DELAWARE TECHNICAL COMMUNITY COLLEGE

One Identity. One Voice.
One College.

BRANDING STANDARDS AND STYLE GUIDE

for

DELAWARE TECHNICAL COMMUNITY COLLEGE

Version 4.0

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Mission

Delaware Technical Community College - Students are at the center of everything we do. We empower students to change their lives through comprehensive educational opportunities and holistic support services that promote equitable outcomes. As the state's only community college, we provide quality education that responds to workforce and community needs, leverages partnerships, and strengthens Delaware's economy. We embrace the diversity of all individuals by nurturing an inclusive culture that institutionalizes access and equity for student success.

Effective July 1, 2023

One Identity. One Voice. One College.

A Single, Unified Message Supports the One-College Concept

The purpose of this manual is to establish guidelines for how Delaware Technical Community College communicates and expresses itself as an institution. The guidelines are an important component to maintaining consistency across all four campuses as we communicate with our various audiences. A consistent message is critical because it presents Delaware Tech as One College focused on serving the needs of our communities. With commitment to the standards outlined in this manual, Delaware Tech will present the strong and unified message that is so important for clear, consistent communications with our stakeholders.

A thorough understanding of the elements within this manual is important. Deviation from these guidelines may create confusion and dilute the brand identity of the College. Taking time to review all sections of this manual and sharing it with anyone responsible for producing materials for Delaware Tech will ensure consistency.

One identity. One voice. One College. We appreciate your commitment to building and maintaining the Delaware Tech brand identity that reflects the vision and excellence we all represent.

What Is a Brand Identity?

A brand identity is the personality that identifies an institution in the minds of its key stakeholders. It's what our students, employees, alumni, donors, local business and industry partners, and the community at large think about Delaware Tech or associate with the College. A brand identity is created by the sum total of these thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes which have become linked to our institution. Ultimately, Delaware Tech's brand resides within the hearts and minds of the students, alumni, employees, donors, and communities it serves.

The Branding Process

In May of 2010, the College conducted three branding workshops — one in each county — and invited approximately 25 stakeholders representing a cross section of campus faculty, staff, students, alumni, high school counselors, and local employers.

The purpose of these workshops was to determine the perceptions our stakeholders have about the College in order to bring to light Delaware Tech's strengths and weaknesses. Toward the end of each workshop, stakeholders solidified the College's strengths into a single-brand identity that they believed would resonate with our institution, students, and community. This single-brand identity was captured in the form of a brand positioning statement, and the positioning statements from all three workshops were then combined into one final identity statement. The visual representations of the College found in this manual (logo, color palette, etc.) were developed based on this statement.

Brand Positioning Statement

Delaware Technical Community College is an accessible, respected educational resource and partner for Delaware's businesses and communities. Our accomplished and knowledgeable faculty and staff are dedicated to inspiring students to achieve personal fulfillment and professional success in a supportive and innovative environment.

Brand Elements

The following pages provide a breakdown of several elements within the brand positioning statement and proof of the College's commitment to each. Communication about Delaware Tech with an external audience should include proof points to promote the College. The online and latest version of this manual is located on the portal.

Brand Element — Accessible Educational Resource

Our stakeholders see us as accessible not only because we are affordable and conveniently located but also because our people and our processes are accessible.

Selected proof points

- Four convenient locations
- Open-door policy
- Lowest tuition in the region
- The diversity of our student body reflects that of our state

Delaware Tech offers not only affordable, but tuition-free programs to students through the SEED (Student Excellence Equals Degree) Scholarship Program.

- Advisement centers on every campus provide walk-in access to students of all ages and backgrounds with a variety of educational goals.
- Small class sizes and use of technology make faculty and course materials accessible to students.
- Campus employees live and work in the communities we serve and share common experiences and values with our students.

Brand Element — Respected Educational Resource and Partner

Our stakeholders see us as a respected resource and partner in delivering high-quality, short-term training and degree programs to meet their educational goals and the State's workforce needs. Our responsiveness to workforce needs make us a lynchpin in the State's economic development initiatives. Delaware Tech connects Delawareans with jobs.

Selected proof points

- Our programs prepare graduates to be employed in their field and continue their education if they choose; many do both.
- The College offers transfer agreements that allow our graduates to transfer seamlessly to a four-year institution.
- Delaware's businesses contribute funding and other resources to help launch and deliver our credit and non-credit programs.
- Local residents rely on the College's Workforce Development and Community Education division for workforce training, personal enrichment programs, and youth programs that provide professional development and lifelong learning opportunities.
- The State, along with Delaware's business and industry partners, with Workforce Development and Community Education to create short-term training opportunities to support economic development and workforce needs.
- Delaware Manufacturing Extension Partnership (DEMEP), a Delaware Tech-funded initiative, provides assistance to Delaware's manufacturing companies to help them streamline operations and maintain/grow jobs.

Brand Element — Student Achievement of Personal Fulfillment and Professional Success

Our program development processes, hands-on instruction, and student-success initiatives ensure that students will achieve their educational goals and graduate with the competencies they need to succeed.

Selected proof points

- Industry experts throughout the State serve on numerous advisory committees collegewide to ensure our graduates have the skills necessary to be job ready.
- Many of our programs provide hands-on lab experience that simulates the professional work environment.
- The average pass rate on certification and licensure exams for students enrolled in our allied health programs is consistently one of highest in the state, so our students are in high demand even before they graduate.
- We serve as the bridge from high school to work. Students from all 19 school districts count on us to prepare them for well-paying jobs with local employers.
- Delaware Tech is a member of Achieving the Dream, a national reform network dedicated to helping community colleges implement reforms that result in improved skills, greater graduate employment, and improved opportunities for economic and personal advancement.
- Delaware Tech is one of six institutions nationwide to be designated a 2024 Leader College of Distinction by Achieving the Dream in recognition of the College's work to promote and sustain its student success efforts.

Brand Element — Accomplished and Knowledgeable Faculty and Staff

Our stakeholders characterize our faculty and staff as accomplished and knowledgeable.

Selected proof points

- Faculty maintain close ties to business and industry through advisory committees to help guide program development and ensure relevancy.
- Many staff and most of our faculty hold advanced degrees.
- Many faculty members are industry experts, having worked in their fields for many years before coming to teach.
- Many faculty, staff, and administrators are members or serve on the board of relevant national, state, and local organizations and present at various conferences.

Brand Element — Dedicated Faculty and Staff Inspiring Students in a Supportive Environment

Students are welcomed, mentored, and treated with respect by faculty and staff who are supportive and eager to inspire students to succeed, achieve their academic goals, and complete their degrees.

Selected proof points

- Delaware Tech faculty love to teach—as instructors at a teaching and learning institution, they are able to dedicate time to working with students both inside and outside of the classroom.
- Faculty are fully dedicated to teaching and not burdened by expectations of research.
- Faculty and staff often go above and beyond to help students facing challenges that could impede their success.
- Delaware Tech is focused on education for students and employees. The College offers opportunities for our incredible employees to participate in continuous growth and development, which are critical in maintaining the excellence of our workforce and supporting our mission.

Brand Element — Innovative Environment

Our students learn in an innovative environment that includes cutting-edge technology and simulated working environments to prepare them with the skills employees need.

Selected proof points

» The College employs innovative, state-of-the-art technology to aid teaching and learning such as SimMan® patient simulators, 3-D Human Anatomy software, and commercial transportation simulators that provide a more dynamic learning environment for students.

» The Center for Creative Instruction and Technology (CCIT) supports faculty in applying state-of-the-art educational technology in both on-campus and virtual learning environments.

Living the Brand

Although the guidelines in this standards manual focus mostly on the visual representations of our brand, a brand is more than the image conveyed through marketing and communication materials. The brand is more than a new logo and updated school colors; it is the culture of Delaware Tech. It encompasses our strengths, our history, our identity, our people, our reputation, and our vision — all the experiences and emotions people have when connecting with the College.

Truly successful brands are those in which all employees are committed to living the brand, and the brand promise is delivered at every touch point. A brand, for example, can be reflected in how the phone is answered.

A brand charter identifies broad operational guidelines that ensure consistent organizational delivery of the experience promised by the brand. It is a tool to help administrators, faculty, and staff better understand how to operate and make decisions that are brand appropriate — or consistently deliver the brand promise.

We develop relevant, high-quality programs that prepare Delaware's workforce, making the College a lynchpin in the State's economic development efforts.

We welcome Delawareans of all ages and ethnic backgrounds.

We support student success through the personalized attention we give to our students.

We help students graduate.

We embrace innovative ideas, partnerships, and technology that lead to increasingly better preparation of Delawareans for the workforce.

We value partnerships with businesses, industry, and state and local governments to better meet the needs of our communities.

We enthusiastically support the lifelong educational needs of the communities in which our campuses reside.

Brand Attributes and Messaging

Much in the same way people have unique attributes that help define who they are, every brand has attributes. These qualities not only identify the strength behind the brand, but also help establish a tone for our communications. At Delaware Tech, we pride ourselves on being accessible, respected, accomplished, dedicated, inspiring, supportive and innovative.

It is important to keep these attributes in mind as while creating and delivering all forms of communication. Whether writing a letter to a prospective student or creating an invitation to an event on our campus, considering the best way to communicate these attributes can be achieved by aligning decisions about content, visuals, and tone with the brand.

We should ask ourselves, "Does the message portray Delaware Tech as a respected institution focused on student success?"

College Name

The College removed the former ampersand from its name and in all written communications will refer to itself as

Delaware Technical Community College or **Delaware Tech** or **Del Tech**

Removing the ampersand from the College's formal name more accurately reflects our mission. We are a community college offering technical programs (as opposed to liberal arts programs) that prepare our students for the workforce.

In written materials, the first reference to the College should use the formal name; "Delaware Tech" or "Del Tech" can be used for subsequent references.

"DT" appears on the College's license plate but is not approved for any other use. DTCC appears in the College's web address and should be used only when character space is limited (i.e., social media, search engine marketing, etc.).

College Logo

The College logo is represented by two graphic elements: the name of the College and the four smaller diamonds incorporated into one larger diamond in the center. The diamond mark was created, in part, because of Delaware's nickname as the Diamond State (attributed to Thomas Jefferson likening the state to a small and valuable jewel); the four smaller diamonds represent the four campus locations. The two elements have a relationship that helps reinforce the brand attributes. The College logo must appear prominently on all materials published by the College in print or electronic format.

The words may not be recreated with other fonts, resized, rearranged, or used independently; however, the diamond mark may be used independently in situations where the full name of the College exists elsewhere in the communication or in situations where the name of the College would not be easily discerned (i.e. from a great distance).

DELAWARE
TECHNICAL COMMUNITY
COLLEGE

Logo Family

Use of the primary version of the logo is preferred as it emphasizes the word "College" and conveys that we are a respected institution of higher education.

Use of the secondary version of the logo is recommended when the preferred logo cannot be sized appropriately to maintain readability.

DELAWARE TECHNICAL COMMUNITY COLLEGE

PRIMARY VERSION

DELAWARE TECH

SECONDARY VERSION

Logo Usage

Clear Space

For the Delaware Tech logo to communicate effectively, it should not be crowded or overwhelmed by other elements. "Clear space" refers to the area surrounding the logo that should be kept free of visual distraction. No graphic element or text of any kind should be placed within this clear space.

Minimum Size

The minimum sizes included here should accommodate most applications, but whatever the reproduction technique, the logo should never be so small that it cannot be clearly read. Applications such as the web, signage, or merchandise may require larger sizes.

DELAWARE TECHNICAL COMMUNITY COLLEGE — 19 mm or 0.75 in

DELAWARE TECH — 8 mm or 0.31 in

When using the Delaware Tech logos, keep these prohibited treatment guidelines in mind.

The logo should never appear skewed or altered. It should adhere to correct proportions.

The logo should never be rotated.

Do not add 3D or other visual effects to the logo.

The logo should never appear in an unapproved color. It should adhere to the color standards.

The logo should never be changed to a different font.

Refrain from using the logo on top of a patterned or busy background.

Single-color Use

In circumstances where the College logo can not be produced in full color, black or white is acceptable.

DELAWARE TECHNICAL COMMUNITY COLLEGE

DELAWARE TECHNICAL COMMUNITY COLLEGE

DELAWARE TECH

DELAWARE TECH

Two-color Use

In circumstances where the College logo can not be produced in full color, the green and white logo is acceptable.

DELAWARE
TECHNICAL COMMUNITY
COLLEGE

DELAWARE TECH

Brand Architecture

It is important for Delaware Tech's identity system to help establish and express important relationships within the College system. Delaware Tech has created a hierarchical information system to allow for the appropriate identification and prominence of colleges, departments, centers, etc., while maintaining the overall integrity of the College's logo system.

Please note the role that typography plays in identifying brand hierarchy. When identifying department, program, or College service identification with the Delaware Tech primary logo, Myriad Pro Regular (cap and lowercase) is used. It is displayed beneath the college's primary logo.

DELAWARE
TECHNICAL COMMUNITY
COLLEGE
Biotechnology

DELAWARE
TECHNICAL COMMUNITY
COLLEGE
Biotechnology

DELAWARE
TECHNICAL COMMUNITY
COLLEGE
Biotechnology

DELAWARE
TECHNICAL COMMUNITY
COLLEGE
Biotechnology

Secondary Signature — Utilizing the Secondary Version of the Logo

Taglines may not be used within the secondary signature system structure. The secondary logo is separated by a vertical line from the secondary tier of information on the right. Guidelines for spacing and alignment should be followed.

DELAWARE TECH | Biotechnology

Department, Program, or College Service Identification

DELAWARE TECH | Biotechnology
Stanton Campus

Department, Program, or College Service Identification with Campus Name

DELAWARE TECH | Innovation and Technology Center

Special Centers

Secondary Signature — Utilizing the College Mark

Department, Program, or College Service Identification.

Biotechnology

Department, Program, or College Service Identification

Biotechnology
Stanton Campus

Department, Program, or College Service Identification with Campus Name

Innovation and
Technology Center

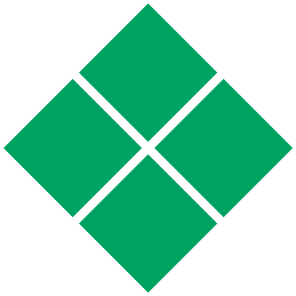
Special Centers

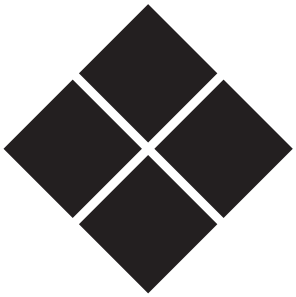
Special Use Marks

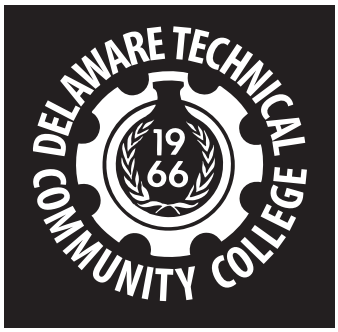
The Delaware Tech identity has a College seal mark. This mark serves a secondary role to the primary logo versions.

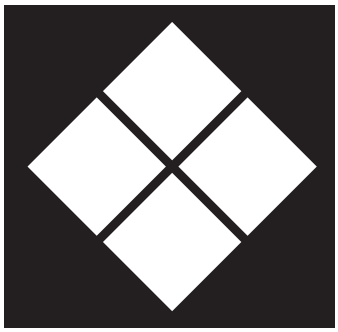
The seal mark should be used as a supporting graphic element and should never replace the Delaware Tech logo as the primary identifier.

The diamond mark may be used alone as a graphic element. The diamond mark may be used as a larger background element or as a "bleed."









Color Palette

The primary colors for Delaware Tech are green and blue. Both black and white may be used as a substitute if neither the primary nor secondary colors are available. Secondary colors should be used for color fields and accent colors.

PRIMARY COLORS

PMS	347
CMYK	100 0 86 3
RGB	0 161 96
HEX	00A160

PMS	541
CMYK	100 57 0 38
RGB	0 70 127
HEX	00467F

PRIMARY TINTS

PMS	579
CMYK	17 0 34 3
RGB	206 224 179
HEX	CEE0B3

PMS	544
CMYK	30 6 0 0
RGB	172 212 241
HEX	ACD4F1

SECONDARY COLORS

PMS	471
CMYK	0 59 100 18
RGB	206 112 25
HEX	CE7019

PMS	5135
CMYK	47 64 28 0
RGB	149 110 142
HEX	956E8E

PMS	5555
CMYK	43 0 34 38
RGB	98 144 128
HEX	629080

PMS	279
CMYK	68 34 0 0
RGB	80 145 205
HEX	5091CD

PMS	457
CMYK	0 15 100 28
RGB	194 162 4
HEX	C2A204

SECONDARY TINTS

PMS	7508
CMYK	0 15 40 4
RGB	244 208 155
HEX	F4D09B

PMS	5165
CMYK	8 17 5 0
RGB	230 210 220
HEX	E6D2DC

PMS	4545
CMYK	0 3 19 6
RGB	241 229 199
HEX	F1E5C7

GRAYS

PMS	405
CMYK	0 10 33 72
RGB	105 94 74
HEX	695E4A

PMS	403
CMYK	0 7 17 43
RGB	162 152 138
HEX	A2988A

PMS	400
CMYK	0 3 6 16
RGB	218 211 204
HEX	DAD3CC

Apparel

Branded Merchandise

Branded merchandise is apparel, promotional items, etc. on which we display our primary logo, secondary logo, or seal. This merchandise should only be printed on black, gray, white, **or** the solid green and blue colors in our primary palette. The material upon which the logo is printed, whether it is cloth, plastic, or some other material, should match the PMS colors or be black, gray, or white.

Fashion Merchandise

Fashion merchandise is apparel, promotional items, etc. on which we print the words "Delaware Tech" but do not use the actual logo or the diamond mark. Campus bookstores are allowed flexibility for fashion items in choice of colors of fabric, other promotional materials, and in the font. Fashion items should be in colors other than greens and blues that might be confused with our brand and in fonts that are different than Times New Roman, which is our logo font. That way fashion items can easily be distinguished from branded items.

Athletics Logo

The primary Delaware Tech athletics logo was designed to create a consistent visual identity for the College's athletics department. The elements of the logo were carefully crafted to represent the dynamic and growing athletic community at the College. The stylized diamond mark reinforces the unity of the four college campus locations — each represented by one of the four smaller diamonds. The energetic-type treatment and movement of the diamonds seeks to amplify the pride and school spirit felt throughout the College's vibrant community.

The athletic department provides a comprehensive support program for all student-athletes that promotes academic success, a positive athletic experience, and overall personal growth. Student-athletes are encouraged to strive for academic excellence.

The primary athletic mark should be used as often as possible. The words may not be recreated with other fonts, resized, rearranged, or used independently.

DELAWARE TECH
ATHLETICS

Use of the primary version of the logo is preferred as it contains the College's name.

Use of the secondary version of the logo should be used sparingly and at the discretion of the College's marketing department.

PRIMARY VERSION

PRIMARY VERSION (white Delaware Tech text)

SECONDARY VERSION

Minimum Size

The minimum sizes included here should accommodate most applications, but whatever the reproduction technique, the logo should never be so small that it cannot be clearly read. Applications such as the web, signage, or merchandise may require larger sizes.

Single-color Use

In circumstances where the Athletics logo can not be produced in full color, black, white, or primary green is acceptable.

Athletics Team Logos

Athletic Team Logos

A unique set of full color athletic logos were developed for the College's baseball, basketball, cross country, lacrosse, softball, and volleyball teams.

DELAWARE TECH
BASEBALL

DELAWARE TECH BASEBALL

Athletic Team Logos — Single-color Use

Delaware Tech baseball, basketball, cross country, lacrosse, softball, and volleyball vertical or horizontal logos may be used on various colored backgrounds.

VERTICAL VERSION

HORIZONTAL VERSION

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

PMS 541 BACKGROUND

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

PMS 347 BACKGROUND

DELAWARE TECH BASEBALL

DELAWARE TECH BASEBALL

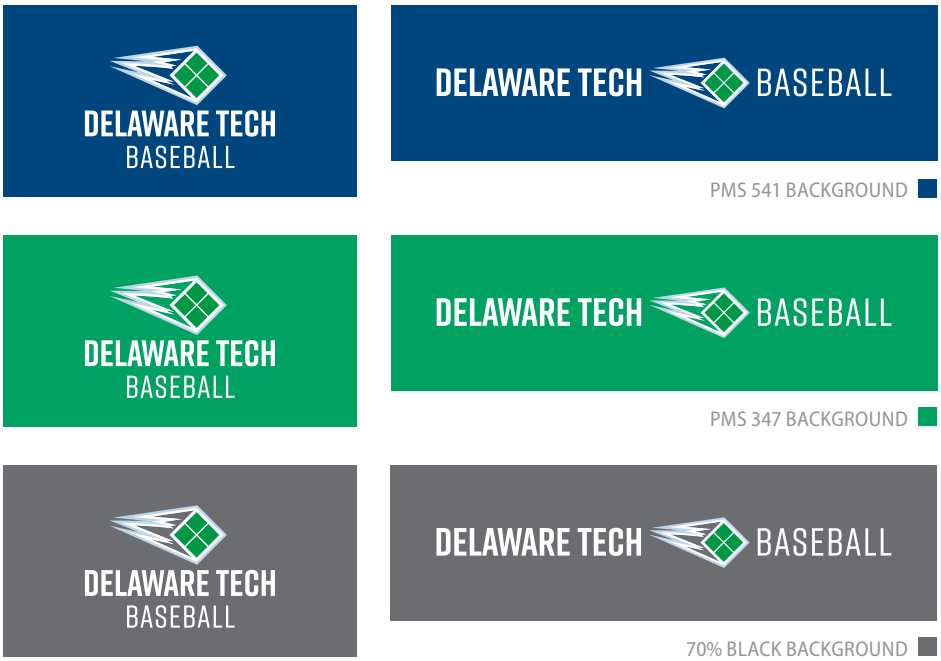
70% BLACK BACKGROUND

Athletic Team Logos — Two-color Use

Delaware Tech baseball, basketball, cross country, lacrosse, softball, and volleyball vertical or horizontal two-color logos may be used on various colored backgrounds.

VERTICAL VERSION

HORIZONTAL VERSION



Typography

Times New Roman communicates attributes like "respected" and "accomplished."

The sans serif Myriad Pro with its combination of clean traditional and contemporary letter forms provides the balance needed to communicate the warmer human qualities of Delaware Tech like "accessible" and "supportive."

Times New Roman MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Italic *abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold **abcdefghijklmnopqrstuvwxyz**

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Italic *abcdefghijklmnopqrstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Bold **abcdefghijklmnopqrstuvwxyz**

Photographic Style

Imagery is an integral and vital part of Delaware Tech communications. Visual imagery — specifically photography — is a powerful way to convey the spirit of our brand. Since imagery will be used in applications from print to the web, we must ensure that it consistently captures the brand attributes. Doing so will create a recognizable look throughout our communications. When preparing or selecting imagery, these guidelines need to be followed:

» Whenever possible, use photos of real students

» Showcase individuals on location using natural soft lighting

» Use close-up shots, select focus, unique cropping, and/or asymmetrical compositions to emphasize the featured individual(s)

» Capture a genuine moment of accomplishment or success

» Capture a genuine moment of human interaction that indicates words like supportive, dedicated, or inspiring

» Include "who, what, when, where, and why" of photos in captions

The best examples of branded photography will showcase the following subjects:

» Individual students pictured with a faculty or staff member in a supporting role

» Students working hands-on in a campus lab or at a clinical location

» Students at graduation

» Graduates working in the field particularly in areas critical to the state's economy

» Local youth taking part in summer camps

Style Guide

Style	Ruling for Writing/Publications/Web	Ruling for Social Media
Oxford (serial) comma	The College uses the Oxford (serial) comma. *Example: apples, oranges, and grapes*	Same rules apply.
Comma use	Use a comma to separate two independent clauses connected by a coordinating conjunction. *Example: The Delaware Tech team won the game, and the players are headed to the championship.* Use commas to set off non-restrictive (non-essential) clauses, phrases and modifiers from the rest of the sentence. *Example: The game, which is today, will begin with the national anthem.*	Same rules apply.
Numbers	Write out one, two, three, four, five, six, seven, eight, nine. Use figures for 10+. If beginning a sentence, spell out numerals. *Example: Twenty-seven dresses were bought.*	Numbers on social media can be written as 1, 2, 3, and up.
5k Races	Use lowercase "k" when writing 5k (not 5K).	Same rules apply.
Academic Year	Written out as 2024-25 or 2024-2025.	Same rules apply.

Style	Ruling for Writing/Publications/Web	Ruling for Social Media
Fiscal Year	FY25 or FY2025-26	Same rules apply.
Time	Time stamps should be written as 1 p.m. or 2:30 a.m. Do not include "00" in the time stamp (e.g., 1:00). You may use 12 p.m. but "noon" is preferred. *Example: The pizza party begins at noon and concludes at 2 p.m.*	If space is a restriction, a.m. and p.m. can be written as am and pm, but should always be lowercase.
Titles	Unless preceding a person's name, titles should be lowercase. *Example: John Smith, project manager, is responsible for several cases.* *Example: Project Manager John Smith is responsible for several cases.*	Same rules apply.
Quotes	Always use past tense (said v. says). Keep punctuation inside the quotes ("). *Example: "She was excited!"*	Same rules apply.
Dashes	The em dash should be utilized and should have a space before and after. *Example: John Smith was happy to hear the good news — he had waited all week.*	Same rules apply.

Style	Ruling for Writing/Publications	Ruling for Social Media/Web
First and last names	Upon first reference, use first and last name (John Smith). Upon second reference, use Smith. *Example (first reference): John Smith is the College's new project manager.* *Example (second reference): Smith is from Delaware.*	Same rules apply.
Campus names	In order to clearly identify campus locations, please use the following: Upon first reference: The George Campus in Wilmington The Terry Campus in Dover The Stanton Campus The Owens Campus in Georgetown Upon second reference: The Wilmington campus The Dover campus The Stanton campus The Georgetown campus The word "campus" or "campuses" should remain lowercase in all second references. For formal publications or materials, use the full campus name: The Charles L. Terry Jr. Campus The Jack F. Owens Campus The Stanton Campus The Orlando J. George, Jr. Campus	In order to clearly identify campus locations, use city names. The Wilmington campus The Dover campus The Stanton campus The Georgetown campus **or** use established hashtags: The #DoverDE campus The #NewarkDE campus The #GeorgetownDE campus The #WilmDE campus The word "campus" or "campuses" should remain lowercase in all second references. The George Campus has a comma before "Jr." Normally, we would not include one unless by request.

Style	Ruling for Writing/Publications/Web	Ruling for Social Media
Collegewide	Use collegewide as one word. Do not capitalize.	Same rules apply.
Ellipsis	An ellipsis consists of three periods, with a space before and after. *Example: Hey, guys ... what are you talking about?*	Same rules apply.
Space after the end of a sentence with period.	Enter <u>one</u> space after ending a sentence with a period. *Example: John Smith is new to the College. You will meet him next week during the meeting.*	Same rules apply.
Delaware Technical Community College	Upon first reference: Use Delaware Technical Community College. Upon second reference: Begin using Delaware Tech or if you are referring to Delaware Tech but using the word "College" — capitalize "College." *Example: The College is maintaining a student record system.*	Use "College" or "Delaware Tech" when character limit is not a restriction.
DTCC or Del Tech	Do not use DTCC or Del Tech in formal publications.	DTCC and Del Tech are allowed. "Del Tech" serves as a term in the College's hashtag, #DelTechMakesDE

Style	Ruling for Writing/Publications	Ruling for Social Media/Web
Program of study names	Program of study titles should remain lowercase. *Example: The student is studying mechanical engineering.*	Same rules apply.
Dates	Avoid using yesterday, today, or tomorrow as publications could be delayed. Use months and dates (April, June, July, September, etc.) when referring to a month, day and year, set off with commas (Aug. 20, 1964, was the day…) It is acceptable to abbreviate months from August to February when it is followed by a date. Do not use the ordinal indicators (1st, 2nd, 24th).	You may use today, tomorrow, or yesterday as posts are time stamped. Use months and dates (April, June, July, September, etc.) when referring to a month, day and year, set off with commas (Aug. 20, 1964, was the day…) It is acceptable to abbreviate months when character limit is a restriction. Do not use the ordinal indicators (1st, 2nd, 24th).
Colon	Capitalize first word after colon only if it is a proper noun or starts a complete sentence.	Same rules apply.
Hyphen	Compound adjectives (well-known, campus-wide, or full-time). Or 20-year term.	Same rules apply.
T-shirt	The T should be capitalized.	Same rules apply.

Style	Ruling for Writing/Publications	Ruling for Social Media/Web
States	Write out the state name on first reference and then abbreviate on second reference if used after a city. *Example 1: I live in Dover, Delaware but was born in Wilmington, Del.*	You may abbreviate all states. *Example: DE, PA, NJ, etc.*
Academic degrees	Please use the following when referencing degrees. Associate degree (if in the beginning of a sentence), otherwise it should be written as: associate degree Bachelor's degree (if in the beginning of a sentence), otherwise it should be written as: bachelor's degree Master's degree (if in the beginning of a sentence), otherwise it should be written as: master's degree Doctoral degree (if in the beginning of a sentence), otherwise it should be written as: a doctoral degree When referencing the formal degree title, capitalize all letters. *Example: Bachelor of Science in Nursing students were recognized last night.* *Example: She was awarded an Associate of Arts in Teaching.*	Please use the written ruling for academic degrees when character limit is not an issue. If character limit is a restriction, you may abbreviate. *Example: The RN-to-BSN graduation.*

Style	Ruling for Writing/Publications	Ruling for Social Media/Web
Credentials	Credentials can follow or precede a person's name and should be capitalized. *Example: John Smith, Ph.D., is the College's new manager.* *Example: Dr. John Smith is the College's new manager.* A credential is not used before a name if the title is also used before the name. *Example: Dr. Mark T. Brainard OR President Mark T. Brainard*	Same rules apply.
Apostrophe	For plural nouns ending in s, add only an apostrophe (students' grades). For singular common nouns ending in s, add 's (hostess's table). For singular proper names ending in s, use only an apostrophe (Brandeis' lunch). For singular proper names ending in s sounds such as x, ce, and z, use 's (Marx's). For plurals of a single letter, add 's (She got A's this semester). Do not use 's for plurals of numbers or multiple letter combinations (use: 1960s).	Same rules apply.
Technology terms	e-book, email, cellphone, Facebook, social media, Google, IM or IMed, iPad (use IPad when starting a sentence), smartphone, website, web page, internet, URL, 5G, Gmail, Wi-Fi, YouTube, Instagram	Same rules apply.

Style	Ruling for Writing/Publications	Ruling for Social Media/Web
Grit	Lowercase	Same rules apply.
SEED	SEED Scholarship Program The SEED scholarship	Same rules apply.
United States	Upon first reference: United States Upon second reference: U.S.	Upon first reference: U.S.
Words with optional double letters	Canceled Exceled	Same rules apply.
Delaware Tech committee titles	Capitalize Delaware Tech committee titles. *Example: She is a part of the Student Success Committee.*	Same rules apply.
Phone numbers	Do not separate digits in a phone number with periods. Use dashes. (302) 555-5555. The area code should be in included in ( ).	Do not separate digits in a phone number with periods. Use dashes. (302) 555-5555. The area code should be included in (). If character limit is a restriction, you may remove ( ).

Social Media Guidelines

The Social Media Guidelines are designed to help you, as the account owner of a Delaware Tech-focused account, get started and answer any questions you may have regarding social media for College departments and organizations. The information provided is designed to enhance your social media strategy and help you meet your goals and benchmarks.

Social Media Policy

Delaware Tech has a formal social media policy that outlines the rules and recommended practices for Delaware Tech's official social media accounts and professional and personal use of social media by Delaware Tech employees. The Social Media Policy can be found within the Employee Resources on the MyDTCC Portal under "Marketing."

Social Media Forms

In order to keep Delaware Tech's social media accounts and account-owners organized and consistent, the College maintains two forms, one for those who are currently managing a College-related social media account and one for those who are requesting to create a new account.

If you are currently managing a social media account related to the College (i.e., a department page or program page), you must submit the following form annually: delawaretech.wufoo.com/forms/social-media-account-registration. The collegewide marketing team needs this information to keep track of existing accounts.

To request a new social media account related to the College, you are required to use the following form (the form will live under the 'Request Forms' column on MyDTCC): delawaretech.wufoo.com/forms/social-media-account-request. Note: These requests are reviewed by the Collegewide External Relations team.

Social Media Guidelines

For College/department-related pages:

If you are managing a Delaware Tech department- or organization-related social media account, please **do** the following:

» Use the account or page as a marketing tool; to communicate the value of the department at Delaware Tech.

» Collaborate with the Collegewide Digital Communications Manager and other departments across the College

» Deactivate the account if the page or account has not been updated in three months.

» Give ownership credit if you are reposting content.

» Post consistently (ex: once per week, three times per week, or every day). Posting once per week is better than posting sporadically, or not at all.

» Ensure content is authentic and provides value to the target audience.

If you are managing a Delaware Tech department- or organization-related social media account, please **don't** do the following:

» Do not use the page to communicate dates, times, and operating hours. That information would be better communicated through emails and portal announcements, targeted to specific audiences. Remember, a social media account or page is an external medium.

» Do not make the account campus-specific, meaning the account name should not include the campus name. The collegewide marketing team will ask anyone managing a campus-specific account to change the name.

» Do not use campus-specific hashtags. Instead, use collegewide hashtags listed in our official hashtag directory or a location like #WilmDE or #GeorgetownDE. It is appropriate to say where a program is offered or where an event took place.

» Do not stop posting for more than one week. Inactive pages will be deactivated.

Social Media Guidelines

For student clubs and associations:

Please note that the collegewide marketing team does not own or operate any social media accounts for a student club or organization. Club advisers should register existing club/organization social media accounts using the Social Media Registration form, and page admins should follow the Delaware Tech social media policy. If you are interested in starting a new social media account for a student club, please make sure there is not already an existing account. In addition, clubs should contact club advisors before starting a social media account or page.

Student clubs and organizations also should abide by the Delaware Tech Branding Standards and Style Guide document. If a club would like to use a Delaware Tech logo, it should be requested by a club advisor through the marketing request forms on MyDTCC.

Logos and Artwork

Please refer to Logo Usage beginning on page 16.

Composing Posts and Writing Style

Please refer to the Style Guide beginning on page 35.

Photography

All photos posted to any Delaware Tech related social media accounts should be of high quality. Make sure to focus your smartphone as you take photos to ensure you can see clearly identify your subject(s). Blurry or dark photos with unidentifiable subjects will not be posted to official accounts. Please refer to Delaware Tech's branding guidelines for more photography tips.

Consolidation

College departments or entities should consolidate to a central presence when possible and appropriate, even if the department or entity is not considered "collegewide." For example, if there is a need to create a career services account (a resource offered at each campus), one account should be created and co-managed by representatives from each campus rather than multiple separate pages managed independently at each campus. This not only follows our "one college" philosophy, but will boost follower count, visibility, and reach.

Social Media Best Practices

The following best practices are broken up into two sections; for administrators or those who manage a College-related page or account, and for employees who have their own social media accounts but want to engage with the College.

Facebook

Administrators:

» Accompany all posts with some type of visual: photograph(s), video, infographic, image from a link/article, etc., as this will likely increase your engagement.

» Consider using the Facebook Pages Manager app to keep the Delaware Tech page and your own Facebook profile separate.

» Tag certified accounts when posting about them.

» Manage comments and direct messages.

» Continuously evaluate your engagement though the Facebook Insights tool.

Employees:

» "Like" the official Delaware Tech Facebook page.

» (Optional) Share Delaware Tech posts so your Facebook followers can see them.

» (Optional) Like or comment on Delaware Tech Facebook posts.

Instagram

Administrators:

» Experiment with different post formats: singular photo, multi-photo carousels (up to 20 slides allowed), text-based carousels, short-form video.

» Short-Form Video: All videos posted to Instagram are posted as reels, so portrait (vertical) video content should be prioritized. Video in landscape orientation (horizontal) will appear with black space around the video.

» Use hashtags, but make sure to search them before using because the hashtag could have multiple meanings.

» Use a variety of Instagram content types: Reels (portrait orientation), Stories, Carousels, Singular photos.

Employees:

» (Optional) "Like," "comment" or "share" on posts from Delaware Tech's official Instagram account.

Linkedin

Administrators:

» Use LinkedIn to spotlight the work taking place in your classroom or department; personal or department achievements by students, faculty and staff; or partnerships with community organizations.

» Tag official LinkedIn pages of companies, institutions, and people referenced in posts.

Employees:

» (Optional) Feel free to share what you are working on in your current position, photos from work-related events, or share posts from the official Delaware Tech or Workforce Development LinkedIn accounts.

Official Hashtag Directory

The collegewide marketing team encourages all Delaware Tech audiences to use the following hashtags to join the conversation across social media platforms. Hashtags can be used on Facebook, X, Instagram, and LinkedIn. When one uses a hashtag in a post, the collegewide marketing team can see those posts if your account is set to "public." Once seen, the team can share to the official Delaware Tech accounts.

#chocolate5kDTCC
Official hashtag for the Dover campus chocolate 5k run/walk, held annually in Dover.

#comm_college
Official hashtag for conversations regarding community colleges in general. The hashtag originated from the American Association of Community Colleges (AACC), the primary advocacy organization for the nation's community colleges. Consider using it when the conversation focuses on the value, importance and overall reputation of community colleges.

#CommunityCollegeMonth and/or #CCmonth
Official hashtag to be used with content pertaining to each Community College Month celebrated in April.

#committocomplete
Official hashtag for the Commit to Complete campaign, which focuses on the College community supporting students in completing their degrees, diplomas, and certificates.

#DelTechMakesDE
Official hashtag for Delaware Tech's advertising campaign.

#DTCC22in22
Official hashtag for any conversation related to Delaware Tech's military community by supporting 22in22 during September for Suicide Prevention Month.

#DTCCAlumniPride
Official hashtag for any conversation related to Delaware Technical Community College alumni, alumni success stories and "alumni profiles."

#DTCCAthletics
Official hashtag for any conversation related to Delaware Technical Community College athletics. Often used with the "Athlete of the Week" campaign, sports games, coaches and other information pertaining to Delaware Tech sports.

#DTCCGrad[year] (e.g., #DTCCGrad2025)
Official hashtag for Delaware Technical Community College's graduation ceremonies and promotion. The hashtag is used throughout the year to celebrate graduates.

#DTCCFutureGrads
Official hashtag for Delaware Technical Community College's New Student Orientation, Welcome Days, and other content related to new students.

#DTCCPride
Official hashtag for any conversation related to Delaware Technical Community College, its achievements, success stories or events promoting the college as a whole. This hashtag strongly supports the One College philosophy.

#DTCCSMC[year] (e.g., #DTCCSMC2025)
Official hashtag for Delaware Technical Community College's annual social media conference, which takes place in February. Conference attendees are encouraged to use the hashtag before, during (for live-tweeting) and after the conference.

#DTCCVoiceit
Official hashtag for any conversation related to the #Upstander pledge.

#highered
Official hashtag for any conversation related to higher education that includes universities, academies, colleges, community colleges, seminaries, conservatories, institutes of technology, vocational schools, trade schools, and other career colleges. The conversation often revolves around the importance of secondary education.

#netDE

Official hashtag for any conversation related to Delaware events, entities, news, businesses and other professional organizations. It was initially launched to promote networking within the state, but has grown to include many more professional topics. It is most often used when a post relates to greater Delaware.

#WilmDE, #NewarkDE, #DoverDE, and #GeorgetownDE

Feel free to use these hashtags across platforms to refer to a specific location or campus area.

DELAWARE TECHNICAL COMMUNITY COLLEGE

Dover | Georgetown | Stanton | Wilmington

dtcc.edu