



Creative Guide • 2024

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Creative Guide

What is a creative guide?

A creative guide plays an essential roll in creating a uniform voice and style for Delta. Following this guide ensures our writing, design and photography stay at a professional level. Topics covered include Delta’s logos and graphic marks, colors, typography, photography, writing style and examples of our primary works.

Why is this important?

Having a consistent and cohesive design standard is an important part of distinguishing Delta as a top-quality institution. Delta prides itself as being a beacon for higher education in the community, and it is important that our brand remains just as consistent for our primary audiences.

It also helps us communicate our vision of being the national leader in innovative community college education.



Identity marks and logo use standards

The Delta College identity marks include the Delta College logo, the Duck graphics and the College seal. None of these Delta College marks should be combined with phrases, words or other logos. They should not be changed, recreated or altered in any way and should appear in their entirety.

The Delta College logo should be included on all internal and external print materials that promote Delta College or is a Delta College sponsored event.



Logo Colors

The Delta College logo should **only** appear in the following colors:



Any variations from these specified colors is strongly discouraged and must be approved by the marketing department prior to production.

Size & Spacing

The Delta College logo should **not** appear smaller than 1 inch wide. (Actual dimension are 1 in. x 0.3669 in.)

The Delta College logo should have a 1:8 proportion. This means that when it is one inch wide, the white space around the logo should be 1/8 inch.

The clear space around the logo should use the height of "Delta College", ignoring the drop-letter "g", as a measuring reference.





Departmental Logos

Some departments within Delta College have an approved logo variation that includes the Delta College logo and their department name. If you would like this option for your department, please contact the marketing department at marketing@delta.edu



Incorrect Use

Aside from not giving the logo enough white space around it, we discourage **any alteration** of the logo. If the logo appears on a photo, all parts of the logo must be legible and clearly identified.



Logo vs. Graphic Mark

Along with our primary logo and departmental logos, we have a limited number of graphic marks. Graphic marks usually are created for areas of the college that serve an additional purpose outside of the institution.

Delta College Public Media has partnerships with PBS and NPR, the Planetarium offers public entertainment and education and Duck is a representative for our student body.



Delta College Seal

Delta's seal is reserved for our yearly commencement ceremony and official presidential use only.

All proposed uses of the Delta College seal must be approved by the marketing department prior to production.



Color Palette

<p>Delta Green</p> <p>The Delta College green should be used dominantly in all applications.</p> <p>CMYK 90•41•70•37 RGB 0•87•73 HEX 005749 PMS 3435</p>	<p>Secondary Green</p> <p>The Delta College light green can also be used in all applications.</p> <p>CMYK 84•19•64•3 RGB 0•149•122 HEX 00957A PMS 2243</p>
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Tertiary Colors

These colors should be used sparingly as accent colors only.

<p>Blue</p> <p>CMYK 39•0•23•0 RGB 154•216•206 HEX 9AD8CE PMS 324</p>	<p>Tan</p> <p>CMYK 22•17•27•0 RGB 200•198•183 HEX C8C6B7 PMS 400</p>	<p>Coral</p> <p>CMYK 0•54•46•0 RGB 249•143•124 HEX F98F7C PMS 2023</p>
<p>Pink</p> <p>CMYK 7•20•14•0 RGB 234•205•202 HEX EACDCA PMS 196</p>	<p>Delta Black</p> <p>CMYK 86•57•66•61 RGB 25•51•48 HEX 193330 PMS BLACK 3</p>	<p>Delta White</p> <p>CMYK 3•2•4•0 RGB 244•243•239 HEX F4F3EF PMS 400 @ 20%</p>

Typography

Headings: **Obviously Narrow Black**

Size and leading at matching value. No italics.

✓ Size: 16 | **Delta students strive to succeed.**
 Leading: 16

✗ Size: 16 | **Delta students strive to succeed.**
 Leading: Auto

or

Myriad Pro Light

or

MYRIAD PRO LIGHT CONDENSED

All caps

Sub Headings: **Obviously Narrow Medium**

Size and leading at matching value. No italics.

Body Copy: Myriad Pro Light

Size 10 with 12 leading

Use **Myriad Pro Regular** for reverse copy, bold and other emphasis.

Photo labels/
microcopy:

Ballinger Mono Regular

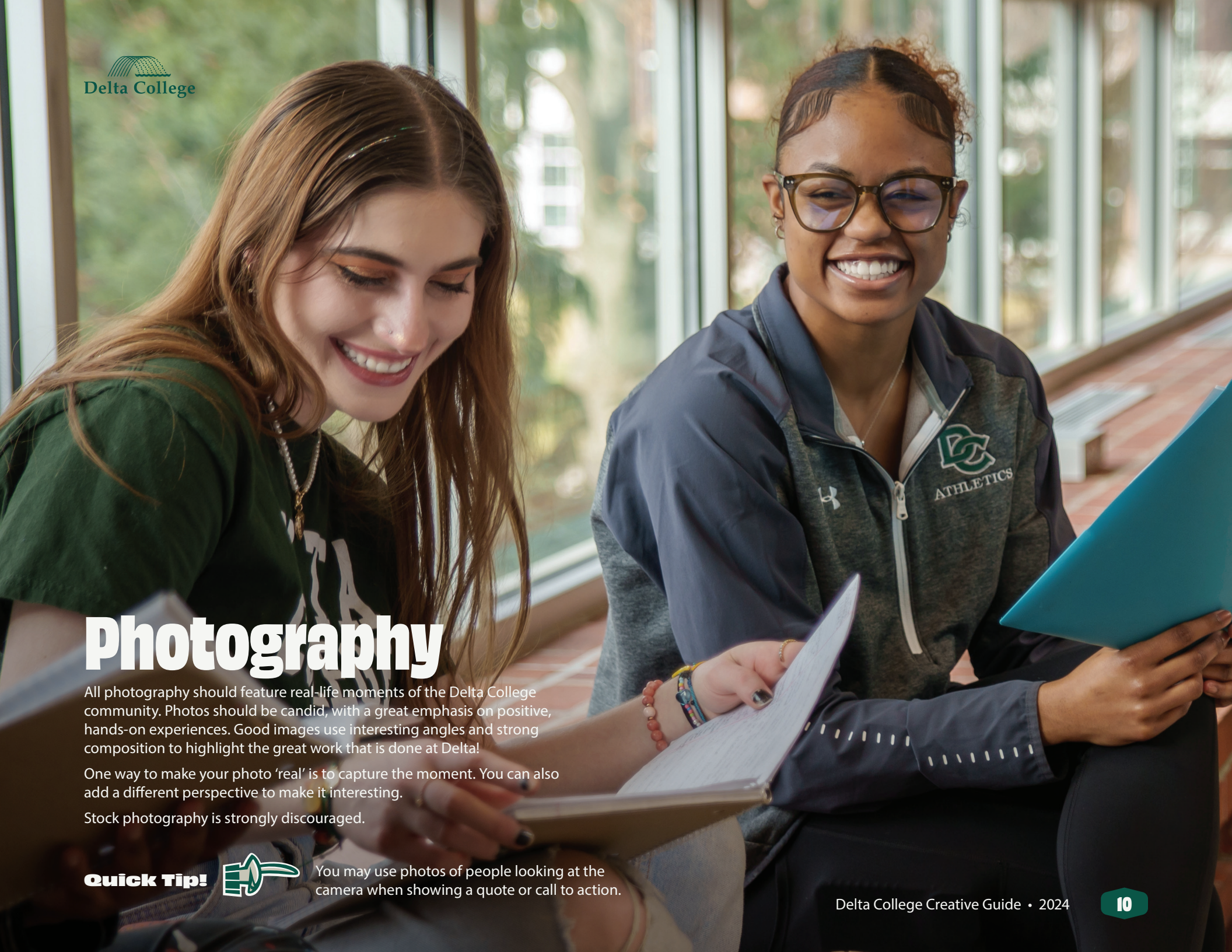
Size 10 with 12 leading

Use **Ballinger Mono Bold** for emphasis.

Quick Tip!



When in doubt, use Myriad Pro.



Photography

All photography should feature real-life moments of the Delta College community. Photos should be candid, with a great emphasis on positive, hands-on experiences. Good images use interesting angles and strong composition to highlight the great work that is done at Delta!

One way to make your photo 'real' is to capture the moment. You can also add a different perspective to make it interesting.

Stock photography is strongly discouraged.



Quick Tip! You may use photos of people looking at the camera when showing a quote or call to action.

Examples



To create a sense of inclusion and belonging – Delta is for everyone – we must strive to represent our diverse communities and student body in our videos and photography.

Tone and Writing

Friendly. Short. Succinct. Fun. Engaging. Personable. Authentic.

In all communication, support the overall message with the copy. Show how Delta College understands our audience, including their needs and issues, but make it fun and engaging at the same time.

Don't use institutional-type language, but a conversational tone and feel.

Writing style

Delta College follows the AP style guide.

Reminder: Use plain language. Avoid acronyms and collegiate terms our students and community might not be familiar with.

Some variations do apply. See the full Writing Style Guide for a list of exceptions, available on Inside Delta or by contacting marketing@delta.edu

Audiences

Prospective Students

High school students ages 15–18 years old and adults ages 19–45 years old. While messaging topics vary between the two groups, all prospective students should see how Delta can help them reach their career goals through short, encouraging and conversational writing.

Current Students

Adult students ages 19–45 and up. This group has already selected Delta as part of their higher education path, so the writing should reflect that. Reassure them that they have made the right choice and show we are committed to guiding them to their career and educational goals.

Alumni/Donors

This is a diverse audience, much like our student body. It is important to maintain relationships and keep graduates informed about what's happening on campus and how we are growing and innovating.

Design Guidelines and Graphic Elements

Use large photos with small blocks of copy.

Big headings, and pretty big sub-heads.

Use subtle background patterns to create interest.

Large margins and plenty of negative space to bring emphasis to Delta's main messages.



Facts and Figures

15:1

Delta has a student to professor ratio of 15 to 1.

41%

of Delta's students reside in Saginaw County.

300+
students in the Honors Program.

Quotes

Student quotes are highlighted using the quote marks designed after the eyes of our mascot, Duck. Keep quotes short, effective and topical.

Quote marks at 0.5" high.

“

Honestly, I recommend the Early Middle College program to anyone who's thinking about going to college. It's a great way to save money, get a head start and gain college experiences.”

- Luke Premo
Early Middle College student

Obviously Narrow Medium

Size: 12 | Leading: 13

Myriad Pro Regular | Size: 10

Myriad Pro Light | Size: 10

Examples



Earn your Bachelor of Science in Nursing.

New Delta & SVSU transfer agreement allows you to transfer up to 93 credits.

Delta College ADN graduates who successfully complete the NCLEX exam to become a Michigan Registered Nurse (RN) are eligible for the program.

RN students then transfer to SVSU's RN to BSN "3+1" completion program. Students can transfer up to 62 credits from Delta toward their BSN. Upon validation into the RN to BSN program, which includes successful completion of SVSU's NURS 301: Using Evidence for Professional Nursing Practice, students will be awarded 39 nursing articulation credits for a total maximum of 93 credits.

Students must then satisfy any remaining SVSU BSN degree requirements, such as the 31 credits required for SVSU residency. Students must also meet all other standard admission, curriculum, and graduation requirements of both institutions.

This partnership includes opportunities for Delta College faculty to teach BSN completion courses as adjunct faculty for SVSU.

Scholarships or grants may be available for Delta College students.

For more information
Nursing Department
nursing@delta.edu
989-686-9270



ADN to BSN 3+1 Cost for Third Year Courses at Delta College

MTH 209W Statistics, 4 credits/contact hours.

SVSU Gen Ed (CAT 1) Literature 3 credits, Preferred courses are all 3 credit and 3 contact unless indicated by (): ENG 220, 221, 222, 223, 224, 228, 229, 241, 242, 245, 246, 262, 268, 283 or IHU 245. All 3 contact hour courses except ENG 268 (1-4 contact).

SVSU Gen Ed (CAT 2) Arts 3 credits, Preferred courses: ART 105 (4); COM 215, 216, 222; EMB 175; ENG 226; IHU 101; 226, MUS 100, 111, 112, 113, 118, 119, 120, 131(2), 132 (2).

SVSU Gen Ed (CAT 8) International Systems 3 credits, Preferred courses: GEO 113 (4), 222, 223, 255 (4), 260, 268 (1-4), HIS 240, IHU 120 (4), 161 (3); MGT 265; POL 222, 225, 268 (1-4), SOC 268 (1-4); SSI 120 (4)

SVSU Gen Ed (CAT 9) Oral Communication 3 credits, Preferred courses: COM 108, 112, 202; FR 111 (4), 112 (4), 211 (4); GE 111 (4), 112 (4); SPA 111 (4), 112 (4), 211 (4)

Approved electives, up to 8 credits allowed: Depends if the student still needs additional General Education courses to meet SVSU's 10 categories.

In-district	3 contact hour est.	4 contact hour est.
Tuition	\$381	\$508
Technology	\$90	\$120
Books Estimate	\$100	\$100
Total	\$571	\$728

Out-of-district	3 contact hour est.	4 contact hour est.
Tuition	\$642	\$856
Technology	\$90	\$120
Books Estimate	\$100	\$100
Total	\$832	\$1,076

Students can take about 7-8 courses for the 3rd year, for approx. 26 contact hours.

	In-district	Out-of-district
Tuition	\$3,302	\$5,564
Technology	\$780	\$780
Books Estimate	\$700	\$700
Registration	\$80	\$80
Total	\$4,862	\$7,124

Nursing Department • nursing@delta.edu • 989-686-9270

delta.edu/mjw/23-24/0223

Delta College has 180+ transfer partnerships with Michigan universities and beyond.

But with so many options, transferring can be a little overwhelming to figure out on your own.



The Delta Way

We'll work with you to build a custom transfer pathway. That's the best way to ensure your courses will transfer to your chosen university, you stay on track, and that you take as many courses here as possible to maximize your savings.

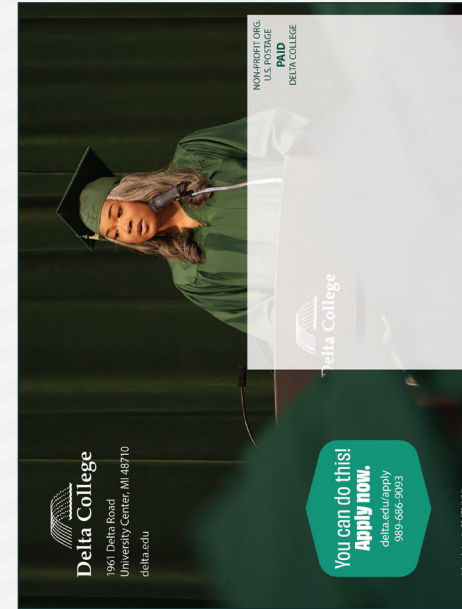
Create your customized transfer plan.

Meet with your Delta Student Success Advisor today.

Top transfer destinations

1. Saginaw Valley State University
2. Central Michigan University
3. Northwood University
4. Michigan State University
5. Ferris State University
6. Grand Valley State University
7. University of Michigan
8. University of Michigan - Flint
9. Michigan Technological University
10. Western Michigan University

To view the possibilities, visit delta.edu/transfer today.



Top Five Reasons

There are so many reasons why you should choose Delta. Here are five of our favorites.



1

We're a top college.

It's true! There are nearly 1,500 community colleges in the U.S. and Delta is regularly ranked in the top 10% for student achievement, caring about the environment and more.

1 in 3 area high school students chose Delta last year.



We're here to help you succeed:
Free tutoring, academic advising, disability resources, counseling and more.



3

We're close to home.

Take classes at main campus, at one of our downtown centers located in Bay City, Midland and Saginaw, or online.

Wherever you choose to learn, our professors will make sure you receive the same personal attention and quality education that Delta is known for.



"I meet with each one of my students to discuss their goals and their plans after they graduate. We want them to succeed!"

- Kara Jimenez
Professor of lifelong wellness

4

Delta's faculty are amazing.

And passionate. And helpful. And they love teaching. Plus many are respected researchers and practitioners in their fields.

The best part? They see your potential and go out of their way to help you realize it.



5

We're affordable.

At \$127 (in-district) per contact hour, you'll pay less than half the cost of a university. It's as simple as that.

Last year, more than \$936,500 in scholarships was awarded to Delta students.



Duck

My Mission

I'm very excited to redefine the concept of enthusiasm for a new generation of Delta students. I go well beyond cheering for Delta's teams; I am rooting for each and every Delta student! In fact, I represent a rallying point to unite the entire Delta community.

I'm not here to replace Delta's current logo or branding, but to compliment it. I like spending my time with teams/athletes, current students and future students. I'm a Duck of few words, but when I do have something to share, the marketing department handles my speechwriting.

Check out my graphic mark!



Duck themed materials are available on Marketing's Inside Delta page. Any other uses of Duck must be approved by Marketing.

For more info, please contact marketing@delta.edu

Duck Do's and Don'ts



My graphic mark should not be "split up" or edited.



Me, and all my artwork, are not a replacement of the Delta College fountain logo. Any official business should be represented with the fountain logo.



I like the way I look, so alterations to my outfit are not allowed. This includes accessories, outfits, speech/thought bubbles or color changes.



If you'd like to include me in a PowerPoint or on a handout, please do not use screenshots or artwork from unofficial sources. My official assets are available on the Marketing's Inside Delta page.

If you have any questions, please contact marketing@delta.edu

Marketing Best Practices

Communication is key to the success of Delta College, and it is important a consistent tone, image and quality is put forth when communicating with audiences.

We ask that you work with the marketing department on projects requiring design, writing, photography and/or video. This includes on-campus events, materials for recruiting purposes or projects that are communicating with our main audiences.

Timelines

In general, please provide project/event information to Marketing **at least four weeks in advance** of the desired completion date. Here are the items that can be provided in that timeframe:

- Poster (11x17)
 - Flyer (8.5x11)
 - Table tent
 - Brochure
 - Invitation
 - Postcard
 - Banner
 - Graphic element
 - Giveaways (In-stock)
- New giveaways will take extra time, so please plan accordingly.**

Due to the nature of video production work, **over four weeks of advanced notice** is required for video projects. We ask that you don't shoot your own video for us to edit, as it will not match our current equipment standards.



Note Shorter time frames restrict the services available.

Marketing Resources

The Marketing department page on Inside Delta hosts many more resources.

You'll find information about:

- Business cards
- Directory photos
- Duck guidelines and giveaway catalog
- Event planning and promotion
- Photography and video
- Press releases
- Printed materials
- Social media support
- Sponsorships
- Websites – writing and content strategy guides

If you need marketing, communication or event promotion assistance the marketing department is always ready to help!

Marketing & Media Relations

B155 | marketing@delta.edu | 989-686-9490



Have questions or comments? Let us know.

Marketing & Media Relations
B155 | marketing@delta.edu | 989-686-9490