- Check all facilities and grounds
- Assign one worker to be your assistant (run errands, send messages, etc.)
- Relax and smile! All your planning will pay off!

### **Follow up:**

- Clean up!
- Send thank you letters / certificates / notices
- Coordinate feedback / analysis / evaluations
- Create a final financial report
- Finalize attendance report
- Gather college / community photos; make prints, send out
- Log future suggestions / improvements / evaluations

# El Camino College



*Asian-Pacific American Heritage Committee*

## *Award of Appreciation*

*for your contribution to El Camino College's  
Asian-Pacific American Heritage Celebration  
presented to*

---

*Dean/ Director*

---

*Faculty*

# El Camino College



*Puente Project*

## *Award of Recognition*

*presented to*

*Sara Smithe*

*Congratulations on your successful completion of the  
Puente Project for the 2003-2004 academic year.  
Remember your commitment to yourself and your community!  
June 3, 2004*

---

Counselor

Instructor

# El Camino College



*Child Development Center*

## *Award of Appreciation*

*for serving on our parent board  
for the '03-'04 school year.*

***Don Flores***

*June 10, 2004*

---

*Director*

# El Camino College



## *Award of Participation*

*presented to*

---

Assistant Director EOPS/CalWORKS/CARE

CARE Advisor

# El Camino College



## *Award of Recognition*

*presented to*

---

*Superintendent/President*

---

*Dean/Director*