

BRAND & STYLE GUIDE





SUPPORTING STUDENT SUCCESS.

Supporting Student Success—it's at the core of everything we do at Daytona State College. Whether a student is seeking an associate degree, bachelor's degree or a professional certification to start or further their career, we are dedicated to their success.

This *Brand & Style Guide* can help all members of the DSC community better understand how we present ourselves to not only our potential students, but also to the community at large.

Our primary audience is students:
potential, current and alumni.



Who?

Who do we want to connect with?

As you saw on the preceding page, students are our primary focus and the sole reason for our existence. It's our job to not only educate them and inspire them, but also to prepare them for life after they leave DSC—whether they are moving onto another institution or onto their career.

What?

What motivates them?

Choosing a college is one of the biggest, and most important, decisions that our students will make in their lives and we need to understand what motivates them. Many factors drive their decision: financial considerations, goals for the future, career advancement and more.

Why?

Why should they choose Daytona State College?

DSC is an outstanding academic institution that offers great value, faculty and class size that allow for individual engagement, and a collegiate culture that makes student success its utmost concern. Our students consistently comment on how the support available helped them achieve their goals.

Our Mission Statement:

Daytona State College, a comprehensive public college, provides access to a range of flexible programs, from community enrichment to the baccalaureate degree, emphasizing student success, embracing excellence and diversity, as well as fostering innovation to enhance teaching and learning.

Our Core Values:

Community, Integrity, Excellence, Diversity, Innovation, Student Success



Our goal is to maintain a consistent visual identity that can be readily recognized by both our target audience and local community.



Editorial Style Guide

Daytona State College generally follows the *Associated Press Stylebook* concerning editorial style and guidelines. Any deviations from this must be approved by the DSC Marketing Department.

Daytona State College is the official name of the institution. DSC and Daytona State are then acceptable in any subsequent reference. Any other abbreviations or configurations are not allowed and periods should never be used in DSC between each letter.

ACADEMIC SCHOOLS

Academic schools should not be abbreviated.

When referencing a school, the full name must always be used.

Examples: School of Dental Science, School of World Languages and Speech, School of Building and Architectural Technology.

CAPITALIZATION

Capitalize “College” when referencing Daytona State College as an entity. For example, “the College provides a welcoming and supportive environment for its students.”

Capitalize “Fall Term,” “Spring Term” and “Summer A Term.”

Capitalize “Convocation,” “Commencement” and “Collegewide.”

DEGREES

Capitalize formal title of degrees For example, “Bachelor of Science” or “Associate of Science.” It is always bachelor “of” science and associate “of” arts or science. Capitalize degrees when abbreviated and use periods inbetween the letters. An example would be “B.S. in Nursing.”

On first reference, spell out degree names then follow with degree abbreviation in parenthesis after it. For example, “Bachelor of Applied Science (B.A.S.)”

Lowercase degrees when they are spelled out and used informally. “Her bachelor of science degree was awarded on May 19, 2021.”

Singular reference

- “bachelor’s degree,” use an apostrophe “s”
- “associate degree,” do not use an apostrophe “s”

Plural reference

- “bachelor’s degrees,” with an apostrophe “s” and an “s” after degree
- “associate degrees,” with an “s” after degree

NUMBERS

Use words to represent numbers one through nine and figures to represent numbers 10 and above. Examples: “She needs two more classes to complete her degree” and “There are 13 students registered so far.”

Phone numbers: Use parenthesis around the area code and a hyphen between the first three and the last four numbers. For example, “(386) 506-3529” and “(800) 222-1234.”

Dates should be written using the following format “May 19, 2021.”

Time should be written using one of the following formats: “2 p.m.” or “11 a.m.–3 p.m.” or “6–9 p.m.” Never capitalize a.m. or p.m. and always include the periods. “Noon” should be written when referring to 12 o’clock in the afternoon. Do not write “4:00 p.m.” with zeros in the minute position. Minutes should only be used if it is greater than zero (3:30 p.m.).

Money: Use figures. For example, “50 cents,” “\$64 million” or “\$8.50.”

Editorial Style Guide (con't.)

TECHNOLOGY TERMS

Lowercase “email” and do not use a hyphen.

Lowercase “website,” “webpage” and “web.”

Lowercase “online” and write it as one word.

“Internet” can be written with an uppercase “I” or a lowercase “i.”

Do not use “www” in front of a URL. This applies to both copy as well as printed materials and graphics.

DaytonaState.edu

This is how the College’s web address should be written.

For email addresses: Laney.Smith@DaytonaState.edu

Capitalize DaytonaState when writing our website and email addresses (see above for example).



Buildings and Locations

THE DAYTONA BEACH CAMPUS BUILDINGS

The College's largest campus has undergone many changes over the decades when it comes to campus buildings and facilities. The first buildings were numbered 1, 2, and so on in the order in which they were built. Over the years, the numbering system has evolved into the current mix of numbers and formal names. As part of the multi-pronged strategic effort to make the campus friendlier and more inviting, as well as to honor those who have made positive impacts on the lives of our students, the College is placing an emphasis on building names.

When referring to buildings in external, public-facing communications, please use the proper name instead of the number (for example, "Please visit the Financial Aid Office in the Wetherell Center."). If a number must be used, please list it as secondary to the proper name inside parentheses (for example, "The board meeting will be held in the Wetherell Center (WC-100-Room 402).") Please refer to the list of proper names and secondary numbers:

Arts & Sciences Hall (ASH – 330)

Bailey Hall (BH – 540)

Baker Academic Support Center (BAC – 500)

Conference Center (CC – 640)

Cosmetology Hall (CH – 510)

DSC Hall (DSC – 150)

Field House (FH – 440)

Forough B. Hosseini Hall (FHH – 130)

J. Griffen Greene Center (GC – 300)

Health Science Hall (HSH – 320)

Jeanne M. Goddard Center (JGC – 230)

L. Gale Lemerand Student Center (LSC – 115)

Lemerand Athletic Center (LAC – 310)

Marine and Environmental Science Center (MEC – 420)

Hosseini Center (MHC – 120)

Nunamann Hall (NH – 200)

Noah McKinnon Hall (NMH – 600)

Photography Hall (PH – 530)

Schildecker Science Hall (SSH – 410)

Studio Arts Hall (SAH – 520)

DSC-UCF Hall (UCF – 140)

WDSC-TV15 (WDSC – 400)

Wetherell Center (WC – 100)

REGIONAL CAMPUSES

Buildings on the regional campuses should be treated in a similar manner.

For example, "the concert will be held in the Alan Smolen Center (FPC – 1)."

If the building does not have a proper name, then it should be referred to by its number:

Building 3 or Bldg. 3.

LOCATIONS

DSC's locations should be referred to as the following:

Advanced Technology College

Daytona Beach Campus

DeLand Campus

Deltona Campus

Flagler/Palm Coast Campus

New Smyrna Beach/Edgewater Campus

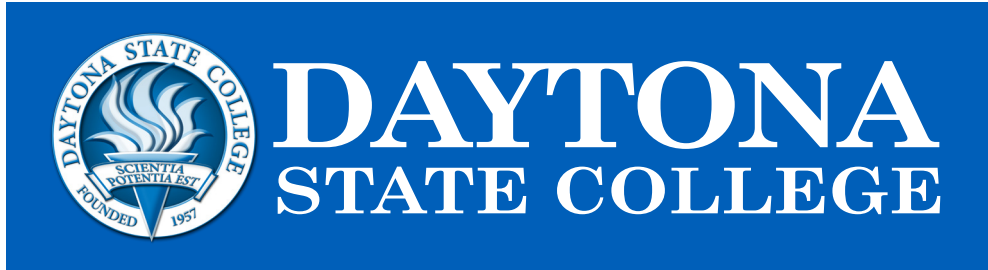
News-Journal Center at Daytona State College

The Daytona State College Logo



IMPROPER LOGO USAGE

Presenting a consistent brand identity for the College is paramount and the unauthorized altering or modification of DSC's logo compromises the integrity of the College's brand.



The DSC logo should only be placed on PMS 300 if placed on a color.



The DSC logo should only be placed on black if used in black and white.



The DSC logo for smaller use.

The Daytona State College Seal



Full-color seal



One color/black & white 3D seal



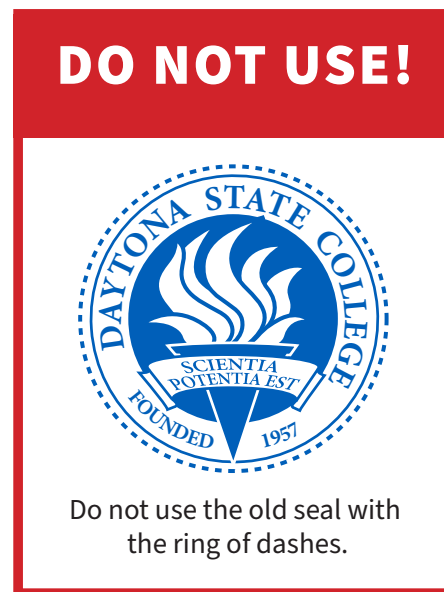
One color seal for embroidery



One color/b & w flat seal



One color seal for smaller use



Do not use the old seal with the ring of dashes.

The DSC Athletics Logos



The Daytona State College Mascot: Freddie the Falcon



This is Freddie the Falcon, the Daytona State College mascot. Freddie comes in a variety of poses, and should not be modified shape or form unless approved by DSC's Marketing Department. The most common approved customization is to add your own text to the banner.



Additional Branding

Below you'll find some samples of additional branding created for various college entities. Deviations from this standard format are rare and created, with the Marketing Department's approval, on a case-by-case basis.



The Document Repository

Logos, Freddie, and other graphic elements can be found in the Document Repository under **Departments > Marketing**.

DSC's Typography

DSC's primary typeface is **Source Sans Pro**. Source Sans Pro is a sans serif that is approved for use in all marketing materials and communications. It should be used for headlines, subheads and body text.

If a serif typeface is needed, **Schoolbook** is the choice of the College. It can be used for body text only.

Additional typefaces may be used by the Marketing Department, for marketing campaigns, specialty projects, etc.

Source Sans Pro Extra Light

Source Sans Pro Extra Light Italic

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro Regular

Source Sans Pro Italic

Source Sans Pro Semibold

Source Sans Pro Semibold Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Source Sans Pro Black

Source Sans Pro Black Italic

Schoolbook Regular

Schoolbook Bold



The Colors of Daytona State College

PRIMARY COLORS

DSC Blue

Pantone Solid Coated



PMS 300C
C:100 M:62 Y:7 K:0
R:0 G:92 B:185
HEX #0079C1

Pantone Solid Coated



PMS 287C
C:100 M:87 Y:20 K:11
R:0 G:47 B:135
HEX #002F87

Pantone Premium
Metallics Coated



PMS Silver C (in metallics book)
C:37 M:28 Y:29 K:0
R:165 G:168 B:169
HEX #A5A8A9

SECONDARY COLORS



C:76 M:43 Y:0 K:0
R:62 G:129 B:195
HEX #3E81C3



C:0 M:96 Y:83 K:0
R:243 G:39 B:53
HEX #F42836



C:0 M:45 Y:97 K:0
R:249 G:157 B:34
HEX #F99D22



C:63 M:0 Y:100 K:0
R:104 G:189 B:69
HEX #68BD45



C:0 M:22 Y:100 K:0
R:255 G:199 B:9
HEX #FFC709



C:26 M:93 Y:0 K:0
R:187 G:53 B:148
HEX #BB3594

ENROLL TODAY!

ENROLLMENT FOR SUMMER CLASSES STARTS MAY 17

DAYTONA STATE COLLEGE (386) 506-4DSC
DaytonaState.edu

Photography

Now more than ever, we are inundated with a constant barrage of imagery from the internet, social media, streaming services and texts. The images we choose need to enhance our communications and should represent our brand in the best possible light.

Here are some guidelines to keep in mind:

- Keep it simple
- Highlight the beauty and uniqueness of our campuses—present an environment students will want to be in
- Choose images that relate to the content and help communicate the overall story
- Spotlight actual students, faculty and staff—avoid stock photography whenever possible
- Use active, engaging images
- Use images that depict an appealing campus lifestyle
- Avoid clutter
- Use shallow depth-of-field to draw focus on the subject
- Photographers should have some frames shot with subjects making direct eye contact with the viewer



