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About Skyline College

Skyline College opened in 1969 as part of the San Mateo County Community College District. Located on an 111-acre site overlooking the Pacific Ocean just south of San Francisco, Skyline College offers world-class educational opportunities to residents from North San Mateo County and beyond in a culturally rich environment.

Over 16,000 students annually enroll in a broad range of affordable day, evening, weekend and online courses. Students complete lower division general education requirements to transfer to four-year colleges and universities to earn a bachelor’s degree. Other students graduate and achieve an Associate in Arts (A.A.) or Associate in Science (A.S.) degree. A new Bachelor of Science in Respiratory Care has been offered since fall 2016. Skyline College offers the latest in career technical education through such nationally acclaimed programs as Automotive Technology, Network Engineering Technologies, Business, Cosmetology, Energy Systems Technology Management, Massage Therapy and Allied Health programs such as Respiratory Care and Anesthesia Technology.
The Mission-Vision-Values at Skyline College are guided by our Institutional Learning Outcomes.

Upon completing an A.A./A.S. degree and/or transfer preparation, students will show evidence of ability in several core competency areas including Critical Thinking, Effective Communication, Citizenship, Information Literacy, and Lifelong Wellness.

**Mission**

To empower and transform a global community of learners.

**Vision**

Skyline College inspires a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.

**Values**

Education is the foundation of our civilized democratic society. Thus we value:

- **Social Justice:** We are committed to a comprehensive diversity framework that promotes social justice throughout all policies, procedures, and practices of the College.

- **Campus Climate:** We value a campus-wide climate that reflects a ‘students first philosophy’ with mutual respect between all constituencies and appreciation for diversity. Both instruction and student services are dedicated to providing every student with an avenue to success.

- **Open Access:** We are committed to the availability of quality educational programs and services for every member of our community regardless of level of preparation, socio-economic status, cultural, religious or ethnic background, or disability. We are committed to providing students with open access to programs and responsive student services that enable them to advance steadily toward their goals.

- **Student Success and Equity:** We value students’ success in achieving their goals, on-time, and strengthening their voices as they transform their lives through their educational experience. We aim to close gaps that result in inequitable outcomes by ensuring that each student has the opportunity to succeed.

- **Academic Excellence:** We value excellence in all aspects of our mission as a comprehensive community college offering preparation for transfer to a baccalaureate institution, workforce and economic development through career technical education programs and certificates, Associate of Arts and Associate of Science degrees, basic skills development, and lifelong learning.

  We are committed to academic rigor and quality with relevant, recent, and evolving curriculum and well-equipped programs that include new and emerging areas of study. We are dedicated to an educational climate that values creativity, innovation and freedom of intellectual exploration, discovery, thought, and exchange of ideas.

- **Community Connection:** We value a deep engagement with the community we serve and our role as an academic and cultural center for community including business, industry, labor, non-profits, government and the arts. We are dedicated to maintaining a college culture and institutional climate that is warm and welcoming to all.

- **Participatory Governance:** We value just, fair, inclusive, and well understood, transparent governance processes based upon open and honest communication.

- **Sustainability:** We value an institutional culture that represents a strong commitment to environmental sustainability and justice. We are committed to the tenets of sustainability “To meet present needs without compromising the ability of future generations to meet their needs.”

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Marketing, Communications and Public Relations Office

The Skyline College Marketing, Communications and Public Relations (MCPR) office is committed to ensuring that all college representative materials are consistent in illustrating the appropriate style and message for our campus. To do so, the office provides a full array of editorial, graphics, web and general marketing services for all departments on behalf of the college. For departments who wish to design their own internal marketing collateral, please adhere to the Skyline College brand guidelines outlined throughout this document. However, prior to printing and distribution all marketing materials (flyers, postcards, videos for promotion, etc., must be approved through MCPR.

Staff:

Cherie Colin, Director of Community Relations & Marketing
(650)738-4346, colinc@smccd.edu

Brian Collins, Web Programmer Analyst
(650)738-4450, collinsb@smccd.edu

Mia Coo, Visual Communications Coordinator
(650)738-7062, coor@smccd.edu

Connor Fitzpatrick, Communications Manager
(650)738-7087, fitzpatrickc@smccd.edu

Brittney Sneed, Office Assistant
(650)738-7016, sneedb@smccd.edu
The Skyline College Office of Marketing, Communications and Public Relations (MCPR) coordinates the production of the following publications and college marketing collateral:

**Annual Publications:**
- Catalog
- Class Schedules- Fall, Spring, Summer
- Fact Sheet
- Skyline College Annual Report
- Student Handbook - Online
- Viewbook

**Annual Event Programs:**
- Opening Day
- President’s Breakfast
- Student Scholarship Awards Ceremony
- Commencement
- Middle College Graduation

**As Needed:**
- Administration or Department Handbooks
- College Planning Documents
- Departmental and Program Brochures
- Event or Departmental Advertising Materials- Flyers, Newsletters, Postcards, Posters, Programs, Rack Cards, Signage
- Print and Online Advertisements to drive enrollment
Creating a New Publication or Marketing Collateral and Need Assistance?
MCPR can assist you in designing, writing, editing, printing and producing communications. Review the checklist below and contact MCPR offices to schedule an appointment or complete the MCPR Request Form available at http://skylinecollege.edu/mcpr/marketingservices.php and submit your request via email to Britney Sneed, skypio@smccd.edu.

Timing
Since MCPR works with a variety of departments and organizations, it is crucial to prioritize projects. Projects that are crucial to the college’s mission (such as course schedules, catalogs, etc.) will receive first priority, as well as materials for events that have been scheduled. Planning ahead will allow us to devote the time and attention to your project that it deserves and reduces the risk of errors caused by rushing.

Easy Steps to Creating Your New Publication
Here is a checklist that will help you as you consider creating a printed piece. Remember, we can help you along every step of the way.

Step 1: Identifying the need
• Who is your target audience?
• Is your audience best reached through print or online or both?
• What would be the most effective print piece to use with your audience?
• Has your website been update?

Step 2: Planning
• What’s your timeline?
• Do you have a deadline by which you have to have the piece?
• Does this replace a printed piece currently in circulation?
• How many copies are needed?
• How will it be distributed?

Step 3: Consultation. We will talk about:
• General goals of the project
• Style guidelines, including appropriate use of the logo
• Communicating using research-driven methods
• Project management so that your piece is delivered on time

Step 4: Content
• Obtaining photography that best illustrates your subject
• Creating compelling text
• Text should be finalized and approved by Dean and/or supervisor before sending to designer

Step 5: Design. We will help you by:
• Designing a piece in house or choosing a designer to work with you
• Communicating your ideas to translate them effectively to visual media

Step 6: Feedback and Proofing
• Drafts are circulated for review; please allow ample time for this important step
• All involved persons and others, such as deans, department heads and your Vice President should review and approve

Step 7: Printing. We will help you:
• Explore printing options, including Skyline College Graphic Arts and Production (SkyGAP)

Step 8: Delivery and Distribution
• How will you get your publication out?

» All marketing materials, including ads, brochures, flyers, videos, etc., must be approved through MCPR prior to printing and distributing.
Color
The Skyline College colors are Black, Red and Gold.

Based upon output (print or electronic listed to the left of each chart), use the color charts below to achieve the official College colors.

**Tip:** The darker red is for backgrounds and accent color versus the more vibrant and brighter shade, which is the logo red.

**Terms**

*Pantone*- is a largely standardized color matching system used by print industry.

*Process Color (CMYK)*- is a subtractive color model used in color printing, and is also used to describe the printing process itself.

*CMYK* refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black).

*RGB (Red, Green, Blue)*- is an additive color model used to display images through electronic mediums.

*Hex Code (Web colors)*- are colors used in designing web pages, and the methods for describing and specifying those colors.
**Logo Elements**
The Skyline College logo is composed of three parts: the logomark (squares), the logotype ("Skyline College") and the tagline ("Achieve"). Specifications for the visual proportions, spacing, and alignment of the three elements in the logo have been predetermined. There are no exceptions to these specifications. When applying the logo in any context, never attempt to create a different version or modify in any way the elements or their predetermined configuration.

**Separating the Logo Elements**
There are two cases in which the logomark, logotype, and tagline can be separated and used independently. The logo type can be used without the logomark when space or other considerations warrant a type-only solution.

The logo can be printed without the tagline if it’s being reproduced at an extremely small size. A version of the logo without the tagline exists for use in these situations.

**Space around the Logo**
To avoid clutter and give the logo prominence, always separate it from other text and graphic elements by a minimum distance of the size of one square of the logomark as shown below.

You may, of course, always use more than the minimum clear space.

» **Tip:** The logo should always be separated from headlines, text copy, images, and other graphics.
Logo Variations

There are three color and all black versions of the Skyline College logo available for regular usage. They include: the logo with the tagline, the logo without the tagline and the horizontal logo. **All of the logos are available for download on the MCPR website** at: http://www.skylinecollege.edu/mcpr/styleguide/logos.php.

Usage Examples

The logo should be reproduced in its three color format or in solid black on an all white background. The black and white logo may be used in its reversed out (all white) form when used on the official Skyline College background red, gold or black colors; the logo must still maintain one square space perimeter as shown on the right using the dark red as background. Do not use the reversed out version on the logo red background.

Do not enclose the logo inside a shape. Place the logo in an area large enough to be perceived as a general background, not a confining shape.

Correct Usage:

Incorrect Usage:

Sponsored by: the daffodils and daisies.
Personalizing the Logo
In the past, some organizations and departments have altered the college logo to specifically identify that group. In order to maintain its integrity as an identifier for the college, the logo should not be altered in any way. However, if a specific department identifier is needed for use with the logo, it can be done in the format below.

Existing Department/Program Logos
Departmental logos have been phased out. The Skyline College logo is the logo for all departments in the institution.

<table>
<thead>
<tr>
<th>Format:</th>
<th>Designed for:</th>
<th>Ideal use:</th>
</tr>
</thead>
<tbody>
<tr>
<td>EPS</td>
<td>Printing</td>
<td>High resolution printing of illustrations, logos and artwork</td>
</tr>
<tr>
<td>GIF</td>
<td>Screen display, Web</td>
<td>On-screen viewing of images</td>
</tr>
<tr>
<td>JPEG/JPG</td>
<td>Screen display, Web</td>
<td>On-screen viewing of photographic images</td>
</tr>
<tr>
<td>TIFF/TIF</td>
<td>Printing</td>
<td>High resolution printing of photographic images</td>
</tr>
</tbody>
</table>
There are many creative ways to advertise your event around campus and within the community.

**Skyline College Event Calendar**
The College calendar which is a comprehensive event calendar is visible to the public on the Skyline College website. The event listings are a direct feed from AdAstra.

**Skyline College Employee Emails (Campus Announcements)**
All employee emails are a great way to spread the word throughout the campus about your upcoming event or seminar. Please provide your email content at least 4 business days in advance. Email distribution is scheduled so as not to overload employee inboxes on any one day and to encourage reading of the emails.

**Skyline Shines Submissions**
Many of you submit materials to be included in Skyline Shines and we appreciate it! Thanks so much for taking the time to help the President keep the college informed. Please review the web posted guidelines to facilitate the publication of Skyline Shines each week. To view archived editions of Skyline Shines blog, visit: [http://www.skylinecollege.edu/skylineshines/](http://www.skylinecollege.edu/skylineshines/).

**Student Email Communication Requests - GWAMAIL**
The purpose of student emails, otherwise known as GWAMAIL, is to inform students of events, workshops, important programs, services or deadlines to help guide their success as a student. Promotional messages are set in newsletter format 1-2 times per week as we are sensitive to the volume and frequency of emails sent to students. The department will schedule messages for delivery so as not to overload students with information.

**Electronic Screens**
The Marketing, Communications and Public Relations Department is responsible for the content displayed on the Electronic Screens in each building on campus. The purpose is to provide up to the minute information to faculty, staff and students on events, activities and opportunities, while simultaneously providing news and weather updates.

Ads appear in the space labeled 2. The space labeled 1 displays Welcome Skyline College, directional information for the respective building and the time/date. The space labeled 3 shows weather and 4 displays upcoming events. This is a live feed from the Google Event Calendar. Space number 5 is a scrolling RSS feed from media outlets such as CNN and ESPN.

To utilize any of these resources for event promotion, and/or if you would like the Marketing, Communications and Public Relations Department to design an electronic screen or collateral please complete the Marketing, Communications and Public Relations service request form found at: [http://skylinecollege.edu/mcpr/marketingservices.php](http://skylinecollege.edu/mcpr/marketingservices.php) and submit your request to Britney Sneed at skypio@smccd.edu.

For the complete list of MCPR submission guidelines please visit: [http://skylinecollege.edu/mcpr/assets/documents/mcprguidelines.pdf](http://skylinecollege.edu/mcpr/assets/documents/mcprguidelines.pdf).
Media Guidelines

The office of Marketing, Communications & Public Relations is available as a resource to assist faculty and staff with media inquiries as well as to assist with promotion of programs, services and activities at the College.

If you are contacted by the media to answer questions and/or conduct an interview, it is a good idea to gather information on what the nature of the interview is about so that you can properly prepare. If you are not ready to speak at that time, set a later time to answer the reporter’s questions. Be sure to gather some basic details including the reporter’s name, media outlet, phone number and deadline.

When the media is looking for an official college response on an issue, the official spokesperson/Public Information Officer is Cherie Colin. Please refer media inquiries of this nature to her.

The College is committed to continuing to be transparent, open and honest with the media. These media relations guidelines were developed with that goal in mind. Remember, if you have any questions, the Marketing, Communications and Public Relations department is available to assist.

Press Releases

The Marketing, Communications and Public Relations office is available to assist in developing, writing and distributing press releases and calendar listings to appropriate local media outlets. Press Releases are a great tool to “pitch” the media on a possible feature story you’d like them to consider writing an article about, but should not be used to publicize a specific event when there is no feature story being proposed. A Calendar Listing, Campus Announcement and or GWAMAIL (Student Email), and Skyline Shines are great ways to publicize and promote your upcoming event and get it listed in both online and in-print calendars around the community.

If you wish to connect with the Media to promote your Program, Service or Event, please contact the Director of Community Relations & Marketing, Cherie Colin at (650) 738-4346, colinc@smccd.edu or Connor Fitzpatrick at (650)738-7087, fitzpatrickc@smccd.edu. The MCPR office will distribute the release on your behalf.
Creating a Website

1. Organization is key to usability. Set up your pages by subtopic and type of page, e.g., a page of archived reports should be separate from an event calendar.
2. Stay “above the fold.” Try not to fit too much content on to one page—users do not often like to scroll down in a web page.
3. Use the navbar. All of your pages should generally be displayed as tabs on the left-hand navigation bar so users can easily get to them. Related pages can be put in the appropriate list below.
4. Do not get overambitious. Just build pages as you have content for them. Pages that have only “Under Construction” or “Coming Soon!” are not useful to a viewer of your site.
5. Less is more with web content. Keep content as succinct as possible on your web pages, and bullet out essential information as often as possible so users can scan web pages for the information they need.

After Publishing your Website

- **Look at Each Page Carefully.** Scan for typos and formatting that appears broken or non-standard. For example, links in our site should always be red, not blue.
- **Stay Current.** Check each page you create at least every three months to make sure none of the information on it is outdated.
- **Stay Linked.** Review your pages to find any broken links (website linked to often change or remove their pages).
- **Keep your website sustainable and easily maintainable!** Don't be afraid to delete pages on your website if they are not helpful or useful. Poorly presented information can detract from your department’s image.

Writing for the Web is Different Than Writing for Print.

- **Cut the fluff.** Write only information that your visitors truly need. Keep your paragraphs short and limited to one idea. It's okay if your paragraphs are only one sentence long.
- **Get to the point.** Get to the point right away in your paragraphs, just as a news story gives you the nuts and bolts in its first paragraph and then expands further.
- **Use first person.** Try to use the first and second person point of view to help you make a connection with your reader.
- **Don’t be passive.** Use active voice instead of passive voice. Example: write “Pick up application forms in Room 4125,” not "Applications can be picked up in room Room 4125.”
- **Invite action.** Where appropriate, invite action: “Apply” “Learn more” “Explore” “Register” “Visit.”
- **Use bulleted lists.** Where it makes sense to do so, use bulleted lists instead of paragraphs. Always introduce a bulleted list with a sentence that gives the list context.
- **Proofread!** Check your copy for spelling, grammatical and factual errors. Have a colleague look over the site for any typos you might have missed and correct them as soon as possible.
- **Meaningful headings and subheadings.** Give readers a clear idea of what's to follow. Creating intuitive access means meeting a visitor’s expectations.
- **Images should illustrate and support your content.** Avoid clip-art and colored backgrounds. Use flow charts or diagrams to visually explain a complicated idea.
- **Don’t repeat yourself (D.R.Y.)** Information only needs to be stated once. Thereafter, link to the original content published.
Navigation
1. Link appropriate words. Avoid using the phrase “Click here” for links so that people who use screen readers don’t get lost on the page. Instead, show where the link will go, e.g., use “Visit Financial Aid for more information,” which specifically explains that the link is to the Financial Aid site.

2. Don’t write out URLs. Just hyperlink them. Otherwise your page is messy and hard to read (e.g., use Financial Aid, not http://www.skylinecollege.edu/financialaid/index.php).

3. Navigation tab names should be brief. Otherwise the text wraps around and the tab ‘jumps,’ which makes your page difficult to read. After you publish, check to make sure it looks okay.

4. Secondary navbars. Avoid a long hard-to-read list of navigation tabs. Instead, use secondary navbars to add additional drop down information under one section. Ask the Web Programmer Analyst to make these for you. Also, use the Related Content list to separate other site links from your own site’s pages.

Naming Files-
To name ALL files (.pdf, .doc, .xlsx, .jpg, .png, .gif, .pptx, .mp4, etc.) and folders, use ONLY lowercase letters, numbers, and underscores “_” or hyphens “-“.

Spaces are not allowed. Other special characters ($ @ ! % ^ & * ( ) { ] } ) are not permitted in file names. Try to keep your file names short.

Images/Placement
Every image must have alternative text (ALT tags). ALT tags describe the image in the event the image is not displayed and for users with visual impairments who are using a screen reader.

If you are interested in posting photographs to your pages, a Photo Release is required for every person identifiable in the photo. Please use the Photo Release Form to obtain the appropriate permission.

Align (vertically and horizontally) text and photos to create order.

Tip: If you always label your file something generic, e.g., yearlyreport.pdf instead of august2013yearlyreportDRAFT.pdf, then you will not have to redo your links in your web page, just upload new versions of the file with the same name. You can maintain your named revisions on your computer.
Search Engine Optimization and Web Accessibility Considerations
Always add a title to your page. Use the OmniUpdate title box. Doing this will improve your ranking in Google’s search engine over time. The first thing screen readers see when the user goes to a different web page is the page title.

Headings are key. Separate information by visual headings, for example, heading text is bigger and bold. Remember that headings should be formatted in HTML so that they are accessible to everyone including people who cannot use a mouse and use only the keyboard, and people who use a screen reader. Search engines use headings to find pages fast, so instead of just making headings bold (which search engines can’t see), use the heading formatting as found in the tutorial site.

Omni Update Instructions and Best Practices
Instructions for Editing Web pages in OmniUpdate:

To update, edit, and maintain the Skyline College websites, we use a content management system called OmniUpdate Campus. To be able to edit web pages, you need to log in with the correct username and password for that particular site. An easy way to add formatting to your content is to copy and paste any of the content on this site into OmniUpdate in Editing mode. Then highlight what you pasted and type in your content. You can retain the formatting that way.

How to use Omni:
• The Omni tutorial (http://skylinecollege.edu/tutorial/) demonstrates all the formatting you can copy for your site.
• From your browser, copy any section from the demo web pages and paste into OmniUpdate in Editing mode.
• Then highlight what you pasted and type in your content. Save and publish.
• The formatting is retained.

Steps and Detailed Instructions
• In OmniUpdate, make sure you have opened the page you want to add formatting to and have clicked the Edit button to get into Editing mode.
• In a new tab or window, browse in Internet Explorer, Firefox, or Chrome browsers to the Skyline College page you want.
• Then, copy the section of interest by starting on the line before the section you want and continuing to the line after. This ensures you have captured all of the formatting.
• Go to the Omni page being edited and paste.
• Highlight the pasted text and add the new text you want to replace the highlighted text. It should have the same formatting.
• If you have trouble, undo (shortcut is Control key + ‘Z’) and just highlight within the pasted text. Then replace with your new text and delete any remaining characters of the previously pasted text.

See more at: http://skylinecollege.edu/tutorial/
Board of Trustees Information
The Board of Trustees, Chancellor and President must be listed on all college-wide publications for public distribution with the exception of one-page event fliers, postcards or other small publications less than one page front and back. The current information to be used is:

San Mateo County Community College District Board of Trustees
Richard Holober, President
Maurice Goodman, Vice President-Clerk
Thomas Mohr, Trustee
David Mandelkern, Trustee
Karen Schwarz, Trustee

Ron Galatolo, District Chancellor
Regina Stanback Stroud, Ed.D. President, Skyline College

Business Cards
Business cards are available for full-time employees and/or upon the discretion of your supervisor. They may be ordered online at: http://skylinecollege.edu/mcpr/marketingservices.php.

Email Footers
The standard treatment of the College email footer should be as follows:

Dr. Regina Stanback Stroud
President
Skyline College
3300 College Dr.
San Bruno, CA 94066
(650) 738-4100
www.skylinecollege.edu
stroudr@smccd.edu

Mission Statement:
To empower and transform a global community of learners.

Stationery
College stationery is ordered from Graphic Arts & Production. Marketing, Communications and Public Relations must approve any variation from the standard design and copy of the letterhead, envelopes and business cards.

Color and black and white electronic letterhead templates are available at http://skylinecollege.edu/mcpr/styleguidelogo.php. These electronic letterhead templates are for use if you want to email a document on letterhead or as a temporary measure while waiting for new letterhead.

Signage
All signs representing Skyline College should follow these guidelines:

- No handwritten or handmade signs
- Signs should never be taped to wall or glass
- Permanent signs should be manufactured on permanent or semi-permanent material
- Paper signs should only be affixed to bulletin boards and paper should be used for temporary signs only
- Similar signs should be uniform in appearance

Mission Statement:
To empower and transform a global community of learners.
Accreditation Language
- Shared Governance should be referred to as Participatory Governance
- Balanced Scorecard (instead of Balance Scorecard or Score Card)
- Mission – Vision – Values
  - Must be listed in the order above with dashes. None of the statements are to appear without the other two, unless being used for simply marketing purposes, e.g., Skyline Shines, email signature, part of the presentation not related to accreditation, etc.
- Education Master Plan (not Educational Master Plan)
- Strategic Priorities is now Strategic Goals Initiatives
- Refer to college leadership as Administration rather than Management
- Administrative Leadership & Unit Review (ALUR, annual planning document)
- College Governance Council (not College Council)

Name Changes and Nuances
- College should always appear after Skyline whenever it is mentioned
- DSP&S is now the Disability Resource Center (resource is singular)
- Fireside Dining Room is the official name for the Dining Hall in Building 6, which is referred to as the Student and Community Center. Please do not use the word Cafeteria.
- SparkPoint at Skyline College or SparkPoint, not SparkPoint Center
- The Business Division changed its name to Business, Education and Professional Programs
- The Learning Center instead of just Learning Center
- The Student Activities Office changed its name to Student Life and Leadership Development. It is acceptable to refer to this office as Student Life for short when the longer name cannot fit or is not necessary

Marketing Consistency
- A phone number should be written as (650) 574-6165 and not 650-574-6165 or 650.574.6165.
- Capitalization of Words in Headlines and Headings: all words should be uppercase except: a, an, and, as, at, but, by, for, if, in, of, on, or, the, to
- Capitalize “College” and “District” when referencing a specific college or district (i.e., capitalize when you can replace “College” with a college name and when you can replace “District” with a district name).