Bergen Community College
Office of Public Relations Operations and Style Guide

Bergen
COMMUNITY COLLEGE

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Sharing the Bergen Community College Story

Students, faculty, staff, employees, alumni, and community experience the Bergen Community College brand through our endeavors, but also through the verbal and visual messages we send. Bergen employees are ambassadors for the Bergen brand that is conveyed through publications, signs, the website, social media and more. When the community encounters Bergen, there is an impression that is created when an individual sees the logo, reads a news release, or hears the College name.

Style Guide Purpose

When the community sees a communication initiative, marketing or advertising campaign, promotional item, or news piece produced by Bergen Community College, it should have a certain expression and appearance about it that says, "Bergen." At a glance, the use of color, typography, photographs and illustrations should work together to reflect Bergen's graphic identity and design standards. Certain elements and design techniques in a wide range of projects should be consistent enough to show that these communication initiatives are from Bergen. The resources in this document were created to help the Bergen Community College community present a unified look and message to both our internal and external constituencies. This document outlines the style guide for editorial, visual, graphical, and digital expression of the College's brand and identity.

Brand Framework

Mission

Bergen Community College provides accessible and transformative programs and services to its diverse community. As a comprehensive community college, we are committed to student success, innovation, and inclusivity.

Vision

Bergen Community College will be:
• A first-choice option for its community.
• A national model for innovation and partnerships.
• An institution recognized for its ability to meet the needs of an ever-changing student population in a landscape of evolving employers' workforce needs.

Values

Consistent with Bergen Community College and who we are as a community, these core values guide our daily work:

Commitment: We are committed to providing an education in the liberal arts, sciences, technical fields, and a variety of non-credit programs that foster critical thinking, facilitate upward mobility, and instill a sense of purpose.

Creativity: We are imaginative and innovative in promoting success for our students and in accomplishing our goals.

Collaboration: We emphasize teamwork and acknowledge and take pride in the contributions of others.

Communication: We regularly and openly share what we do with both internal and external community members.

Care: We identify, prioritize, and resolve issues by leading with an ethic of care.
Challenge: We challenge ourselves to improve upon our programs and services.
Celebration: We acknowledge, honor and take pride in the quality of our work and the work of others.

Brand Identity

Since Bergen's establishment in Paramus by the Bergen County Board of Chosen Freeholders in 1963 and its subsequent opening in 1968, eight presidents have led the State of New Jersey's largest community college, prioritizing the hallmarks of a community college education: quality, access and affordability for all who seek lifelong learning opportunities. More than 740,000 students have taken classes at Bergen, with countless others visiting for community and cultural events. The College ranks No. 1 in the State for associate degree graduates. Alumni have attended the country's most prestigious universities, including all eight Ivy League institutions. Bergen currently enrolls approximately 13,000 credit students in A.A., A.S., A.A.S., certificate and certificate of achievement programs. Approximately 5,800 students are enrolled in noncredit, ESL or professional courses through the Division of Continuing Education and Workforce Development, the Institute for Learning in Retirement and the Philip Ciarco Jr. Learning Center. Resources include the Henry and Edith Cerullo Learning Assistance Center, which has twice earned recognition as the "tutoring center of the year." The College's Paramus main campus features vast physical resources including the Technology Education Center (opened 2003), the region's only Health Professions Integrated Teaching Center (opened 2016) and the nation-leading STEM Student Research Center (opened 2019). Finally, Bergen's personnel represent an institutional strength, highlighted by the 2015 U.S. Professor of the Year, as named by the Council for Advancement and Support of Education and the Carnegie Foundation for the Advancement of Teaching.
Bergen Community College believes that access to a high-quality education in an inclusive environment is the right of all individuals and imperative for the continued advancement of a strong democracy and workforce. Grounded in the principle of fairness, equity refers to ensuring that each student receives what she or he needs to be successful through the intentional design of the college experience.

Accreditations

Middle States Commission on Higher Education
Bergen Community College is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104; (215) 662-5606. The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Commission on Recognition of Postsecondary Accreditation. Visit **https://www.msche.org/institution/**.

Commission on Accreditation of Allied Health Education Programs
Diagnostic Medical Sonography, Medical Office Assistant, Respiratory Care, and Surgical Technology programs are accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP), 25400 U.S. Highway 19 North, Suite 158 Clearwater, FL 33763; (727) 210-2350. Visit **https://www.caahep.org/**.

Commission on Accreditation for Respiratory Care
The Respiratory Care program is also accredited by the Commission on Accreditation for Respiratory Care (COARC). Visit **https://www.coarc.com/**.

New Jersey Board of Nursing and Accreditation Commission for Education in Nursing
The Nursing program is approved by the New Jersey Board of Nursing, 124 Halsey Street, 6th Floor, Newark, NJ 07101; (973) 504-6430 and is also accredited by the Accreditation Commission for Education in Nursing (ACEN), 3343 Peachtree Road NE, Suite 850, Atlanta, GA, 30326; (404) 975-5000. Visit
https://www.njconsumeraffairs.gov/nur/Pages/applications.aspx and
https://www.acenursing.org/.

Commission on Dental Accreditation
The Dental Hygiene program is accredited by the Commission on Dental Accreditation (CODA), 211 East Chicago Avenue, Chicago, IL 60611; (800) 621-8099. Visit
https://www.ada.org/en.

Joint Review Committee on Education in Radiologic Technology and the New Jersey Radiologic Technology Board of Examiners
Radiography and Radiation Therapy Technology programs are accredited by the Joint Review Committee on Education in Radiologic Technology (JRCERT), 20 N. Wacker Drive, Suite 2850, Chicago, IL 60606; (312) 704-5300 and the New Jersey Radiologic Technology Board of Examiners, 25 Arctic Parkway, P.O. Box 420 (Mail Code 25-01), Trenton, NJ 08625; (609) 984-5634. Visit **https://www.jrcert.org/** and **https://www.jrcert.org/**.

American Bar Association
Paralegal Studies and Legal Nurse Consulting programs are approved by the American Bar Association (ABA), 312 North Clark Street, Chicago, IL 60654; (312) 988-5000. Visit **https://www.americanbar.org/**.

American Veterinary Medical Association
The Veterinary Technology program is accredited by the American Veterinary Medical Association (AVMA), 1931 North Meachem Road, Suite 100, Schaumburg, IL 60173; (800) 248-2862. Visit **https://www.avma.org/**.

Committee on Accreditation of Education Programs for the EMS Professions
The Paramedic Science program is accredited by the Committee on Accreditation of Education Programs for the EMS Professions (COAEMSP), 8301 Lakeview Parkway, Suite #111-312, Rowlett, TX 75088; (214) 703-8445. Visit **https://coaemsp.org/**.

State Licensure and Authorization
Pursuant to the laws and statutes of the State of New Jersey, Bergen Community College is an institution of higher education that is licensed and authorized by the State to offer associate's degrees and certificate programs.

The Office of the Secretary of Higher Education (OSHE), an agency of New Jersey state government, is charged with oversight of the licensure of all institutions of higher education that operate within the State, including Bergen Community College, and assures the integrity of all degrees awarded by those institutions. Visit **https://www.nj.gov/highereducation/**.

Statement of Non-Discrimination (EEO)

Bergen Community College is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disabling condition, marital status, affectional or sexual orientation, gender identity and expression, veterans status or other non-job related criteria. Equal employment opportunity includes, but is not limited to, recruitment, hiring, retention, tenure, promotion, transfer, compensation, fringe benefits and other terms and conditions of employment in accordance with state laws and regulations.

Bergen Community College is an EOE/NJ First Act Employer and maintains a smoke-free and drug-free workplace.

Americans with Disabilities Act (ADA)

Bergen Community College follows the Americans with Disabilities Act. The Office of Specialized Services at Bergen Community College recommends the following statement to be included in public announcements for events for community members and internal college communities, informational publications, and electronic forms.

ADA Statement for Print Materials
- Bergen is committed to providing access and reasonable accommodation in its services, programs and activities. Accommodation requests related to disability should be made to **ossinfo@bergen.edu**.

Public Announcements for Events
Public announcements for events, such as brochures, flyers, email blasts, advertisements, meetings, or any other trainings offered.
- Bergen Community College is committed to providing access and reasonable accommodation in its services, programs and activities. Accommodation requests related to disability should be made by (insert date) to (list department sponsoring the event and include contact information that includes telephone number and email).

Informational Publications
Informational publications, such as brochures, pamphlets, fact sheets, and college catalogs, should include the following statement:
- Bergen Community College is committed to providing access and reasonable accommodation in its services, programs and activities. This publication will be made available in an accessible alternative format upon request. Please contact (list name of department/office and include telephone and email).

Electronic Forms
Electronic forms, such as applications, registration, surveys or any other forms posted online, should include the following statement:
- Bergen Community College is committed to providing access and reasonable accommodation in its services, programs and activities. If any accommodation is needed in the completion and submission of this form, please contact (list name of department and contact information, such as telephone number and email).

Brand Usage, Identity, and Assets
College Seal
In 2007, Bergen Community College retired the original seal that had proudly represented the institution since 1970. With a team of designers and creative professionals, the College unveiled its revised seal, which maintains elements of the past and adds new components as well. The torch, the focal point of the Bergen seal, both past and present, symbolizes the College and the light of learning that the institution provides. A book, emblazoned with the College's year of inception - 1965- symbolizes the pursuit of education. The torch's rays illuminate the area to provide the means for education. In whole, the seal represents the College's mission to impart the benefit of education to its students. The bronze medallion, to be worn by the president at all formal ceremonies, bears the Bergen seal.

College Mascot
The College's mascot is a bulldog, which symbolizes courage and tenacity. In 13th century England, bulldogs were used for the "sport" of bull baiting. In 1835, this practice was outlawed causing bulldog admirers to transform the brawler breed into a companion. As a tough, fearless brawler, the bulldog maintains an easygoing, faithfulness, and compassion. Balancing out tenacity with compassion, the bulldog leads the way for our Bergen students, athletes, faculty, and staff.

Official College Colors
In 1992, Bergen Community College retired the original black and gold school colors to adopt the College's official school colors of orange and violet. Orange is the color of enthusiasm and emotion exuding warmth, joy, and emotional strength. With its optimistic and youthful energy elements, it encourages social communication and creativity. Violet is the color of wisdom and sensitivity inspiring thoughtful and empathetic positive attributes. With its unique and imaginative elements, it encourages motivation and inspiration.

Official College Palette and Font
ORANGE: Pantone=021 C; Hexadecimal=FF6600; CMYK=C0, M74, Y100, K0.
PURPLE: Pantone=Pantone Violet; Hexadecimal=660099; CMYK=C75, M100, Y0, K1.
The Bergen Community College logo typeface is called Bauer Bodoni.

Official College Logos

These logos are optimized for use on Web sites, and may not print as clearly when used in print pieces. Please contact the Office of Public Relations if you need a higher resolution image for a printed piece. Visit **https://bergen.edu/PR-logo-use**

- If you are a PC user, these are directions to copy a Bergen logo to your computer:
  Right click on the image and choose: "Save As" or "Save Picture As."
  Click browse to select a folder on your computer hard drive and then click save.
  (Note: Make sure to note where on your computer you saved the image).
- If you are a Mac user, these are directions to copy a Bergen logo to your computer:
  Hold down the control key while clicking on the picture.
  Release the control key and choose "Save this image as" from the menu that appears.
  (Note: This can also be done by positioning the mouse pointer over the picture, then clicking the mouse button and holding it down for a few seconds).

To view the Bergen Community College logo, logo variations, official College colors, and the College Seal, please see **Appendix A- Bergen Community College Official Logo, Colors, and Seal.**

Office of Public Relations

As the chief ambassador of Bergen Community College, the 14-time NCMPR Paragon and Medallion Award-winning Office of Public Relations supports most facets of the College's internal and external promotion and communication- including generating publicity in local media, reporting news, placing advertisements, maintaining the College's presence in social and electronic media, producing collateral to support programs, events and initiatives and disseminating information regarding faculty, staff and student accomplishments through printed, electronic and video mediums. The Office of Public Relations oversees the design standards set for the College to ensure the quality of Bergen's publications, both online and in print.

Some of our featured work includes:

- The Bergen Daily (daily email calendar of events/information)
- Inside Bergen (monthly printed newsletter)
- Studio Bergen (monthly television news magazine)
- Inside Studio Bergen (monthly email companion to Studio Bergen)

The Office of Public Relations is located in Room A-210 in the Pitkin Education Center, and can be reached by telephone at 201-447-7120, by fax at 201-689-1193, or by email at **publicrelations@bergen.edu**.

The Office of Public Relations team includes:

Larry Hlavenka Jr., Ed.D.
Executive Director,
Public Relations,
Community and
Cultural Affairs
201-689-7057
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Kristy Italiano
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201-879-8802
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Web Developer
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Nancy McAllister
Customer Service Associate
201-493-3655
nmcallister1@bergen.edu

The Office of Public Relations can assist with the following types of communication initiatives by completing a Project Initiation Form at **pr.bergen.edu**.

Statement on Non-Modification of Work
The 14-time NCMPR Paragon and Medallion Award-winning Office of Public Relations at Bergen Community College kindly requests that you do not modify any work produced by its office.

Office of Public Relations Services
Advertising
The Office of Public Relations creates and coordinates placement of all college advertising, including newspaper and magazine, online, radio and other media to support enrollment and promote college events. The college has negotiated special rates to ensure the best use of college funds. All advertising should be coordinated through the Office of Public Relations department.

Community Relations
The Office of Public Relations assists with outreach and community events, including receptions, award programs, community initiatives, etc.

Marketing Services
The Office of Public Relations coordinates an array of marketing services to support our three campus locations including branding assistance, content creation, email marketing, event promotion, graphic design, social media marketing, website management, and more. To ensure seamless coordination, all marketing-related needs must be submitted through the project initiation form at pr.bergen.edu. Requests include but are not limited to the creation of business cards, collateral (i.e. brochures, flyers, posters), direct mail postcards, signage (i.e. retractable banners), social media promotions, and other marketing services.

Media Relations
The Office of Public Relations serves as the news bureau for the College, creating and distributing press releases about college events and accomplishments, as well as handling media inquiries. Requests for the office to create a press release should be submitted at least one month prior to the event or immediately following presentation of an award or honor. Please request services at pr.bergen.edu. If any member of the College community is approached individually by the media, all media inquiries must be directed to the College's official spokesman, which is Dr. Larry Hlavenka at **lhlavenka@bergen.edu**. No member of the College community should speak directly with the media.

Photography/Videography
The Office of Public Relations frequently photographs college events for marketing, promotion, and historical or archive purposes. Photography can be requested to cover campus programs, events, or projects. Some print projects (i.e. brochures, flyers, posters, etc.) may require photography in advance of the graphic design. Please request services at **pr.bergen.edu**. Limited videography services are also available through the Media Technologies department and can be requested through **mediatechnologies@bergen.edu**. Featured photography for marketing purposes requires completed PR release forms.

PR Release Forms

Students, faculty and staff complete the PR release form at h**ttps://bergen.edu/faculty-staff/public-relations/release-form/**. If a student is under the age of 18, the student will need a parental or guardian signature and will need to complete the paper form. See Appendix C- PR Release Form. Students need to complete the forms correctly for the form to be processed and accepted. If a student needs to complete the paper form, the student will need to return the paper form to the Office of Public Relations, A-210, c/o Nancy McAllister at **nmcallister1@bergen.edu**.

Print Projects

The Office of Public Relations produces promotional and informational materials including annual reports, catalogs, campus brochures, postcards, recruitment materials, and flyers for College programs, majors, courses, and services. The Office also provides assistance in creating promotional materials for other departments.

Publications

The Bergen Daily, a daily email calendar of events and information, is an internal email announcement emailed to communicate with the Bergen community and announce upcoming events and promote campus happenings. Faculty/staff and students received customized versions of the Bergen Daily via their Bergen email Gmail accounts every day at the College. Inside Bergen is a monthly printed newsletter. Studio Bergen is a monthly video news magazine. Inside Studio Bergen is a monthly email companion to Studio Bergen. Print copies are available through the Office of Public Relations and digital copies are posted on the Bergen website.

Social Media

The Office of Public Relations manages the College's official social media accounts. We encourage all areas of the College to use our official accounts on Facebook, Instagram, X, LinkedIn, YouTube, and Meetup.com for special announcements, promotions, and sharing information since we have a strong following. Submit items for posting at **pr.bergen.edu**. If you believe that a separate account would be beneficial, we ask that you work with the Office of Public Relations to ensure best practices in naming conventions and establishing account managers.

Website

The Office of Public Relations maintains the website with input from content managers throughout the College. Content changes are submitted and approved by the web developer and editors within the Office of Public Relations. For more information, please contact web developer, Frank Hablawi, at **fhablawi@bergen.edu**.

Deadline and Priority Consideration

Please provide adequate time (approximately three to four weeks) for the Office of Public Relations team to give your project the attention it deserves. Keep in mind that our staff, in addition to our ongoing duties, completes hundreds of requested jobs each year, including advertisements, news releases, photo sessions, proofreading, name badges,

business cards, flyers, social media requests, and more. Our request process via **pr.bergen.edu** ensures that your projects are received, assigned, tracked and completed in a timely manner.

Please review the style and publication guides within this document. If you have any questions or need help with any of this information, please contact us at 201-447-7120 or by e-mail at **lhlavenka@bergen.edu**. To request the department's assistance with a project, please fill out the project initiation form at **pr.bergen.edu**.

Procedures to Work with Public Relations on a Project
1. Secure support and budget for your project from your supervisor, department chair, divisional dean, director or vice president.
2. Make sure that you clear all specific project details, such as topic, speakers, location, time, etc., with your respective supervising constituencies and scheduling.
3. Gather and present all details related to your project when you enter a project request at **pr.bergen.edu**
4. Consult and engage in the project development process with Public Relations.

Project Initiation Form
Instructions on Submitting New Public Relations Project Request
- Login using your Bergen account.
- Visit **pr.bergen.edu**.
- Click on "Submit your request"
- Select the "Services Requested" menu to select the type of project.
- Select the service from the drop-down list that appears for each project type. Make sure to fill in all required information and include a budget code for a print project.
- After all information is provided, click the "Add request" button at the bottom of the page.

Editorial Projects
Consultation- Scheduling an appointment with the Office of Public Relations in advance of their program, event, or project helps to outline and create a communication plan.

Press Release- A press release may be requested if there is a major college announcement or something extremely newsworthy to direct to members of the news media.

Photography- Photography can be requested to cover campus programs, events, or projects. Some print projects (i.e. brochures, flyers, posters, etc.) may require photography in advance of the graphic design.

Print Projects
Note: In today's digital world, it may be tempting to upload print materials onto digital platforms; however, it is required to create separate materials for print and digital. Media created by Public Relations for print should not be reused on digital platforms.

Advertisement (print)- A print advertisement may be requested if there is a major college program or event that should be promoted to the local community. It is at the discretion of the director based on budget.

Annual Report- Annual reports are usually requested at the college administration level and are designed and distributed to college constituents. There are a few occasions where a specific division or area needs to highlight major annual accomplishments, statistics, outcomes, or results. To see if you need an annual report, discuss your project in a public relations consultation.

Banner (print)- Print banners are useful to advertise an event, make announcements or highlight a department. Print banners are designed as 3×8, 3×10, or 3×12 size options.

Brochure- Depending on the amount of copy, print brochures can be designed as bi-fold (8.5"x 11"), tri-fold (8.5"x 11"), or quad-fold (8.5"x 14"). Academic Program Fact Sheets are available for academic programs.

Business Cards- Official standard Bergen business cards are printed with name, title, department, office, address, phone and email address. The College's new mission statement is on the back of the business card template: "Bergen Community College provides accessible and transformative programs and services to its diverse community. As a comprehensive community college, we are committed to student success, innovation, and inclusivity." To see a sample of official College business cards, please see **Appendix B- Business Card Design**.

Catalog, Book, Publication- Course or program catalogs are designed to highlight various course offerings and schedules. Books, journals, or other publications can be created to showcase student and faculty work.

Certificate Template- Certificate templates are designed to recognize students, faculty, and staff for completion of programs or for their accomplishments.

Flyer- Flyers are helpful to publicize events around campus by posting the flyer to key bulletin boards or distributing the flyers directly to students, faculty, and staff. Flyers can be designed as a portrait size (8.5"x11") or a landscape size (8.5"x11") according to their event, program, or project needs.

Forms- Standard print forms are designed for intake of information at programs or special events.

Invitations (print)- Invitations are useful when inviting members of the community to special events. Standard invitations with the Bergen seal and copy can be designed in either portrait or landscape format with the following sizes: (4"x 6"), (5"x 7"), or (5.5"x 8.5").

Newsletter (print)- Newsletters are usually produced at the college administration level

and are distributed to college constituents. There are a few occasions where a specific division or area needs to highlight division news and accomplishments. To see if you need a newsletter, discuss your project in a public relations consultation.

Office Signage- Office signage is useful to display a department or division's name and title. The office signage is designed as 20"x 30" landscape and printed by an outside vendor secured by the purchasing department. Email purchasing@bergen.edu for more information.

Postcards- Postcards are useful when trying to promote specific programs, courses, or events to the larger community. Postcards can be mailed in bulk via the US postal service. If mailing is not an option, postcards can also be distributed on campus. Generally produced in a landscape format, postcards are designed in the following sizes: (4"x 6"), (5"x 7"), or (5.5"x 8.5"). Depending on design layout, postcards can also be designed in a portrait format in special circumstances.

Poster- Posters are helpful to garner interest and publicize events by placing the poster on key bulletin boards around campus. Generally designed as a portrait size (11"x 17"), posters can also be designed in a landscape size (11"x 17") according to their event, program, or project needs.

Programs and Guides- Programs and guides for events can be created to help direct the attendee about special event schedules or inform about departments or special programs. Programs and guides for events are generally printed in a 5.5"x 8.5" size.

Stationery and Letterhead- Official standard Bergen letterhead or stationery can be printed for correspondence.

Tickets- Standard tickets can be designed for event and program entry at the College.

Digital Projects
Note: In today's digital world, it may be tempting to upload print materials onto digital platforms; however, it is required to create separate materials for print and digital. Media created by Public Relations for print should not be reused on digital platforms. Digital assets need to address ADA compliance.

Bergen Daily- The Bergen Daily is an internal email announcement emailed to communicate with the Bergen community and announce upcoming events and promote campus happenings. Faculty/staff and students received customized versions of the Bergen Daily via their Bergen email Gmail accounts every day at the College.

Campus Monitor Slide- Content and graphics can be designed for placement on the internal television monitors throughout the Bergen campus. The monitor slides serve to make important announcements and promote events.

Certificate Templates (digital)- Certificate templates are designed to recognize students,

faculty, and staff for completion of programs or for their accomplishments.

Email Blast- Email blasts about important announcements or campus events can be emailed via Bergen's internal email Gmail accounts. EBlasts are limited to items of extreme importance. Most other items should be placed in the Daily.

Email Template- Digital email templates can be created in the Office of Public Relations for the client to electronically distribute by the client to their email distribution lists.

Event Calendar- Event calendar entries can be submitted to the Office of Public Relations for inclusion on bergen.edu/events. The Office of Public Relations has the discretion for what events are entered on the events calendar on the Bergen website.

Invitations (digital)- Invitations are useful when inviting members of the community to special events. Standard invitations with the Bergen seal and copy can be designed in either portrait or landscape format with the following sizes: (4"x 6"), (5"x 7"), or (5.5"x 8.5").

Newsletter (digital)- Newsletters are usually produced at the college administration level and are distributed to college constituents. There are a few occasions where a specific division or area needs to highlight division news and accomplishments. To see if you need a digital newsletter, discuss your project in a public relations consultation.

Social Media Post- Special announcements and promotions can be posted via the College's official social media accounts, such as Facebook, X, Instagram, YouTube, LinkedIn, etc.

Web Banner- Customized web banners and digital graphics for major college publicity and announcements can be designed for the official Bergen website. College registration and admissions are examples of types of major web banners. Web banner projects must be approved by the Office of Public Relations.

Bergen Website
Purpose: Bergen Community College maintains a public website, www.bergen.edu, as a tool to communicate the College mission and vision as well as promote the College educational programs and services.

Publishing Permissions: Certain departments and areas have been granted permission as an editor of certain pages and sections of the website. After the editor has been identified and trained by the web developer in how to edit web pages of the web site, the editor will submit revisions to the website for approval by an editor in the Office of Public Relations.

ADA Compliance: Digital assets, including alt tags for images, need to meet ADA compliance. Videos need to have subtitle captions applied to meet ADA compliance. As per ADA compliance, Bergen website graphics and event calendar graphics are limited to an image and a title. Any information (i.e. text or words) that is presented in a graphic

must have that information (i.e. text or words) displayed in plain text on the website. To discuss ADA compliance, reach out to the Office of Public Relations.

Training: Website training can be requested at pr.bergen.edu. Please contact web developer, Frank Hablawi via email at fhablawi@bergen.edu.

Style Guide for the Bergen Website:
The official Bergen website follows Web Content Accessibility Guidelines (WCAG). For more information on WCAG guidelines, visit **https://www.w3.org/WAI/standards-guidelines/wcag/**. The College will not link to private websites via the official Bergen website. External websites and .pdf files must open in new tabs.

Inline styling must be pre-approved by the Office of Public Relations. All images must be sourced by the Office of Public Relations. All images and titles must have alt tags. Names must be linked and clickable as email addresses. Email addresses open as new objects.

Digital Materials on the Website:
In today's digital world, it may be tempting to upload print materials onto digital platforms; however, it is required to create separate materials for print and digital. Media created by Public Relations for print should not be reused on digital platforms. Please keep these three rules in mind:
  • Do not link directly to media files hosted on the website (no hotlinking).
  • Media created by PR for print should not be reused on digital platforms.
  • Do not use url shorteners such as tinyurl, etc.

Videos on the Website:
Videos are hosted on the College's official YouTube channel. Videos need to have subtitle captions applied to meet ADA compliance.

Web style:
  • Use only the three different header points (ie. h1, h2, h3).
  • Use bold and italics, but refrain from using underline.
  • Use professional titles such as "Dr." before a name. Do not use honorifics such as Mr., Mrs., Ms, etc..
  • Use alt tags for all images and titles.
  • Use (target = blank) to have external websites and .pdf files open in new tabs.

Image Dimensions on the Website:
In order to have consistent sizing and images on the website, the following sizes correspond to certain graphics on the website:
  • Main Banner Background Image: 2560 px wide x 1687 px high
  • Header Background Image: 2000 px wide x 650 px high
  • Calendar Graphic: 1000 px wide x 563 px high
  • Foundation Banner: 1000 px wide x 300 px high
  • Ciccone Theatre Ticketing Website: 600 px wide x 250 px high

Website Graphics and Event Calendar Graphics:
As per ADA compliance, Bergen website graphics and event calendar graphics are limited to an image and a title. Any information (i.e. text or words) that is presented in a graphic must have that information (i.e. text or words) displayed in plain text on the website.

Web banners:
- Web banners for the Bergen Community College Foundation website must be 1000 px wide x 300 px high.
- Only one line of text can be included for web banners, and must be replicated within the ALT text of the image when uploaded to the Foundation website.

Social Media Plan & Policy

Official College Social Media Accounts and Username Handles
The College maintains several key official social media accounts as part of its digital assets. The following public usernames and web-links are officially recognized and associated with the College's official social media accounts:

Social Media Accounts for Bergen Community College		
Platform	**Public Username**	**Links**
Facebook	@bergencommunitycollege	https://www.facebook.com/bergencommunitycollege
Flickr	@bergencc	https://www.flickr.com/photos/bergencc
Instagram	@bergencc	https://www.instagram.com/bergencc/
Instagram	@bergengrad	https://www.instagram.com/bergengrad/
LinkedIn	Bergen Community College	https://www.linkedin.com/school/bergen-community-college/
Meetup.com	Bergen Community College Education and Events	https://www.meetup.com/Bergen-Community-College-Education-and-Events/
YouTube	@BergenCommCollege	https://www.youtube.com/user/BergenCommCollege/
X (Twitter)	@bergencc	https://twitter.com/bergencc

Since the College's Anna Maria Ciccone Theatre is under the auspices of the Office of Public Relations, Community, and Cultural Affairs, a member of the Office of Public Relations operates the Ciccone Theatre's social media accounts in conjunction with input from the director of the Ciccone Theatre. The following public usernames and web-links are officially recognized and associated with the College's Ciccone Theatre's official social media accounts:

Social Media Accounts for Anna Maria Ciccone Theatre at Bergen Community College		
Platform	**Public Username**	**Links**
Facebook	@cicconetheatreatbergen	https://www.facebook.com/CicconeTheatreatBergen/
Instagram	@cicconetheatreatbergen	https://www.instagram.com/cicconetheatreatbergen/
X (Twitter)	@cicconetheatre	https://twitter.com/cicconetheatre

Social Media Plan & Policy

I. Purpose
The Bergen Community College (referred to as the "College") Office of Public Relations, Community and Cultural Affairs manages the College's social media presence. The purpose of this document is to outline the social media policies, strategy and execution plans for the College.

The College encourages the use of social media to connect with others, including but not limited to students, employees, faculty, staff, alumni, supporters, and the College. Social media sites are platforms that enable the College to communicate news and recognition, while encouraging engaging discussions about College current events, news, issues, organizations, and people. This policy defines the rules and procedures for the use of official social media sites (as defined in Section 2) to ensure that College-sponsored social media is both legal and in compliance with College policies.

II. Definitions
A. Social Media: For the purposes of this document, social media is defined as a software system, platform, or service provided via the Internet to communicate and share information between people through interactions with video, audio, text or multimedia. Examples include, but are not limited to: Facebook, X, Instagram, Flickr, YouTube, Linkedin, Wordpress and other similar services and platforms.

B. Copyright: A form of intellectual property law protecting original works of authorship including literary, dramatic, musical and artistic works. A copyright does not protect facts, ideas, systems or methods of operation – only the way these objects may be expressed.

III. Policy and Terms of Use
All official College social media sites must adhere to College policies, state and federal laws and regulations, including the Health Insurance Portability and Accountability Act (HIPAA) and the Family Educational Rights and Privacy Act (FERPA), as applicable. All official College social media sites must respect intellectual property rights, federal Copyright law and College policies. Only public information may be posted on official College social media sites. Official College social media sites must not contain sensitive personal information. All College social media sites must comply with any approved applicable College branding standards.

IV. Management and Responsibilities
A. Primary administrative rights for official College social media sites will be assigned only to permanent College employees within the Office of Public Relations, Community, and Cultural Affairs. Please refer to Appendix I of this document.
B. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support. Should the manager be unavailable, the executive director of the Office of Public Relations, Community and Cultural Affairs will manage the social media sites.

V. Purposes of Official College Social Media Accounts and Username Handles
A. The College

Social Media Accounts for Bergen Community College		
Platform	**Public Username**	**Links**
Facebook	@bergencommunitycollege	https://www.facebook.com/bergencommunitycollege
Flickr	@bergencc	https://www.flickr.com/photos/bergencc
Instagram	@bergencc	https://www.instagram.com/bergencc/
Instagram	@bergengrad	https://www.instagram.com/bergengrad/
LinkedIn	Bergen Community College	https://www.linkedin.com/school/bergen-community-college/
Meetup.com	Bergen Community College Education and Events	https://www.meetup.com/Bergen-Community-College-Education-and-Events/
YouTube	@BergenCommCollege	https://www.youtube.com/user/BergenCommCollege/
X (Twitter)	@bergencc	https://twitter.com/bergencc

1. College's Official Facebook Account
Facebook is a social networking site that makes it easy for the College to connect and share news with family, friends, and the community online. The College will use this platform to share news stories, photographs, video, and announcements to the community. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

2. College's Official X Account
X is a microblogging and social networking service in which users post and interact with messages known as "tweets." Registered users can post, like, and retweet tweets to the community. The College will use this platform to share news stories and press releases with the community. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

3. College's Official Instagram Accounts
Instagram is a photo and video-sharing social networking service that enables the College to share news to a younger college age demographic. The College will utilize Instagram to feature news stories, events, and the campus to a wider community. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

4. College's Official Flickr Account

Flickr is an image hosting and video hosting service that enables the College to share photographs from College events with the larger community. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

5. College's Official YouTube Account

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The College utilizes YouTube to share its award-winning Studio Bergen television series as well as promotional videos with the larger community. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

6. College's Official LinkedIn Account

LinkedIn is a social network that focuses on professional networking and career development. The College will utilize LinkedIn to develop a stronger networking presence on this platform to connect with faculty, staff, students, alumni, supporters, and potential connections for internship and employment opportunities for students. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites while adhering to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

7. College's Official Meetup.com Account

Meetup.com is a service used to organize online groups that host in-person events for people with similar interests. The College's official Meetup.com group is referred to as "Bergen Community College Education and Events." Bergen Community College is defined as "Organizer" of the group according to Meetup.com roles. An organizer has full control over the Meetup Group, including the ability to manage the group calendar and site settings, all member communication, and everything related to money collection. The College's Organizer subscription on Meetup.com allows the College to create three (3) subset groups under the College's official Meetup.com account. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the College's official Meetup.com account while adhering to the editorial, creative and strategic promotional standards established by the College through other media.

7a. Event Organizers within College's Meetup.com Account
The manager will identify key individuals within the College community and assign Event Organizer privileges to them on the "Bergen Community College Education and Events" Meetup.com account. The Event Organizer has limited control over the Meetup Group, but has full control over the group calendar and can email members. The designated Event Organizers will only have the ability to add an event to the College's calendar on the "Bergen Community College Education and Events" Meetup.com account. The Event Organizers will not have the ability to make changes to the official Meetup.com account. Since there are numerous events occurring at the College, the purpose would be to engage these Event Organizers to inform the internal College community and the external community at large about the numerous events available to the public at the College. Event organizers are allowed to upload one image (at least 1200 x 675 pixels) per event on the College's Meetup.com account. Images must follow the guidelines as set forth by the Office of Public Relations and College policies.

7b. Event Organizer Selection
In consultation with and at the discretion of the executive director of the Office of Public Relations, Community, and Cultural Affairs, the manager of the College's Meetup.com account will identify members of the College community that have external events that can invite the general public and be shared with the larger community. The following are a listing of areas within the College that can provide external events to the general public:
- Ciccone Theatre
- Student Life
- Gallery Bergen
- Continuing Education
- Kids and Teens
- Institute for Learning in Retirement

Event Organizers will receive instruction and procedures on how to operate as an event organizer on the College's Meetup.com account. Event organizers will adhere to the editorial, creative and strategic promotional standards established by the College through other media. Event organizers will work with other members of the department for graphics, creative and editorial support.

B. The College's Ciccone Theatre
Since the College's Anna Maria Ciccone Theatre is under the auspices of the Office of Public Relations, Community, and Cultural Affairs, a member of the Office of Public Relations will operate the Ciccone Theatre's social media accounts in conjunction with input from the director of the Ciccone Theatre.

Social Media Accounts for Anna Maria Ciccone Theatre at Bergen Community College		
Platform	**Public Username**	**Links**
Facebook	@cicconetheatreatbergen	https://www.facebook.com/CicconeTheatreatBergen/
Instagram	@cicconetheatreatbergen	https://www.instagram.com/cicconetheatreatbergen/
X (Twitter)	@cicconetheatre	https://twitter.com/cicconetheatre

V. Utilizing Social Media Management Systems – Hootsuite

In monitoring all of the College's official social media accounts, the College will utilize a social media management platform, Hootsuite, to integrate all of the College's social media accounts into one dashboard to monitor and track analytics. One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will manage the content and direction of the social media sites. Should the manager be unavailable, the executive director of the Office of Public Relations, Community and Cultural Affairs will manage the social media sites.

VI. Utilizing Direct Email Marketing Systems

Since the College's Anna Maria Ciccone Theatre is under the auspices of the Office of Public Relations, Community and Cultural Affairs, there is a need to engage in direct email marketing with theatre patrons and constituents. In order to promote theatre shows, concerts, and events, a direct email marketing system will be utilized to communicate with theatre patrons and constituents. In conjunction with the director of the Ciccone Theatre and members of the College's Office of Public Relations, email templates will be drafted and designed. The box office manager (Codi Chester) will be responsible for sending the emails to the theatre patrons.

VII. Targeted Online Event Calendars

One member of the College's Office of Public Relations, Community and Cultural Affairs, referred to as the manager, will submit events to several targeted online event calendars that reach a larger external audience. The manager will adhere to the editorial, creative and strategic promotional standards established by the College through other media. The manager will work with other members of the department for graphics, creative and editorial support.

Calendars		
Name	**Link**	**Specifications**
BC the Mag	BC the Mag	Maximum size 700 x 700 pixels
Events in NJ	Events on NorthJersey.com	500 x 500 pixel image and under 12MB
MyBergen.com	MYBERGEN.COM	File under 8 MB
NJ Monthly	NJ Monthly	N/A
Online Bergen Magazine (Health and Life)	Online Bergen Magazine	N/A
Events.com	Events.com	360 x 300 pixels and less than 6MB
Star Ledger Events	Star Ledger Events- NJ.com	N/A

VIII. Social Media Influencers within the College Community
A social media influencer utilizes their own personal social media accounts to post relevant content that resonates with and reaches a larger audience. The Office of Public Relations, Community and Cultural Affairs will identify College employees, faculty, staff, students, alumni, and College supporters who would like to serve as social media influencers. The Office of Public Relations, Community, and Cultural Affairs will provide training and guidelines to serve as an official social media influencer at the College. Social media influencers will use official College hashtags in their posts. Serving as a social media influencer is an unpaid volunteer role with no College benefits.

Social Media Guide
Effective social media graphic design establishes brand recognition and a connection to the organization's audience. Bergen Community College's Office of Public Relations strives to establish brand recognition through its social media platforms and graphics.

The purpose of this social media guide is to assist you in preparing and participating in the College's official social media accounts so that the event, program, or news announcement is promoted to a larger audience. Perhaps, you aren't familiar with social media or how to get started to prepare a promotion, this guide will help you understand what you need to have in place before submitting a PR project request.

Consider Social Media Platform
The College maintains several official social media accounts including:
- Facebook
- LinkedIn
- Instagram
- Meetup.com
- X

Each platform is designed to reach different types of audiences.

Assemble information to develop a social media graphic and schedule on social media
When you prepare to promote an event, special course or program, or to make an announcement on social media, you should have the following information:
- Title or tagline for event or program
- Date of event or program
- Time of event or program
- Event link or website link
- Brief write-up (a few sentences) about the event, program, or news

Once you have this information assembled, you can start to think about what information goes on the social media graphic versus what information goes on the social media caption.

Examine Social Media Graphic vs. Social Media Caption
A social media graphic is a static image that will hold short basic information along with an image to create visual brand appearance. A social media caption is short copy of a few sentences that will discuss important details, such as event title, time, date, purpose, and how to register or participate. The social media caption will be placed above or underneath the social media graphic depending on the social media platform.
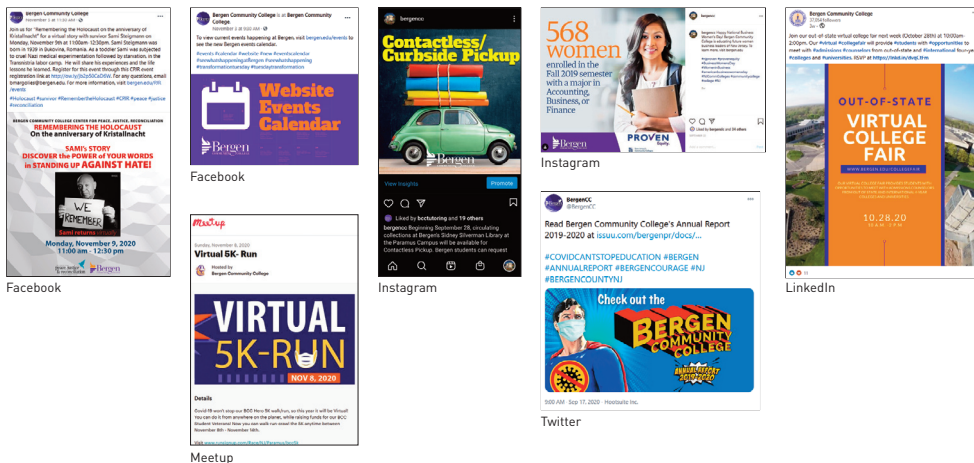

Facebook
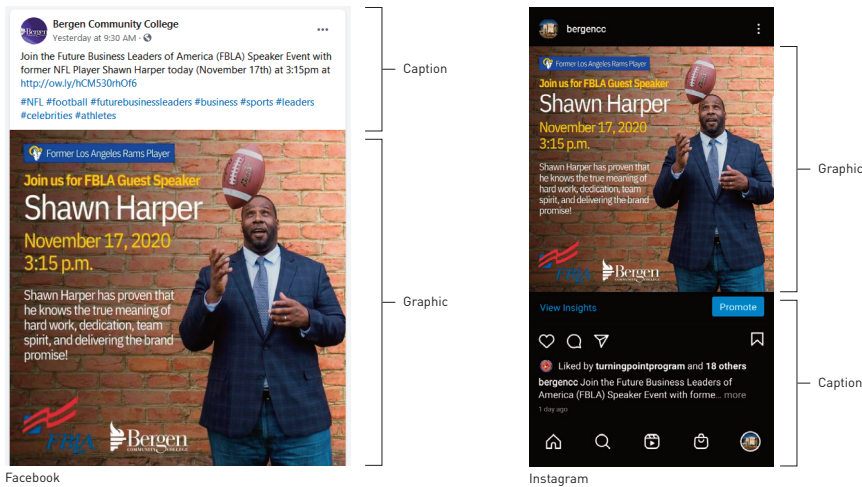
Instagram

Consider Size Ratio of Graphic in Relation to Platform
When looking at how much information should be included on the social media graphic, consider the size ratios for graphics on the following platforms: Facebook, Instagram, X, and LinkedIn.

Facebook

Facebook

Facebook

Meetup

Instagram

Instagram

Twitter

LinkedIn

What information should be included on the social media graphic?
When you are working with the graphic designer, he or she may ask you certain questions about what kind of design, theme, or information that you want on the social media graphic. Depending on the type of promotion you are trying to achieve, here are some guidelines to help you provide the most accurate and correct information to your designer and public relations professional.

Event or Program Promotion

The social media graphic should include the following:

- Title or tagline for event or program
- Date of event or program
- Time of event or program
- Image or photograph to illustrate the purpose of the event or program
- Partnership logos (if necessary)

News Announcement

The social media graphic should include the following:

- Short tagline
- Image or photograph to illustrate the news or announcement
- Partnership logos (if necessary)

PR Project Request

If you would like to promote a live or virtual event, a special course or program, or to make an announcement on the College's official social media accounts, fill out a PR Project Request at pr.bergen.edu and select social media as part of your project. Once you select social media for your project, you will need to include important information including the title, date, time, and write-up for the social media graphic and caption. Students, faculty and staff complete the PR release form at **https://bergen.edu/faculty-staff/public-relations/release-form/**. If a student is under the age of 18, the student will need a parental or guardian signature and will need to complete the paper form. See Appendix C- PR Release Form. If a student needs to complete the paper form, the student will need to return the paper form to the Office of Public Relations, A-210, c/o Nancy McAllister at **nmcallister1@bergen.edu.**

To view the PR Release Form, please see Appendix C: PR Release Form.

Bergen Community College Athletics Style Guide

Official Athletics Style Guide

Purpose

The official Bergen Community College Bulldogs Athletics Style Guide sets forth the guidelines for athletic communications for Bergen's Athletics department for planning and executing product, promotion, advertising, packaging, and display materials relating to and in support of Bergen Community College's Bulldogs Athletics. The College strives to create consistent public relations, communications, and marketing for Bergen's Athletics. Bergen's Athletics Department strives for consistent standards in uniforms and apparel across its athletic teams.

Procedure

In order to maintain brand consistency, the Athletics Style Guide needs to be followed explicitly as depicted in this guide. Bergen Community College's Athletics branding is essential to maintain a consistent visual identity for its athletic teams. These brand

guidelines are an important element of the College's overall brand strategy and ensure the full and beneficial impact of both the Bulldog brand image and that of the College. A cohesive brand is integral to the identity of the College so it can be visually referenced and easily recognized. Unique seals, logos or wordmarks may not be used on any team apparel and no new logos may be developed. When using athletic logos, including but not limited to apparel, signage, promotional brochures, equipment, etc., please refer to the specifications outlined in this guide. Use of Bergen's Athletics logos must meet approved standards and be authorized by the Managing Director of Athletics and Associate Director of Athletics. It is important that the Bulldog and all brand assets are used properly and in a quality manner. Any use of the logo or official College names other than those identified in this guide is prohibited.

College Mascot
The College's mascot is a bulldog, which symbolizes courage and tenacity. In 13th century England, bulldogs were used for the "sport" of bull baiting. In 1835, this practice was outlawed causing bulldog admirers to transform the brawler breed into a companion. As a tough, fearless brawler, the bulldog maintains an easygoing, faithfulness, and compassion. Balancing out tenacity with compassion, the bulldog leads the way for our Bergen students, athletes, faculty, and staff.

Official College Colors
In 1992, Bergen Community College retired the original black and gold school colors to adopt the College's official school colors of orange and violet. Orange is the color of enthusiasm and emotion exuding warmth, joy, and emotional strength. With its optimistic and youthful energy elements, it encourages social communication and creativity. Violet is the color of wisdom and sensitivity inspiring thoughtful and empathetic positive attributes. With its unique and imaginative elements, it encourages motivation and inspiration.

Official College Athletics Colors
Bergen Community College's school colors are orange (pantone 021 C) and purple (pantone violet). The Bergen Community College logo typeface is called Bauer Bodoni.

The official color palette is below:
ORANGE: Pantone=021 C; Hexadecimal=FF6600; CMYK=C0, M74, Y100, K0.
PURPLE: Pantone=Pantone Violet; Hexadecimal=660099; CMYK=C75, M100, Y0, K1.

Official Athletics Logos
Bergen Athletics Seal
The Bergen Athletics Seal is to be used for official print brochures and ceremony programs. The seal is not to be used on uniform apparel. Please see Appendix D: Bergen Athletics Seal.

Bergen Bulldog Logo
The official athletics logos for Bergen Community College are Bergen Bulldog logo variations in orange and violet, black and white, and grey. Please see Appendix D: Bergen Bulldog Logos for the official logos approved for use.

Bergen Athletics Team Sports Logo
The Bergen Athletics Team Sports Logo can be used on uniform apparel. Please see Appedix E: Bergen Athletics Team Sports Logo for the official logos approved for use.

Bergen Athletics
Bergen Baseball
Bergen Basketball
Bergen Cross Country
Bergen Esports
Bergen Soccer
Bergen Softball
Bergen Track & Field
Bergen Volleyball
Bergen Wrestling

Bergen Bulldog and Team Sports Logo
Bergen Bulldog Logo and Team Sports Logo can be used on uniform apparel. Please see Appendix F: Bergen Bulldog Logo and Team Sp\orts Logo for the official logos approved for use.

Bulldog Athletics
Bulldog Baseball
Bulldog Basketball
Bulldog Cross Country
Bulldog Esports
Bulldog Soccer
Bulldog Softball
Bulldog Track & Field
Bulldog Volleyball
Bulldog Wrestling

Athletics Color Guide
Please see Apppendix G: Color Guide

Official Editorial Reference Guide
When referring to Bergen Community College as a first and second reference in writing, refer to the institution as "Bergen" or "the College." The institution does not approve of the reference of "BCC."

First and Second References for Buildings and Centers on Campus
Buildings/Centers

- Bergen Community College (Bergen, or the College)
- Anna Maria Ciccone Theatre (Ciccone Theatre)
- Child Development Center (CDC)
- Emil Buehler Trust Observatory (Observatory)
- Institute for Learning in Retirement (ILR)
- The Moses Family Meeting and Training Center (Meeting and Training Center)
- Office of Specialized Services (OSS)
- Philip J. Ciarco, Jr. Learning Center (Ciarco Learning Center)
- R. Neil Ender Hall (Ender Hall)
- Sidney Silverman Library (Library)
- Stryker Howmedica Osteonics Manufacturing Laboratory (Stryker Manufacturing Lab)
- Technology Education Center (TEC)

List of Divisions

- Division of Business and Social Sciences (Div.)
- Division of Health Professions (Div.)
- Division of Humanities (Div.)
- Division of Mathematics, Science, and Technology (Div.)

Division of Health Professions (Div.)

- Dental Hygiene Department (Dept.)
- Health Science Program Department (Dept).
- Nursing Department (Dept.)
- Wellness and Exercise Science Department (Dept.)
- Diagnostic Medical Sonography Department (Dept.)
- Medical Office Assistant Department (Dept.)
- Paramedic Science Department (Dept.)
- Radiography Department (Dept.)
- Radiation Therapy Department (Dept.)
- Respiratory Care Department (Dept.)
- Surgical Technology Department (Dept.)
- Veterinary Technology Department (Dept.)

Division of Humanities (Div.)

- Communication Department (Dept.)
- History and Geography Department (Dept.)
- Philosophy and Religion Department (Dept.)
- English Department (Dept.)
- ESL and World Languages Department (Dept.)
- Visual and Performing Arts Department (Dept.)

Division of Mathematics, Science, and Technology (Div.)
- Mathematics Department (Dept.)
- Computer Science, Engineering, and Information Technologies Department (Dept.)
- Biology and Horticulture Department (Dept.)
- Physical Sciences Department (Dept.)

Titles

Capitalize and spell out formal titles such as professor, dean, president, trustee, chair, etc., when they precede a name. Lowercase titles elsewhere. For example, "former Dean and Professor Jane Doe;" or "Jane Doe, former dean, spoke at the event."

Lowercase modifiers such as "social science," as in "social science Professor Jane Doe" or "department" in "department Chair Jane Doe."

Administrative Titles

Administrative titles should include the degree after the name followed by the position title. For example, the list of current administrators reflects the style guide for administrative titles.

Eric M. Friedman, Ph.D., President
Cinzia D'Iorio, Executive Director of Continuing Education and
    Workforce Development
Andrew Tomko Ph.D., Interim Vice President of Academic Affairs
Meredith Gatzke, Vice President of Human Resources and
    Organizational Development
Tonia McKoy, Ed.D., Dean of Research and Institutional Effectiveness
Nat Saviet, Vice President of Facilities
Ron Spaide, Chief Information Officer
Wilton Thomas-Hooke, Chief Financial Officer
A.J. Trump, Ed.D., Vice President of Student Affairs
Suzanne M. Wetzel, Vice President of External Affairs

Formal Titles

A formal title generally is one that denotes a scope of authority, professional activity or academic accomplishment so specific that the designation becomes almost as much an integral part of an individual's identity as a proper name itself. Capitalize formal titles when they are used immediately before one or more names. For example, one would reference the following formal titles, such as President Washington, Governor Smith, and Pope Benedict. Other titles serve primarily as occupational descriptions, such as pilot Chuck Yeager and novelist Tom Clancy.

Abbreviated Titles

The following formal titles are capitalized and abbreviated as shown when used before a name outside quotations: "Dr., Gov., Lt. Gov., Rep., Sen." and certain military ranks. Spell out all except "Dr." when they are used in quotations.

Past and Future Titles

A formal title that an individual formerly held, is about to hold or holds temporarily is capitalized if used before the person's name, but do not capitalize the qualifying word: former President Carter, interim Vice President Jane Doe.

Long Titles

Separate a long title from a name by a construction that requires a comma. For example: "Jane Doe, vice provost for affirmative action and academic personnel, asked for the application forms."

Unique Titles

If the title applies only to one person in an organization, insert the word "the" in a construction that uses commas: For example: "Joe Jefferson, the deputy secretary, spoke to the group."

Academic Titles

Capitalize and spell out formal titles such as professor, dean, president, chancellor, chairman, etc., when they precede a name. Lowercase elsewhere: "former Chancellor and Provost Eleanor Brantley Schwartz;" or "George Russell, former chancellor, spoke at the event."

Lowercase modifiers such as "political science," as in "political science Professor Ben Martin" or "department" in "department Chair Burton Dunbar."

Composition Titles

Apply these guidelines to book titles, movie titles, opera titles, play titles, poem titles, song titles, television program titles, and the titles of lectures, speeches and works of art.

- Capitalize the principal words, including prepositions and conjunctions of four or more letters in all examples.
- Capitalize an article – a, an, the – or words of fewer than four letters only if it is the first or last word in the title.
- Italicize major works and the names of magazines, books, journals and newspapers: Time magazine.
- Capitalize the names of motion pictures, radio and TV programs: Raiders of the Lost Ark, Frazier.
- Quote marks around the names of articles appearing in magazines, newspapers or journals, i.e., "Analysis of Antitoxins in Pharmacology," or the names of art exhibitions, i.e., "Still Life: Photography at Its Best."

Doctor, Dr. in Titles

In general, the preferred form for mentioning academic degrees is to use a phrase such as "Jim Phillips, who has a doctorate in physics …."

In articles and materials prepared for academic audiences or on-campus use, or in materials where the credentials of the person are necessary to establish credibility, the title "Dr." may be used for holders of Ph.D. or honorary degrees.

Do not continue the use of "Dr." in subsequent references.

Legislative Titles

Use "Rep., Reps., Sen. and Sens." as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase "representative" and "senator" in other uses.

Spell out other legislative titles in all uses. Capitalize when they are used before a name. Lowercase in other uses. Add "U.S." or "state" before a title only if necessary to avoid confusion.

Academic Degrees

In general usage, spell out the degrees in lowercase letters, using an apostrophe: bachelor's degree, master's degree. For a doctorate, use "doctorate in ..." Use degree abbreviations only when the need to identify individuals by degree on first reference would make the preferred form cumbersome. Use abbreviations only after the full name of a person. For example, see the degree reference in this name: "Mike Jones, MFA."

When referring to degrees, please follow the degree format below:
- Associate in Arts (A.A.)
- Associate in Science (A.S.)
- Associate in Applied Science (AAS)
- Bachelor of Arts (B.A.)
- Bachelor of Fine Arts (BFA)
- Bachelor of Science (B.S.)
- Master of Arts (M.A.)
- Master of Business Administration (MBA)
- Master of Education (M.Ed.)
- Master of Fine Arts (MFA)
- Doctor of Education (Ed.D.)
- Doctor of Jurisprudence (J.D.)
- Doctor of Philosophy (Ph.D.)

Preferred Pronouns

The College will use preferred pronouns of the subject when applicable and requested by the individual. If a faculty member, staff member, or student wishes to make a formal request to update their preferred name, preferred pronoun, and gender identity, the individual can make that request through the College's Bergen Portal. For more information, visit https://bergen.edu/about-us/college-policies/

General Style

Abbreviations

Before a Name

Abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Rep., the Rev., Sen., and certain military designations. Spell out all others except Dr., Mr., Mrs., Ms. when used before a name.

After a Name
Abbreviate junior or senior after a name. Abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity. Do not use a comma after the designation. Correct: "the Center for Money Studies Inc."

Pronoun Use and Tense
Be careful of tense. Use of singular "they" instead of he/she him/her.
Example: "Students can find their usernames in a letter from the dean."

Departments
Capitalize the proper names of academic departments. For example, reference the Department of English; the English Department. General references to the same department are not capitalized: "the department."

Refer to the department with the full title and then reference the abbreviation afterwards. For example, properly identify the Child Development Center and then use the abbreviation of CDC after the first reference.

Academic Style
* Academic Titles: See entry under "Titles."
* Address abbreviations: Abbreviate avenue, boulevard and street in numbered addresses. Bergen Community College is on Paramus Road. The address is 400 Paramus Rd."
* Alumnus, alumni, alumna, alumnae
* Alumnus (alumni as plural) refers to a man or a woman who has attended a school. Alumna (alumnae as plural) is a woman who has attended a school.
* American Language Program (ALP)
* Area code: Enclose the area code in parenthesis and use a hyphen after the exchange
* Associate in Arts: A.A.
* Associate in Science: A.S.
* Associate in Applied Science: AAS
* Avenue: Ave.
* Bachelor of Arts: B.A.
* Bergen Community College, or the College, or Bergen.
* Board of Directors, Board of Trustees
* Capitalization: Capitalize the words college, division and center when using their full, proper name. Capitalize a shortened form of the name when referring to an entity on this campus.
* Chair: "Chair" is suitable for all general references to the person leading a group.
* Child Development Center: CDC
* Ciarco Learning Center: Can only be used in second reference to Philip J. Ciarco, Jr. Learning Center
* Ciccone Theatre: Can only be used in second reference to Anna Maria Ciccone Theatre

- Corequisite: No hyphen
- Coursework: One word, not hyphenated or two words.
- Credit bearing: Not "for credit"
- Dean: Capitalize when used as a formal title before a name Dean John Smith vs. John Smith, the dean of
- E-mail: The "e" is not capitalized unless it's the first word of a sentence.
- Emeritus, emeriti, emerita: Emeritus (emeriti as plural) may be used for either a man or a woman. Emerita (emeriti as plural) may be used for a woman. Place the word after the formal title, capitalizing when used before a name, but not after.
- English-as-a-Second-Language: ESL – the hyphenation only in modifier, otherwise it is English As a Second Language
- Fund raising, fund-raising, fund-raiser: Correct usage of these word forms depends on the context and whether it's serving as a noun or as a compound modifier. Examples:
  - "Fund raising is difficult."
  - "Let's go to that fund raiser."
  - "They planned a fund-raising campaign."
  - "A fund raiser was hired."
- Faculty: Refers to a teacher or a body of teachers within a school of university. When meant as a plural, it is clearer to non-academic audiences to say "faculty members are…"
- Grade Point Average: In general, spell out on first reference; G.P.A. or GPA after that. Usually, the abbreviation GPA can be used with figures: "He earned a 3.99 GPA in biology."
- Internet: A reference to a decentralized network of host computers. Always capitalized if referring to the worldwide network. Lowercase if referring to simple networks.
- Lab: abbreviation for Laboratory, not lab.
- Months: Capitalize in all uses. Do not abbreviate.
- Non-credit: Hyphenated word.
- Noon: This term stands alone. Do not put a "12" in front of it. "12 p.m." also is acceptable.
- off of, off: Off will work nicely, as in "Get off my back!" "Off of " is redundant and a bulky construction.
- Office of Specialized Services: OSS
- Online: Use "online" in all references, rather than "on-line."
- On-site, off-site: use hyphen
- Percent: One word. Do not use % unless in tabular material. Percent takes a singular verb when standing alone or when a singular word follows an "of" construction. Examples:
  - "She collected 50 percent to win the election."
- Percent takes a plural verb when a plural word follows an "of" construction.
  - "More than 40 percent of the students came to the meeting."
- Philip J. Ciarco, Jr. Learning Center: All caps, Can be referred to as Ciarco Learning Center after properly identified with full title

- p.m., a.m.: Lowercase and use periods. Avoid redundancies such as "8 p.m. tonight." If your seminar is from 10 in the morning to 6 in the evening, write "10 a.m. -6 p.m." rather than 10-6. Most people won't show up at 10 p.m., but it always helps to be clear.
- Prerequisite: No hyphen
- Seasons: Lowercase spring, summer, fall, winter. Capitalize only if part of a formal name: "Kansas City Spring Festival." At UMKC, Fall Semester, Winter Semester and Summer Session are formal names.
- That/Which: "That" is used to restrict meaning and "which" is used to elaborate. Examples:
    - Correct: The bonds that are to be used for the new building will be paid in 2010.
    - Correct: The bonds, which were issued in 2000, will be paid off in 2010."
- Titles: Confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles used alone: "The vice president for student services issued a memo." Lowercase and spell out titles in constructions that set them off from a name by commas: "The Bergen Community College president, Dr. Eric Friedman, was available for questions after the meeting."
- Theatre: Not theater
- try and/try to: Correct: "She will try to pass the test." Incorrect: "She will try and pass the test."
- use, utilize: Grammar experts note no discernible reason to substitute "utilize" for "use," because they have the same meaning. Rene Cappon, in "Guide to Good Writing" says "Why choose the longer and ugly word over the short and crisp one? Use use."

Tricky Words and Phrases:
- After: No hyphen when used to form a noun: aftereffect. Follow with hyphen when used to form compound modifiers: after-dinner drink
- Co- : Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status as co-chair. Use no hyphens in other combinations cooperative, coeducation.
- Ex: Use no hyphen for words when used in the sense of out of. Hyphenate when used in the sense of former
- Full-: Hyphenate when used to form compound modifiers, i.e. works full time vs. full-time job.
- Honorary Degrees: All references should specify the degree was honorary. Do not use Dr. before the name.
- In-: No hyphen when it means not inaccurate.
- -In: Precede with hyphen, i.e. walk-in
- Part-: As in part-time (adjective), or part time (noun and adverb)

Numerals
General
Use Arabic numerals (1,2,3,4,5,6,7,8,9,0) unless Roman numerals (I,V,X,L) are specifically required. For uses not covered by the following listings spell out whole numbers below 20, use figures for 20 and above.

In a series
Apply the appropriate guidelines, even if that means using two different styles:
"They had 12 hamburgers, five hot dogs and only 10 buns.""She had three three-hour classes, two four-hour classes, and she bought 10 three-ring binders to keep her notes straight."

Large numbers
When large numbers must be spelled out, use a hyphen to connect a word ending in "y" to another word; do not use commas between other separate words that are part of one number twenty, thirty; twenty-two; thirty-three; two hundred fifty-four.

Policy Revisions
The Style Guide Policy will be reviewed and evaluated by the Office of Public Relations at two key times (early January and early July) every year.

Policy Exemptions
Certain programs and affiliates of the College are exempt from using the College logo—although they must still comply with standards for design, writing, editing, websites, printing and other forms of production. These exemptions are permitted because, while the entities significantly reflect institutional value, their own missions and identities are related to but distinct from the College's as identified by their 501(c)(3) status. No other academic or administrative units may use these entities' logos to identify themselves or the College. Each exempt entity governs use of its own visual identity (with the prior advice and consent of the College).
- 501(c)(3) Exemptions
  - Bergen Community College Foundation
- Other exemptions:
  - materials produced exclusively for classroom or office use
  - research presentations and publications
  - literature for other scholarly or creative activity
  - materials for student organizations such as clubs, fraternities and sororities
  - student publications such as The Torch and other projects funded by the Student Government Association

Student organizations and faculty may use the College logo as long as they follow Graphic Standards guidelines. Please also refer to the Bergen Community College Web Standards for guidelines about posting information online.

Appendices

Appendix A: Bergen Community College Official Logo, Colors, and Seal

The Bergen Community College Logo
Since 1965, this mark has served as the exclusive logo for Bergen Community College. The logo is comprised of two parts: the logotype and the College's symbol or mark. These two components should always be used as *one* unit together. The logotype and symbol/mark should *never* be used separately.

SYMBOL/MARK | LOGO TYPE

THE BERGEN COMMUNITY COLLEGE LOGO

The College logo should never be altered or modified. Position, size and color, along with the spatial and proportional relationships of the College's logo elements are predetermined and should not be altered.

You *must* contact the College's Public Relations department for approval to use this mark.

Logo Variations
We request that you use the color logo whenever possible. However, we understand that there are certain circumstances that require a one-color or tonal version. For that reason, we have these additional logo options. All of these are available to download from our website in multiple formats depending on your needs.

4-Color Process or Pantone Spot Colors

Solid Purple

Solid Black

White (on background color)

Secondary Identities
Certain departments or clubs have been approved to have a signature/secondary identity to the College.

Logotype
The College's logotype was created as a specific artistic style to convey the personality and voice of the College's brand. The serif style is favored for its legibility and strength of communication. In order to protect the integrity of our brand, the logotype must never be altered or replaced by any other type.

Logo Sizing
Do not reproduce the logo or secondary identities less than 1-1/4 inches in width. At widths less than this, the clarity and integrity of the logo is compromised. If an outside vendor must resize the logo, it must not be reproduced smaller than the 1-1/4 inches wide.

Logo Proportions
When resizing the logo, it is critical that it be resized proportionately. Use the shift key when drag sizing (applies to Word, Excel, PowerPoint and most graphic and word processing software for both Windows and Macintosh platforms), or use equal percentages when using a scaling tool.

Improper Logo Use
Never alter or redraw the logo elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form without prior authorization. Always reproduce the logo from authorized digital files. Please help us maintain the integrity of the logo by not doing any of the following:

Do not rearrange or redraw the logo.

Do not rotate the logo.

Do not change the colors.

Do not place the logo on top of extremely strong, low-contrasting colors.

Do not place the logo on top of busy backgrounds or other distracting objects.

Colors

Use of the College's official logo colors is critical when reproducing the College's logo. Below are the color specifications for reproducing the core colors for print and electronic media.

CMYK: 0C / 53M / 100Y / 0K
Pantone Orange 021
RGB: 247R / 142G / 30B
Hexidecimal: #FF6600

CMYK: 75C / 100M / 0Y / 1K
Pantone Violet
RGB: 101R / 44G / 143B
Hexidecimal: #660099

Logo Colors for Website Use

Colors do not always translate perfectly from print to web. Therefore, specific hexidecimal values, which come from a web-safe color palette, have been selected for The College's web use. If you are using the logo on a College, or non-College website, the logo must appear in full-color. Pre-calculated hexidecimal, web-safe logos are available for downloading from the College's website.

The College Seal

The official Bergen Community College seal is used on formal documents such as diplomas or other official administrative communications emanating from the President's office or the Board of Directors. The seal is also used for official ceremonial functions such as commencement and may appear on approved plaques, flags, or furniture.

The seal is not the College logo. It should not be used on stationery or brochures as a logo. Generally, it should be reserved for official and ceremonial functions.

Please contact the Public Relations department with any questions that you might have concerning proper use and reproduction of the College seal.

Appendix B: Business Card Design

Business Card Design
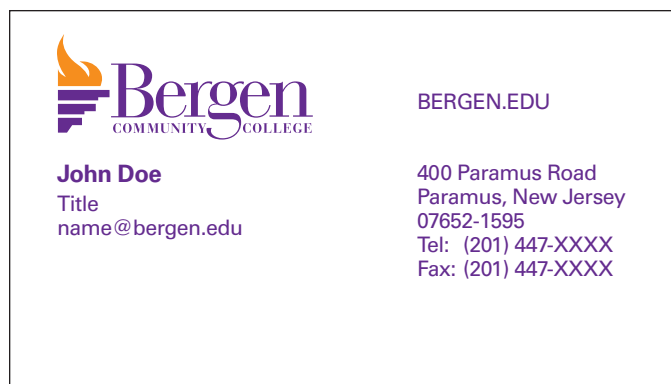
The template for the College's business card includes the logo in the upper left, name, title, and email below the logo, with address, phone, and fax in the right hand column. The College's website is aligned in the right hand column aligned with the address and can accomodate a custom short URL, such as bergen.edu/academics. An additional phone number under the main phone number can be added, such as a cell phone.

The College's new mission statement is on the back of the business card template: "Bergen Community College provides accessible and transformative programs and services to its diverse community. As a comprehensive community college, we are committed to student success, innovation, and inclusivity."

Appendix C: PR Release Form

Students, faculty and staff complete the PR release form at
https://bergen.edu/faculty-staff/public-relations/release-form/. If a student is under
the age of 18, the student will need a parental or guardian signature and will need to
complete the paper form. See Appendix C- PR Release Form. If a student needs to
complete the paper form, the student will need to return the paper form to the Office
of Public Relations, A-210, c/o Nancy McAllister at **nmcallister1@bergen.edu**.

Bergen
COMMUNITY COLLEGE
Rare Opportunities. Shared Dreams.

**Office of Public Relations
Release Form**

Date_____

☐ I, _____ (Please Print) **give** Bergen Community College
permission to record my image and/or voice and grant Bergen Community College all **rights
to use these sound, still, or moving images** for promotional and recruitment purposes, which
may include publications, print and broadcast advertisements, the Bergen Community
College Web site, and other purposes that support the mission of the College. I agree that the
rights to the sound, still, or moving images belong to Bergen Community College.

I also grant permission to Bergen Community College to use my **name, and/or biographical
material information** for promotional and recruitment purposes, which may include
publications, print and broadcast advertisements, the Bergen Community College Web site, and
other purposes that support the mission of the College.

I understand that I will receive no compensation for my participation and that I have no claim on
the finished product.

☐ I, _____ (Please Print) ***DO NOT*** give permission to have
my student information, image, or biographical information shared with the public through the
Public Relations Office at Bergen Community College. In order to better serve our students,
please take a moment to tell us why you do not grant permission. This information will be kept
confidential between the Office of Public Relations and the Office of Student Life.

_____

Signature _____

I am   ☐ 18 years of age or older   ☐ Under the age of 18*
*If you are under the age of 18, your Parent or Guardian has to give permission by signing below.

Parent or Guardian Name (Print)_____

Parent or Guardian Signature _____Date _____

Student Address _____   E-mail _____

_____   Phone _____

For Office Use Only

Project _____

pr 07/05

Appendix D: Sizes and Dimensions for Graphics on Various Platforms

All sizes are in pixels (72 dpi resolution). Aspect ratio is width x height.
The most common aspect ratio is 4:5 with a maximum pixel size of 1080 x 1350.
As of 2015, Instagram posts no longer have to be 1:1 (square).

Bergen Community College App
• 900 x 900 (Channel Post)
• 450 x 250 (Tile)

Meetup
• Group Banner: 600 x 338
• Group Logo: 400 x 400
• Event Page Featured Photo: 1200 x 675

Social Media
• **Facebook**
  - Cover Photos: 851 x 351
  - Posts and Timeline Photos: 1200 x 630
  - Profile Photo: 170 x 170
  - Stories: 1080 x 1920

• **Instagram**
  - Landscape (Feed/Ad): 1080 x 566
  - Portrait: 1080 x 1350
  - Reel (Video/Stories): 1080 x 1920
  - Square (Feed/Ad): 1080 x 1080
  - Thumbnail: 161 x 161

• **LinkedIn**
  - Blog Post Link: 1200 x 627
  - Page Cover Images: 1128 x 191
  - Profile Photos: 400 x 400
  - Sponsored Content Images: 1200 x 627
  - Sponsored Carousel Images: 1080 x 1080
  - Spotlight Images: 100 x 100

• **Snapchat**
  - Ads: 1080 x 1920
  - Geofilter: 120 x 120

• **TikTok**
  - Profile: 200 x 200
  - Video: 1080 x 1920

• **X (formerly Twitter)**
  - Carousel/Website Cards: 800 x 800 or 800 x 418
  - Header: 1500 x 500
  - In-Stream: 1600 x 900
  - Profile: 400 x 400
  - Single/Multi-Image: 600 x 335

• **YouTube**
  - Banners: 2048 x 1152
  - Profile: 800 x 800
  - Thumbnail: 1280 x 720
  - Video: 1280 x 720 (min)

TV/Monitor Screen Sizes
• 16:9 (wide): 1920 x 1080
• 4:3 (standard): 720 x 540

Website
• Ciccone Theatre (Ticketing Page): 600 x 250
• Event Calendar: 1000 x 563
• Foundation Banner: 1000 x 300
• Web Banner (Home-page): 2560 x 1687
• Web Banner (Sub-page): 2000 x 650

Appendix E: Bergen Athletics Seal and Bulldog

Pantone 526 C
Pantone Orange 021 C

Purple C=75, M=100, Y=0, K=1
Orange C=0, M= 53, Y=100, K=0

Pantone 526 C

B/W

Appendix F: Bergen Athletics Team Sports Logo

Appendix G: Bulldog Athletics Team Sports Logo

Appendix H: Athletics Color Guide