

# Edward Waters College

Founded 1866

Brand and Style Guide



A Message from Ms. Jennifer Silva, Vice President for Institutional Advancement:

Welcome to the Edward Waters College's (EWC) Brand and Style Guide and thank you for taking the time to read the College's marketing and communications protocol which serves as the branding standards and guide for all marketing and communications efforts. This guide will assist you in promoting and introducing Edward Waters College to the community at-large. The purpose of this document is to provide you with the information to communicate out effectively the identity of the College and program offerings. You will find that this will be useful when addressing current students, prospective students, parents, alumni, faculty, staff, trustees, the media or members in the community.

In an effort to provide consistency and institutional branding from internal or external signage, programs and event or college marketing materials, information is standardized to enhance academic priorities inclusive of the mission and vision of the College. This is an important step for outreach to our stakeholders.

To meet the needs of over 1,000 students, EWC is comprised of eight academic programs including continuing education and online class options. The departments include: Department of Business Administration, Department of Communications, Department of Criminal Justice and Forensic Science, Department of Teacher Education and Urban Studies, Department of Mathematics and Sciences, Department of Music and Fine Arts and Department of Social and Behavioral Sciences. I hope you will join me in using this guide to inform and educate others on the great work of EWC.

Thank you for your continued support of our mission, vision and College's Strategic Plan goals and I hope you will refer to this document throughout your time at the College.

Jennifer Silva

#### **EWC MISSION STATEMENT**

Edward Waters College will become a national model for a dynamic, globally-diverse learning-centered community that champions academic excellence through innovative teaching and learning strategies under-girded by a spirit of servant leadership.

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# BRAND PLATFORM

## Introduction

Founded in 1866, Edward Waters College (EWC) is Florida's oldest independent institution of higher learning, as well as the state's first institution established for the education of African Americans.

Edward Waters College offers high-quality, relevant Bachelor of Arts degrees in Communications, Music, Psychology, Criminal Justice, Bachelor of Science degrees in Biology, Elementary Education, and Mathematics, and a Bachelor of Business Administration in Business Administration. Edward Waters College is affordable, accessible, and supportive of its students through specialized learning environments and enrichment programs to prepare students for new or enhanced education and career opportunities.

As Edward Waters College has recently acquired the James Weldon Johnson Building and are in the process acquiring several other facilities within the Downtown Jacksonville area, EWC departments, student and community programs each play important roles in conveying our overall brand story.

The College's brand platform assists all marketing and communications efforts to ensure consistent implementation of the EWC message and visual image.

The Edward Waters College Marketing and Communications department is available to help manage and guide you in your marketing and promotional efforts. There may be rare occasions that require deviations from our Brand Standards. In those unique circumstances, approval is required from the Marketing and Communications department.

Any and all marketing materials should be reviewed and approved by the Marketing and Communications Specialist in the Office of Institutional Advancement in advance of production.

See contact information below:

## Talia E. Ashley

Marketing and Communications Specialist  
(904) 470-8050 / [talia.ashley@ewc.edu](mailto:talia.ashley@ewc.edu)

The standard email for the Marketing and Communications office is [ewcinfo@ewc.edu](mailto:ewcinfo@ewc.edu).

# INTRODUCTION

## Objectives and Audiences of Edward Waters College Brand

### Marketing and Communications Objectives

- To speak with one voice to promote the Edward Waters College brand as a respected, dynamic, advanced, and inclusive institution
- To establish a consistent visual brand that can be easily recognized and identified amongst our target audiences and community stakeholders
- To instill renewed pride in the institution, both internally and externally

### Audiences of Edward Waters College

- Current and prospective students and their parents/guardians
- Faculty
- Staff
- Alumni
- Trustees
- Community and government leaders
- Local businesses and organizations
- Fellow institutions
- Media outlets

## Foundation of Edward Waters College

### Mission

Edward Waters College is a small, private, Christian, historically Black, urban, Liberal Arts College that offers quality baccalaureate degree programs. The college strives to prepare students holistically to advance in a global society through the provision of intellectually stimulating programs and an environment which emphasizes high moral and spiritual values in keeping with the African Methodist Episcopal Church. Edward Waters College seeks to develop excellence in scholarship, research, and service for the betterment of humanity.

### Vision

Edward Waters College will become a national model for dynamic, globally diverse, learning-centered communities that champion academic excellence through innovative teaching and learning strategies undergirded by a spirit of servant leadership.

### Key Messages

EWC is proud to offer relevant, high-quality, affordable education and training; advanced technology; outstanding faculty; and state-of-the-art facilities. Our academic excellence is complemented by our many community and industry partnerships, which focus on degree and certificate programs that produce skilled workers for local and regional employers.

### The key messages that represent our institution are:

- EWC offers high-quality, affordable academic options
- EWC offers 8 degree programs
- EWC offers opportunities to learn from and work with high-quality faculty

- EWC offers education and training for the service area of Duval, Nassau, Clay, and Baker counties.

# EDITORIAL STYLE GUIDE

**Edward Waters College’s Editorial Style Guide** adheres to the 2013 Associated Press Stylebook to determine editorial style and guidelines. However, there may be a few exceptions to this rule.

The official title of our institution is Edward Waters College. On second reference EWC is acceptable when the first reference of Edward Waters College was followed by the call-out (EWC). EWC is then accepted in any subsequent references. EWC is also accepted in headlines.

“Edward Waters” is not an acceptable reference of the institution.

Abbreviations and constructions such as “Ewc,” or “ewc,” are not to be used. Do not use periods in “EWC” between each letter.

## Buildings

Each building should be referred to by the proper name on first reference — e.g.

1. John Hurst Adams-Jimmy R. Jenkins Sports and Music Community Center
2. The Jones House
3. Veteran’s Building
4. M.B. Salter Hall, Athletic Offices
5. The Dr. Martin Luther King, Jr. Building
6. George N. Collins Student Center
7. Centennial Building
8. The Sheehee Maintenance Building
9. Tiger Landing Residential Complex
10. The Family Medical Center
11. Susie E. Tolbert Building
12. Schell-Sweet Community Resource Center
13. The Athletic House
14. Jacksonville Urban League Daycare
15. The Teacher Education Building (James Weldon Johnson Building)
16. Tyler Street Residential Complex
17. Black Male Explorers Building
18. Hatcher-Stewart Building
19. Admissions Building
20. Henry Y. Tookes Building
21. Assessment Center
22. Lee-Cousins Building
23. Milne Auditorium,
24. Center for Prevention of Health Disparities
25. Print Shop
26. Polly Brooks Building
27. Honors Residential Housing Complex
28. Morris-Cone Residential Complex
29. Dot Street Residential Complex
30. Educational Facility / Police Substation.

“EWC” should be used when preceding the name of the location with “EWC” capitalized and the first letter of each word in the location’s name, when introduced in printed material.

For subsequent references, just the location’s name can be used without “EWC.” Abbreviations should not be used.

## Department and Course Names

Capitalize the proper names of departments and offices—e.g., “Office of Academic Affairs” or “Office of Admissions.” If used informally, offices and departments should be lowercased—e.g., “the advising office.”

In copy, write out “and” in department and office names, do not use the ampersand (&)—e.g., “Marketing and Communications department.” In graphic applications, the ampersand (&) can be used in place of “and.”

Courses of study should be lowercased—e.g., “business administration,” or “humanities courses.” Capitalize specific course names—e.g., “Humanities 101.”

## Names and Titles

Capitalize a title that immediately precedes a name—e.g., “President Glover” or “Vice President of Business and Finance Randolph Mitchell.”

**However**, lowercase the title if it follows the name or stands by itself—e.g., “Dr. Nathaniel Glover, president, Edward Waters College,” or “The report was presented by the vice president of business and finance.”

Honorable mentions such as Sen. for senator, and Rep. for representative, are used on first reference only. Use last name for subsequent references.

Use “of” after “professor,” “associate professor,” or “adjunct professor.”—e.g., “Rahman Johnson, associate professor of journalism.”

## Alumni

- “Alumni” is plural and refers to both male attendees/graduates and groups of male and female attendees/graduates.
- “Alumnae” is plural and refers to female attendees/graduates.
- “Alumnus” is singular and refers to a male attendee/graduate.  
“Alumna” is singular and refers to a female attendee/graduate.

## Degrees

Degrees are lowercased when spelled out and used informally—e.g., “bachelor of arts,” or “bachelor of science.” Note: it is always bachelor “of” science or bachelor “of” arts. Do not use “in” to replace “of” in these instances.

Capitalize formal title of degrees—e.g., “Bachelor of Science in Early Childhood Education.” Degrees are capitalized when abbreviated and use periods in between the letters—e.g., “B.S. in Biology.”

Spell out degree names on first reference and include the degree abbreviation in parenthesis after it—e.g., “Bachelor of Science (B.S).”

- **Singular reference** - “bachelor’s degree,” use an apostrophe “s”
- **Plural reference** - “bachelor’s degrees,” with an apostrophe “s” and an “s” at the end of degree

The term “baccalaureate” can be used in place of “bachelor’s” for general, internal references and purposes. If desired on marketing materials, contact your marketing communications manager for direction and approval. Do not refer to specific degrees using the term “baccalaureate”—e.g., “Baccalaureate of Science.”

## Capitalization

- Capitalization- (\*If you are not sure, use lowercase letters instead of capital letters.)
- Capitalize “College” when referring to Edward Waters College as an entity—e.g., “The College was established in 1866.”
- Capitalize “Collegewide,” “Convocation” and “Commencement.”
- Capitalize “Summer Semester,” “Spring Semester” and “Fall Semester.” Our academic periods should only be referred to as ‘semesters.’
- Capitalize “City” when referring to the “City of Jacksonville,” as an entity, but lowercase when “city” stands alone—e.g., “Edward Waters College has the best professors in the city.”

In reference to book titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and 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.
- Capitalize an article—the, a, an—or words of fewer than four letters, if it is the first or last word in a title.
- Place quotation marks around the names of all such works.

## Technology Terms

- Lowercase “email” and do not use a hyphen. Lowercase “online” and write it as one word.
- Lowercase “web,” “website” and “web page.” “Website” is one word and “web page” is two.
- Capitalize “Internet.”
- Do not use the “www” in front of a URL—e.g., “ewc.edu.” This is true for copy as well as on printed materials and graphics.

## Punctuation and Usage

- One **space** follows any and all punctuation including periods and semicolons.
- **Periods and commas** are always placed inside quotation marks—e.g., “I am honored to serve as the 29<sup>th</sup> president of Edward Waters College,” said Dr. Glover. *All other punctuation is placed outside quotation marks, unless it is part of the copy being quoted.*
- **Do not use the serial comma in a series**—i.e. the comma following the second-to-last item in a series—*unless the absence of the comma causes confusion in the entire sentence.* e.g.,—“Students at EWC will receive access to academic programs, educational support services, excellence in teaching and ongoing economic development.”
- **Use a comma** after all cities when followed by the state name—e.g., “Jacksonville, Florida.” Use this format when referencing a city and state in all communications, with the exception of a mailing address, where city and abbreviated state are acceptable— e.g., “Jacksonville, FL.”
- In copy, **write dates using the following format**—“January 1, 2014.” Write the time using one of the following formats—“3 p.m.” or “10 a.m.–2 p.m.” or “5–6 p.m.” Do not write “6:00 p.m.” with the zeros

in the minute position. Only use the minutes if it is greater than zero—e.g., “4:30 p.m.” When referring to 12 o’clock in the afternoon, write “noon.” Do not capitalize “a.m.” or “p.m.”, and always include the periods. *In printed or digital materials/graphics, dates can be written in the above format or abbreviated based on the discretion of the Marketing and Communications Specialist.*

- **Dashes:** Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. But avoid overuse of dashes to set off phrases when commas would suffice. There are three types of dashes: the em dash, the en dash and the hyphen.
  - The em dash (—) can take the place of commas, parentheses or colons—in each case to give a slightly different effect. e.g., —“The College serves more than 900 students per year—across our campus.” *The em dash is best limited to two appearances per sentence. The em dash is typically used without spaces on either side.*
  - The en dash (–) is used to represent a span or range of numbers, dates or time,—e.g., “academic year 2014–15.” The en dash is read as “to” or “through,” depending on the context of the copy. *There should not be a space between the en dash and the adjacent copy.*
  - The hyphen (-) is primarily used to form certain compound terms. Compound terms are those that consist of more than one word but represent a single item or idea,—e.g., “high-quality professors.” *Never use a hyphen in place of an en dash or an em dash.*

## Commonly Used Terms

- When using the term “Collegewide,” do not use a hyphen.
- When using the term “postsecondary” as an adjective, it is one word, do not use a hyphen.
- The term “flier” not “flyer” should be used to describe a paper printout used as an advertisement or announcement.
- “i.e.” means “that is” and “e.g.” means “for example.” Both are lowercased.
- **When referencing a span of years** beginning and ending in the same century, use four digits for the beginning year followed by an en dash, followed by the last two digits of the ending year—e.g., “2019–20.”
- **Affect/Effect:** Affect is a verb, meaning to produce an effect—e.g., “Engaging and supportive professors positively affect the experience of students.” “An effect of having engaging and supportive professors is high-performing students.”
- **Its/It’s:** “Its” is possessive—e.g., “The committee made its decision at the monthly Board meeting.” “It’s” is the contraction of it is—e.g., “It’s going to be a great year.”
- **More than/Over:** Use “more than” when referring to numerals—e.g., “The College has more than 900 students.” Use “over” when referring to spatial relationships—e.g., “The banner hangs over the tent.”

## Numbers

- **Numbers:** Use words to express numbers one through nine and figures to express numbers 10 and above—e.g., “The student has two courses to finish before he graduates.” “There are 13 students who passed the class with an ‘A’.”
- **Ordinal numbers:** Use words to spell out first through ninth and figures for 10th and above—e.g., “This is the third annual campus awareness day.” “The EWC Tigers athletics team came in 11th place at the national competition.”
- **When using a phone number,** include parenthesis around the area code and a dash between the first three and last four numbers—e.g. “(904) 632-3200.”
- **For money:** Use figures—e.g., “20 cents,” “\$120.50” or “\$16 million”

- **Percentages:** Always spell out “percent” in copy such as press releases, letters and brochures—do not use the % symbol. The % symbol should only be used as a graphic element in marketing materials in conjunction with numerals.

## Student Titles

Student titles, such as *president* of the Student Government Association, are always lowercase.

Do not capitalize *freshman, first-year student, sophomore, junior, or senior*.

When referring to a particular class year, capitalize class: *Class of '99, Class of '85*.

## Seasons

The names of seasons and all derivative words (e.g., springtime) are only capitalized when part of a formal name: Winter Olympics.

## Internet Terms

- World Wide Web is capitalized and written as three separate words
- web is lowercase when it stands alone.
- website, one word, not capitalized
- web page is two words not capitalized
- webcast, one word, not capitalized
- internet is lowercase
- HTML is capitalized (HyperText Markup Language)
- URL is capitalized (Uniform Resource Locator)
- online, one word, not capitalized
- email, not capitalized, no hyphen

## Biblical Terminology

*Bible* is capitalized; *biblical* is not.

Capitalize references to the *Scriptures, God, the Father, Jesus Christ, the Son, the Holy Spirit, the Word*, etc.

AP style does not dictate the use of capitalized pronouns in reference to God (e.g., He, His, Thy, Thou), but in Edward Waters College’s publications, this is considered a matter of personal preference and respect.

# Brand Identity

The branding and institutional identity campaign is used to promote and position Edward Waters College in the academic and professional community.

## Boilerplate

EWC has developed a brief boilerplate statement that can be used in external communications as a descriptor and identifier of the College. Such communications can include, but are not limited to, press releases and media advisories.

This statement should not be altered in any way.

“About EWC” should be shown in bold and should always be on a separate line above the statement. There should not be a space between “About EWC” and the statement.

The Marketing and Communications Team should have final approval on all press releases and media advisories.

## Boilerplate Example

**About EWC Edward Waters College (EWC) is a private, nonprofit higher education institution that offers eight degree and certificate programs to meet the education and training needs of more than 1,000 students per year.**

## Disclaimers

Below are the College’s Legal, Equal Opportunity Employer and SACSCOC Accreditation disclaimer statements. For guidance on when and how to use these, contact your Marketing and Communications Specialist. The minimum font size is 6 point.

Edward Waters College is a member of the ICUBA system and is not affiliated with any other public or private university or college in Florida or elsewhere.

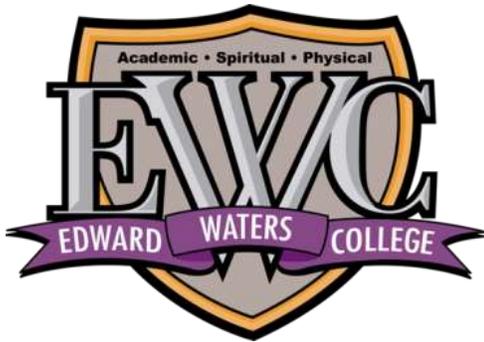
Edward Waters College does not discriminate against any person on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information in its programs or activities. Inquiries regarding the non-discrimination policies may be directed to the College’s Human Resources Officer, Gere Lockett, 1658 King Road, Jacksonville, FL 32209; [g.lockett@ewc.edu](mailto:g.lockett@ewc.edu).

Edward Waters College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the baccalaureate and associate degree. Contact the Commission on Colleges at 1866

Southern Lane, Decatur, Georgia 30033-4097, or call (404) 679-4500 for questions about the accreditation of Edward Waters College. The Commission is to be contacted only if there is evidence that appears to support an institution's significant non-compliance with a requirement or standard.

## Primary Logo Examples

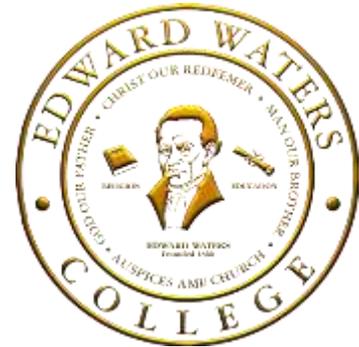
Note: For grayscale EWC logos, contact the Marketing and Communications office: (904) 470-8050 or email [talia.ashley@ewc.edu](mailto:talia.ashley@ewc.edu)



PRIMARY EWC Shield logo used for general EWC official material and promotion.



Edward Waters College Gold Seal used for presidential and formal campus material and promotion.



Edward Waters College Color Seal used for presidential and formal campus material and promotion.



EWC athletic department's logo used for EWC official athletic material and promotion.



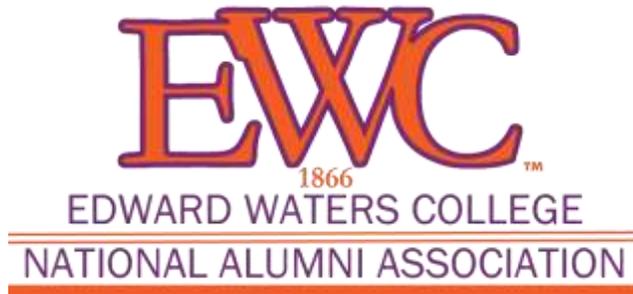
PRESERVING HISTORY  
**PROMISING FUTURES**

Official Complete EWC logo with slogan used for general EWC official material and promotion.

## Primary Logo Examples Continued



EWC Sesquicentennial logo used to celebrate the College's 150<sup>th</sup> Celebration in 2016.



EWC Alumni Association logo used for official EWC Alumni material and promotion.



Official EWC Black Male Explorers Elementary Education program logo used for material and promotion of the program.



Official EWC Tiger Paw used for athletic material and promotion.

Established 1866  
Preserving History. Promising Futures.

Official EWC Footer used for email and stationery



Official TRiO logo used for this specific program's material and promotion.



Official EWC Pre-Alumni Council logo used for the PAC student material and promotion.

## Primary Logo

The use of an EWC logo is an instrumental visual element in identifying the College both internally and externally.

There is one full-color logo for Edward Waters College that can be used in a horizontal or vertical orientation: the EWC Shield alone or the EWC Shield with Tag. For the marketing and communications efforts of the College to be cohesive and successful, our logo must be used correctly at all times, in all publication and reproduction.

The logo consists of the shield and the Edward Waters College logotype placed along the ribbon with the “EWC” acronym on the face of the shield. The Edward Waters College name in the logo appears in two-color format. The logo is made up of four colors and should not be altered in any way. All elements should be used together, with the exception of the need for a text logo\* (see note below for more information).

## Logo Usage

The full-color logo should be used as the primary, first option. When necessary, the grayscale logo may be used. When sizing does not permit use of the primary logo, a text version is acceptable (not to be used larger than 2.25.) \*This should be approved by the Marketing and Communications Specialist. There are no secondary marks for the EWC logo. The logo should be used only for approved purposes and cannot be altered in any way, with the exception of adjusting its size (while maintaining its proportions). The logo may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark.

The full-color Edward Waters College Shield logo should be used in the following communications materials (but may not be limited to):

- Stationery
- Letterhead
- Business cards
- Name tags
- Press releases
- Media advisories

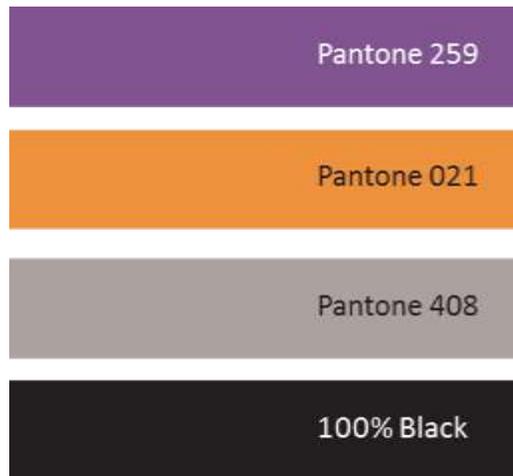
The full-color Edward Waters College Shield logo should be used in the following communications materials (but may not be limited to):

- Promotional items/advertisements
- Signage
- Displays Print or digital materials for College offices, departments and programs

*EWC logos should be created and/or approved by the Marketing and Communications office. Should you have any questions on which logo to use or how to properly use it, contact the Marketing and Communications office: (904) 470-8050 or email [taliamashley@ewc.edu](mailto:taliamashley@ewc.edu)*

## Color Palettes

The consistent use of color is vital to effectively establishing, promoting and identifying the EWC brand. The official colors for Edward Waters College are Pantone 259, Pantone 021, Pantone 408 and 100 Percent Black. These are the primary colors that should be used in print and digital publications. Only complementary colors for the college are to be used as options and approved by the Marketing and Communications office.



## Color Palette Usage

When printing one-, two- and three-color publications, spot colors (Pantone) should be used. When printing in full color (four-color process), the CMYK mix provided in the palette should be used. Automatic conversion of the spot color within an application can result in an incorrect mix. Additional themed complementary palettes are being created and will be available in the near future.

The Marketing and Communications department is also working on finalizing detailed color charts to assist with proper color usage. Updates will be made to this section as each chart is approved. Pantone Color Equivalents Thread Colors Opaque Vinyl Colors Reflective Vinyl Colors.

## Photography Usage

Photos and images are essential to telling the Edward Waters College story. Dynamic imagery showcases the full range of the EWC experience— from dedicated study to animated group activities and campus events. Please keep the following in mind when creating and using photography and illustration for EWC communications.

- Use photography or illustration that is appropriate for the content, tone, audience and production level.
- Use bright, bold images.
- When the budget doesn't allow for custom-created imagery, use typography and color rather than clip art to enhance the design.
- Use imagery to tie a group of related communications together.
- Use of imagery that demonstrates the richness and diversity of the EWC community and experience is

strongly encouraged.

- Be mindful to not include any graphics, language or symbols that may be offensive to others. EWC has a hard drive with cache that houses hundreds of photographs that you can download and use to enhance your communications. The copyright of the images belongs to Edward Waters College and can be used free of charge for EWC communications. Do not use external images without first receiving permission from the copyright holder. Just because it is on the Internet, does not mean that it is free. Check with the Marketing and Communications office in the Office of Institutional Advancement if you have questions about the usability of certain images.

## Signage

A Collegewide plan has been developed to promote a consistent visual image for all College signage.

The Marketing and Communications office is the primary designer of EWC signage and should be contacted for any signage design request. For any exterior or digital signage created outside of the Marketing and Communications department, including billboard, banner, vehicular or web signage, it must be approved by the Marketing and Communications office.

## Promotional Items

If any campus, department or program would like to purchase promotional items with the EWC logo for conferences, meetings or events, each department should follow the guidelines for proper logo use.

Each item is an extension of the EWC brand and image and should follow the proper guidelines for logo and name use. The Marketing and Communications office should review and approve ALL promotional items before ordering, printing or distribution. Contact the Marketing and Communications Specialist for approval.

### Popular items include:

- Pens
- Key chains
- Notepads
- Lanyards
- T-shirts
- USB drives

If the use of EWC's name or other trademarks in association with an outside organization is warranted, such usage must be approved by the Marketing and Communications office under the Office of Institutional Advancement prior to ordering items. **EWC's registered trademarks include: Edward Waters College Tigers.**

## Email Signatures

All EWC employees should adopt the following layout(s) for their email signature in order to achieve a professional and consistent look Collegewide. It can be edited in Microsoft Outlook under the "Options" section.

EWC has created both an external signature for use in communications with individuals outside of the institution and an internal signature that can be used amongst employees. You do not have to use both versions. You can use the external signature for all communications if desired.

For both internal and external signatures, the text should be in typeface Book Antiqua, Garamond or Arial 9-12 point, black or R: 0, G: 86, B: 145.

**The information in your external email signature should include:**

- Name
- Title
- Faculty, administrative unit, center or institute
- Edward Waters College 1658 Kings Road Jacksonville, Florida 32209 (location and full address)
- Office Phone number (Use the format (904) 470-XXXX. You can include a +1 in front of the number for international audiences).
- Email address (only your official College email address can be included)
- A cell phone or fax number (optional)
- An official EWC website/web page and only official EWC social media accounts (this is optional, list without the “http://” prefix)
- Email optimized EWC logo

**The following statement must be included below the logo.**

**\*\* Please note that under Florida’s very broad public records law, electronic mail and recorded voicemail messages to and from College employees may be subject to public disclosure.**

**The information in your internal email signature should include:**

- Name
- Title
- Faculty, administrative unit, center or institute
- Phone number

**If you are communicating with students, you may wish to include information such as your office location and office hours.**

**The following items should NOT be used in an email signature:**

- Inspirational quotes. *Some users may be offended, and the quote selected may not support the EWC brand.*
- Bold, italics, different colors or sizes of fonts.
- Themes or stationery available through Outlook.
- Links to other businesses, personal social media accounts.
- Personal and unprofessional pictures.
- Graphics, other than the EWC email optimized logo. *Images may not display properly in other email programs, and a distorted image harms the EWC brand. Often, images are treated as attachments and can obstruct a user’s inbox or cause email to be filtered as spam.*

**Email Signature Example:**

John Smith  
College Position  
College Department  
Edward Waters College  
1658 Kings Street

Jacksonville, FL 32209  
Office: (904) 470-XXXX  
jsmith@ewc.edu

## Voicemail Greeting

To ensure proper identification and communication amongst both internal and external audiences, your voicemail greeting should include the following information: • Name, title, Edward Waters College

## Profile Picture

Employees should use a professional headshot for their profile pictures in Artemis and Outlook. Headshots can be obtained from the Marketing and Communications office by appointment. Please call (904) 470-8050 or email [talia.ashley@ewc.edu](mailto:talia.ashley@ewc.edu) to schedule an appointment. If a profile photo is not desired, the EWC Shield logo should be used in lieu of a headshot.

## Social Media

Edward Waters College is currently developing its social media strategy to utilize the channels as effectively as possible. The social media procedure will cover the development and management of the social media presence of the College and its campuses, departments and employees for instructional and non-instructional purposes. It will also govern development and activity of social media content for chartered student organizations. In addition, it will illuminate a direct relationship between employee and student behavior in social media platforms with associated policy and procedure governing expectations of employee and student conduct.

Examples of social media include, but are not limited to, Facebook, Twitter, Flickr, LinkedIn, Instagram, Google+ and YouTube. All EWC-affiliated social network accounts must be pre-approved by the Marketing and Communications office. At this time, the College is reviewing and evaluating its current social media strategy and presence. As such, no new social media pages or accounts are being created at this time.

Employees and students using College logos and representations to create a new social media on behalf of the College must be pre-approved to do so by the Marketing and Communications Specialist for the development of social media and must not deviate from acceptable logo usage standards as described by the College's Marketing and Communications Specialist. The EWC Shield logo must be used for the profile picture and the organization/department can use an appropriate image for the cover photo, where needed, as approved by the Marketing and Communications Specialist. Use of the Edward Waters College name, logos or any other College image or iconography on personal social media sites to promote a product, cause or political party or candidate of any kind is prohibited. Employees and students are prohibited from using College logos or representations in personal social media environments without written consent from the Marketing and Communications Specialist. Use of College photographs and videos on personal websites and social media is unallowable without prior consent from the Marketing and Communications Specialist.

# Communications Services

## Website Content Inquiry

### Website Purpose Statement

#### PURPOSE OF THE WEBSITE:

The chief purpose of the Edward Waters College website ([www.ewc.edu](http://www.ewc.edu) \*) is to advance the College's mission, brand and messaging to core constituents (i.e. current students, prospective students, their families, donors, trustees, alumni, churches, organizations, friends, the media, and casual visitors). This will be done in a manner that is: 1) in character with EWC's core values, 2) dynamic and user-friendly and can readily adapt to meet the diverse and changing needs of its constituents and, 3) provides targeted and user-friendly interaction (e.g. prospective student inquiries, requests for information, online applications, online giving, etc.) with key constituents.

A secondary purpose is to provide information to the campus community (i.e. faculty, staff, administration, students, trustees, alumni, parents). This will be done in a manner that is honest, relevant, fresh, and engaging (i.e. mission centric, current information and easily navigable).

The strategic direction for and use of the website is established and monitored by the College's Marketing Team. The College's Web Team is to oversee the production, functionality, management, and deployment of [www.ewc.edu](http://www.ewc.edu).

## Photography and Video Services

EWC's Marketing and Communications Team provides complete photography and video production services to all EWC departments.

All requests for photography must be submitted to Marketing and Communications at least two weeks in advance. Requests for video must be submitted four-to-six weeks in advance depending on the scope of the project. Larger projects may take more time.

## Public Relations Services

EWC's Marketing and Communications Team provides complete media and news coverage service to all EWC departments.

All requests for Public Relations coverage should be submitted at least one week prior to the event.

EWC's Marketing and Communications Team reserves the right to determine the newsworthiness of each event/story and to manage the distribution and publication of each event/story.

Depending on our coverage schedule, we may not have a full-time staff member available to cover your event.

We employ capable interns and work-study students who may be available to take photographs and/or write an article. In the event that no one is available to cover your event, the Marketing and Communications Team has a limited number of cameras which may be borrowed by university departments.

## Contact Information

All printed material should include contact information, including mailing address, telephone number and web address:

Edward Waters College  
1658 Kings Road  
Jacksonville, Florida 32223  
(904) 470-8000  
[info@ewc.edu](mailto:info@ewc.edu)  
<http://www.ewc.edu>

## Disclaimer

### Disclaimers Example

Edward Waters College is a member of the ICUBA and is not affiliated with any other public or private university or college in Florida or elsewhere.

Edward Waters College does not discriminate against any person on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information in its programs or activities. Inquiries regarding the non-discrimination policies may be directed to the College's Human Resource Officer, Geree Lockett, 1658 King Road, Jacksonville, FL 32209; [g.lockett@ewc.edu](mailto:g.lockett@ewc.edu).

## Accreditation Statement

Edward Waters College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the baccalaureate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call (404) 679-4500 for questions about the accreditation of Edward Waters College. The Commission is to be contacted only if there is evidence that appears to support an institution's significant non-compliance with a requirement or standard.

**DRAFT**

**LAST UPDATED: 1/31/2018**

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PRESERVING HISTORY  
PROMISING FUTURES

[ewc.edu](http://ewc.edu)

Edward Waters College is a member of the Florida College System and is not affiliated with any other public or private university or college in Florida or elsewhere.

Edward Waters College does not discriminate against any person on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information in its programs or activities. Inquiries regarding the non-discrimination policies may be directed to the College's Equity Officer, 501 West State Street, Jacksonville, Florida 32202 | (904) 632-3221 | [equityofficer@ewc.edu](mailto:equityofficer@ewc.edu).

Edward Waters College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the baccalaureate and associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call (404) 679-4500 for questions about the accreditation of Edward Waters College. The Commission is to be contacted only if there is evidence that appears to support an institution's significant non-compliance with a requirement or standard.