



STYLE GUIDE

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INTRODUCTION

In fall 2025, Citrus College launched a new brand identity, developed over many months in consultation with the campus community and in alignment with the Educational and Facilities Master Plan (EFMP).

This document serves as a comprehensive guide to this new brand identity, outlining the standards, resources and best practices that ensure our communications are clear, consistent and reflective of the college's mission, vision and values.

At the heart of the brand identity is a new logo, featuring a bold, stylized depiction of a great horned owl – an iconic visual symbol for Citrus College since its earliest days. The owl reflects not only knowledge and learning, but also the strength and spirit of our students and alumni.

Along with a refreshed iconography, the color palette has also evolved. Inspired by our Fighting Owls athletic teams, the new colors pair a deeper, richer blue with a brighter orange, while retaining the traditional blue and orange as secondary tones. This vibrant combination strengthens our visual identity, giving Citrus College a modern look that is instantly recognizable across digital and physical spaces.

LETTER FROM THE EXECUTIVE DIRECTOR

At Citrus College, our story is told not only through the transformative impact we have on students and the community, but also through the way we present ourselves to the world. Our new brand guidelines are designed to help us share that story with clarity, pride and purpose.

The Citrus College Office of Strategic Communications, Marketing and Public Affairs is honored to lead this effort. Our team brings together expertise in graphic design, digital communications, publications, social media, video production, crisis communications, media relations, advertising and marketing, community engagement, and legislative advocacy. Guided by these talents – and in collaboration with faculty, staff, students, alumni and our board of trustees – we are committed to building community by authentically showcasing the impact of Citrus College.

This style guide is more than a set of tools – it is an invitation to collaborate. By working together, we can nurture a sense of belonging, strengthen our identity and amplify the mission of Citrus College. We invite collaboration, because the communications we create together will better reflect and celebrate our rich diversity, ensure that all voices feel represented, and foster a culture of respect and opportunity for every student and colleague.

As we move forward, please know that our office is here to support you. We welcome your ideas and look forward to partnering with you!

With gratitude and excitement,

Lisa McPheron

Executive Director of Strategic Communications, Marketing and Public Affairs

OFFICE OVERVIEW

The Citrus College Office of Strategic Communications, Marketing and Public Affairs (*previously known as Communications and External Relations, External and Government Relations, and Publications and Student Recruitment*) is responsible for communicating brand standards and supporting their adoption across the college. The office is led by an executive director who reports directly to the superintendent/president, with a team that includes a communications supervisor, two communications specialists, two senior graphic designers and an administrative secretary. The office is located on the first floor of the Administration Building, rooms 120-129.

If you have any questions about the college's brand identity, contact Lisa McPheron, executive director of strategic communications, marketing and public affairs, at lmcpheron@citruscollege.edu, or Doug Schultz, communications supervisor, at dschultz@citruscollege.edu.

Strategic communications, marketing and public affairs uses Zendesk, a simple online tool that makes it easy to request services and track progress. To submit a request, visit <http://tiny.cc/citrusdesignrequest>.

PRIMARY LOGO

The Citrus College logo is the institution's most important visual identifier. It creates an immediate association with the college and establishes a lasting impression.

The primary logo (pictured right) is dark blue and orange (see page 12 for specific color codes) with a transparent background. Alternate orientations of the logo are featured on page 5.

Note: Black-and-white and inverse options may be used in special circumstances (e.g., a grayscale document, a publication that requires high contrast, etc.).



ALTERNATE LOGO ORIENTATIONS

Alternate logo orientations, including stacked and horizontal (pictured right), are allowed. These logos are also available in black-and-white and inverse options.

For most uses, however, the primary logo should be used, including in memos, letterhead, business cards and email signatures.

*Note: Do **not** attempt to recreate any of the college's logos - use only approved artwork. If you need a custom file type, please reach out to strategic communications, marketing and public affairs.*

Stacked



Horizontal



LOGO USE, CLEAR SPACE

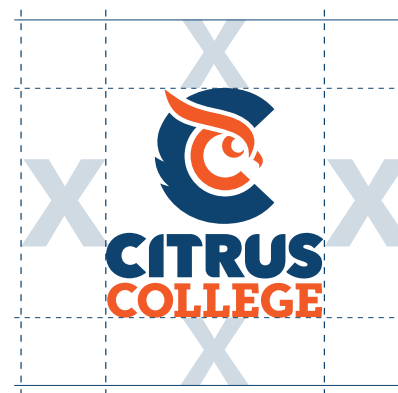
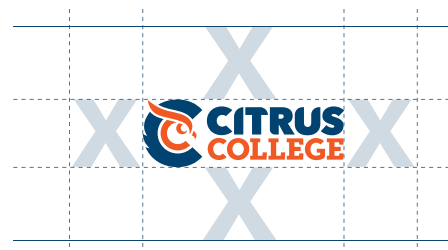
The logo is available in all file types (e.g., JPG, PNG, etc.), including vector (e.g., AI, EPS and PDF).

It should be used on all marketing collateral (e.g., flyers, brochures, posters, bookmarks and booklets) for events and activities that are directly sponsored, co-sponsored and/or hosted by the college.

Additional items include, but are not limited to, advertisements, indoor and outdoor signage, training materials, and promotional products.

Clear space requirements

Ideally, there should be no secondary imagery or graphics behind the logo. If the logo is placed over a picture, please ensure that the background is “clean” and not too busy (e.g., a clear blue sky).



SIZE, SCALING

Size requirements

The minimum permissible width of the **primary** logo is 1 inch at 300 dpi.

The minimum permissible width of the **stacked** logo is .625 inches at 300 dpi.

The minimum permissible width of the **horizontal** logo is 1.5 inches at 300 dpi.

Scaling requirements

The logo can be scaled to a desired size; however, it must be scaled proportionally and maintain its aspect ratio. Likewise, high resolution must be maintained to avoid interpolation (i.e., pixelization or a blurry or fuzzy appearance).

If the logo needs to be scaled for a banner or large sign, a vector file can be provided by strategic communications, marketing and public affairs.



1"



.625"



1.5"

SUB LOGO

A sub logo, also known as a submark, is a simplified, alternate version of the full logo designed for smaller applications, including social media icons, favicons and watermarks. It distills key elements from the full logo, omitting text while maintaining brand recognition and consistency in various contexts where the full logo cannot fit or would not be legible.



WORDMARKS

The Citrus College logo stands alone.

College programs, departments, divisions and offices may request a custom wordmark. Strategic communications, marketing and public affairs can provide a wordmark featuring the primary logo along with text next to (horizontal orientation) and/or below (vertical orientation) the logo identifying the program, department, division or office.

Note: While the official Citrus College logo should be used in nearly all applications, exceptions may be made on rare occasions for student affinity programs and for initiatives that carry established branding from a partner organization. In these cases, custom or co-branded logos may be approved through strategic communications, marketing and public affairs to ensure consistency and alignment with the college's overall brand identity. For more information, email lmcpheeron@citruscollege.edu.



**Foster/Kinship Education
and Resource Programs**



**Institutional Research,
Planning and Effectiveness**



**Strategic Communications,
Marketing and Public Affairs**



**Institutional Research,
Planning and Effectiveness**

COLORS

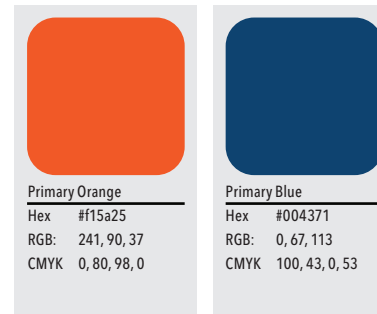
The color palette presented here is based on Microsoft standards. Colors will vary depending on the program, such as Adobe Creative Cloud apps, as well as the physical material on which it is printed, such as paper, vinyl, fabric or plastic.

If you experience noticeable color variances, consult with strategic communications, marketing and public affairs to ensure an authentic color match.

Note: The orange featured in the logo is a vibrant, bold and vivid hue, which is meant to make the logo “pop” and stand out. It should be used sparingly in other uses, including supporting elements (e.g., background boxes) of marketing materials.

All of the other colors, including the dark blue featured in the logo, are acceptable to use in all applications.

Logo colors:



Secondary colors:



COLOR ACCESSIBILITY

Citrus College makes every effort to comply with readability guidelines established by the Americans with Disabilities Act (ADA) Standards for Accessible Design. The examples to the right show which font (14 point for print and 18.5 pixels for web) and color combinations are accessible and which are not.

Font size also plays a part in ADA compatibility. A general rule of thumb is the larger the font, the less color contrast matters.

If you are unsure whether a color combination is ADA compatible, refer to one of the many free, online, ADA-based color checkers, such as <https://webaim.org/resources/contrastchecker>

Example 1 - **Do Not Use**



Example 2 - **Good Use**



MASCOT

The official mascot of Citrus College is “Hootie,” an anthropomorphic great horned owl. The first appearance of an owl as the institution’s mascot was in the 1916 edition of the Citrus Junior College yearbook, *La Palma*.

In 2021, the Citrus College Division of Student Affairs partnered with Street Characters, Inc., to create an updated mascot design, which includes a physical costume and simple illustrations. The Associated Students of Citrus College then provided feedback and voted on the final rendering.

The copyright for Hootie’s likeness – including all renderings – belongs to the Citrus College Division of Student Affairs. To request use of this design, email Dr. Maryann Tolano-Leveque, dean of students, at mtolano-leveque@citruscollege.edu.



Fun fact: Hootie’s birthday is Sept. 8, 1916!

ATHLETICS LOGO

The official Citrus College Athletics logo, which features a flying owl, can only be used for athletic purposes. Academic programs, student organizations, clubs, activities and events should **not** use this logo. When referring to athletics, the term “Fighting Owls” may be used.

*Note: Both Hootie and the Fighting Owls are **great horned owls**, which are native to and still live in the college’s district. Do not use barn owls, spotted owls, snowy owls, cartoon-like owls, etc., in any college marketing and promotional material. The owl on top of the fountain in front of the library is a great horned owl.*



TYPOGRAPHY

Avenir Next is the official font family of Citrus College. It is a geometric, sans-serif typeface designed by Adrian Frutiger and Akira Kobayashi and published by Linotype. The college owns a license to use this font in its marketing and promotional materials.

Projects that are supported by strategic communications, marketing and public affairs will feature this font. It is not expected that other departments pay to download this font for their everyday work, like emails and reports.

For a list of acceptable alternate or free fonts, please consult with strategic communications, marketing and public affairs.

For web applications, presentations, reports, emails or printed materials in which font options are limited or unavailable, you may use Aptos, Calibri, Arial or a similar neutral, sans-serif, web-safe font.

The recommended font size for body copy should range between 11-12 points.

Note: The font used in the logo is a custom graphic. Because it is not a standard font file, it cannot be shared or installed like a traditional font.



Avenir Next		Avenir Next Condensed	
Edna Mod	Incredibles	Inspector Clou	THE PINK PANTH
RANDLE MO	One Flew	George Bailey	It's A Wonderf
Optimus P	Transforme	HANS LANDA IN	Inglourious B
Norman B	THE PSYCHO	Ursula Andres	Dr. No 1962, U
Wednesda	Addams F	Roy Batty (19	BLADE RUNNER
Charlie Ch	MODERN T	Ethan Hunt i	Mission: Imp
ANITA EKE	La Dolce V	Mrs. Robins	The Graduat
Maximus	GLADIATO	Captain Ste	Independen

ASSETS

Letterhead

Letterhead is created and maintained by strategic communications, marketing and public affairs. The letterhead is updated whenever there is a change to the board of trustees. This document is available in a variety of formats, including Word, PDF and InDesign. To request an electronic version of the letterhead, email dschultz@citruscollege.edu or visit the intranet.

eMemos

Custom eMemo banners/headers are only created for offices, as well as the executive leaders on the superintendent/president's cabinet.

Business cards and name tags

Business cards and name tags are created by reprographics (print shop). The Citrus College logo is the only logo permitted on business cards and name tags. To request a business card or name tag, visit <https://citruscollege.rocsoft.com/fulfillment> (intranet link).



EMAIL SIGNATURE

Email signature

At a minimum, email signatures for Citrus College employees should include name, job title, department (or equivalent designation), phone number and college website.

A downloadable PNG of the college logo is available on the intranet to place below the signature, although it is not required.

Adding links to the college's social media accounts is also encouraged.

The recommended font for email signatures in Microsoft Outlook is Aptos or Calibri (the default fonts for Microsoft Office applications).

Minimal signature example

Name
Job Title
Department Name
Citrus College
Office: 626-XXX-XXXX
www.citruscollege.edu

Full signature example

Name
Job Title
Department Name
Citrus College
1000 W. Foothill Blvd.
Glendora, CA 91741
Office: 626-XXX-XXXX
Cell: XXX-XXX-XXXX
emailaddress@citruscollege.edu
www.citruscollege.edu



GLOSSARY

Strategic communications, marketing and public affairs follows Associated Press (AP) Stylebook guidelines when considering proper punctuation, syntax, spelling and grammar. The following glossary features some of the more frequently referenced AP Stylebook entries, as well as terms, definitions and designations that are specific to Citrus College.

Address

The address of Citrus College is:

1000 W. Foothill Blvd.
Glendora, CA 91741

Note: "west" and "boulevard" are both abbreviated.

Adjunct

Use adjunct instructor or adjunct faculty member in the singular; adjunct instructors or adjunct faculty/faculty members in the plural.

Alumni

"Alumni" is a group of graduates, while "alumna" is a female graduate and "alumnus" is a male graduate. It is also acceptable to use the gender-neutral "alum" when referring to a single graduate.

Ampersands

Avoid using ampersands (&) in place of the word "and." The only allowable use of an ampersand is in the official title of the "Citrus Alumni & Friends Association." The abbreviations for Disabled Student Programs and Services (DSPS) and Extended Opportunity Programs and Services (EOPS) should NOT include an ampersand. When spoken aloud with an ampersand/the word "and," the altered abbreviation can lead to unintended phonetic associations, which may inadvertently affect the professionalism and clarity of communication.

Associate Degree

Correct: associate degree

Incorrect: associate's degree

Specify type of degree and capitalize when introducing credentials or listing an individual's academic background (e.g., "Associate of Arts degree in Philosophy," "Associate of Science degree in Mathematics," etc.).

GLOSSARY

Associate Degree for Transfer

Correct: associate degree for transfer

Incorrect: associate's degree for transfer

In a document with multiple mentions, place "ADT" in parentheses after the first spelled-out usage, then use ADT by itself throughout the rest of the document.

Specify type of degree and capitalize when introducing credentials or listing an individual's academic background (e.g., "Associate of Arts for Transfer (AA-T) degree," "Associate of Science for Transfer (AS-T) degree," etc.).

Bachelor's Degree

Correct: bachelor's degree

Incorrect: bachelor degree

Specify type of degree and capitalize when introducing credentials or listing an individual's academic background (e.g., "Bachelor of Arts degree in Communications," "Bachelor of Science degree in Biology," etc.).

Note: an apostrophe should be used to indicate possession when speaking vaguely about the degree (bachelor's degree), but an apostrophe should be removed when listing the complete degree.

Board of Trustees

When referring to the elected officials who formally set policy for the college, the official title is "Citrus Community College District Board of Trustees." It is acceptable in writing to refer to the group as the "Citrus College Board of Trustees" or the "board of trustees," but never "Citrus Community College Board of Trustees" or "Citrus Community College District BOT."

When referring to an individual trustee, refer to them with the title "Trustee" followed by their surname (e.g., "Trustee Surname"). When referring to the president of the board of trustees, it is acceptable to refer to them with the title "Board President" followed by their surname (e.g., "Board President Surname").

In official correspondence, the signature line for a trustee holding a doctorate degree should include the academic abbreviation (e.g., "Ed.D.," "Ph.D.," etc.).

Trustee names, titles and service areas may appear on marketing and promotional materials, space permitting. Exceptions include advertisements, one-sided flyers and posters, bookmarks, etc. This trustee list should be organized by title (e.g., president, vice president, clerk/secretary and members, followed by student trustee and superintendent/president).

GLOSSARY

Buildings

Capitalize the names of buildings on campus and include the word “building” in the title (e.g., “Student Services Building”).

When referring to a room number in a building, you may spell it out with the room number (e.g., “Student Services Building, room 120”) or use the two-character building abbreviation with the room number (e.g., “SS 120”).

When abbreviating, be sure to include a space between the building abbreviation and the room number (do not use a hyphen).

California Community Colleges System

Capitalize “California Community Colleges” when referring to the entire system or the Chancellor’s Office:

- California Community Colleges System
- California Community Colleges Chancellor’s Office
- California community colleges student

Campuswide

Do not use a hyphen.

Campus Mall

Capitalize Campus Mall, as it is the official name for the outdoor area immediately north of the Ross L. Handy Campus Center. In most instances, the Campus Mall serves as the main gathering place for students, as well as the location of popular events (e.g., Club Rush, Transfer Fair, etc.). Do not include the word “Center” in the name.

Capitalization

Avoid the habit of capitalizing words unless they are a proper noun. In general, if something stands alone, lowercase is preferred. When using “Citrus College” in conjunction with an office, division, department or program, said designation should be capitalized (e.g., “Citrus College Strategic Communications, Marketing and Public Affairs Office,” “Citrus College Mathematics, Sciences and Business Division,” “Citrus College Health Sciences Department,” etc.).

Note: program is the only word never capitalized, even when following “Citrus College” and a program name (e.g., “Citrus College Architecture program”).

Center

Capitalize the names of centers on campus and include the word “Center” in the title (e.g., “Veterans Success Center,” “STEM Center,” etc.).

GLOSSARY

Certificates

Capitalize "Certificate" and "Certificate of Achievement" when referring to a specific program. "Certificate" and "Certificate of Achievement" may come either before or after the program to which it's connected – there is no preference (e.g., "Accounting Certificate," "Accounting Certificate of Achievement," "Certificate in Accounting" and "Certificate of Achievement in Accounting" are all acceptable). These same guidelines apply to noncredit certificates of competency/completion.

Chancellor's Office

Capitalize "Chancellor's Office" in all instances:

- Chancellor's Office
- California Community Colleges Chancellor's Office

Citrus College

The proper use of the college name is paramount to the Citrus College brand and our representation of the college mission.

Correct:

- Citrus College
- CITRUS COLLEGE

Do not:

- Hyphenate or dissect the name. Additionally, in printed materials, make every effort to keep "Citrus College" on the same line.
- Refer to the college as Citrus Community College.

Exception: referring to the college as "Citrus" is acceptable on the college's social media channels, where economy of words is critical. Additionally, "Citrus" may be used in speeches or other less formal documents, where playfulness and brevity are also acceptable.

Efforts should be made to avoid using "Citrus College" in the possessive form, when possible:

- Preferred (non-possessive): The new Citrus College program is excellent.
- Incorrect (possessive): Citrus College's new program is excellent.

Citrus Community College District

Limit usage of this term. Citrus College is the preferred identifier. Exceptions include formal documents (e.g., letterhead), proclamations, contracts, board items, certificates, commencement materials, etc. Additionally, use Citrus Community College District when referring to the board of trustees.

See "Board of Trustees."

GLOSSARY

Class of...

Capitalize "Class" when referring to an official graduating class, followed by the four digit year (e.g., "Class of 2025").

College

Lowercase the word "college" when not part of the formal title, "Citrus College" (e.g., "The college hosted its annual commencement ceremony in June").

Collegewide

Do not use a hyphen.

Commas

Use commas to separate elements in a series, but do not put a comma (e.g., the Oxford or serial comma) before the conjunction in a simple series (e.g., "the flag is red, white and blue"). For complex series, use semicolons.

Commencement

The official graduation ceremony of Citrus College is held in June each year in the Citrus Stadium. Other programs may have recognition and achievement ceremonies, but not commencement ceremonies. The word "commencement" is lowercase in most uses.

Classes vs. Courses

Technically, a class is a physical construct, with an instructor, students and a schedule, while a course refers to the curriculum as described in the catalog. However, in most cases, the two terms can be used interchangeably.

Class/Course Titles

Capitalize names of classes/courses. Both the full program name and abbreviation are acceptable. When spelling out, do not use a colon (e.g., "Counseling 205 Pathways to Healthcare Careers" and "COUN 205 Pathways to Healthcare Careers").

Convocation/Flex Day

Convocation marks the start of the fall semester, while Flex Day marks the start of the spring semester. The words "Convocation" and "Flex Day" are capitalized in most cases. Flex Day is the official name of the event and should not be shortened to "Flex."

CRN

Acceptable in all references for "course number."

CTE

Acceptable in all references for "career technical education."

GLOSSARY

Dates

When a month is used with a specific date, abbreviate only "Jan.," "Feb.," "Aug.," "Sept.," "Oct.," "Nov." and "Dec." – spell out other months. Also, spell out all months when standing alone or when accompanied only by a year (e.g., "June 2025").

When promoting an event or activity (e.g., flyers, posters, programs, etc.), it is acceptable to include the spelled out month along with the year on marketing materials (e.g., "Friday, June 13, 2025").

When a phrase lists only a month and a year, do not separate the year with commas (e.g., "September 2025"). When a phrase refers to a month, day and year, set off the year with commas (e.g., "Commencement takes place on Friday, June 13, 2025, in the Citrus Stadium.").

If an event takes place in the future, try to include the day of the week (e.g., "Friday, June 13, 2025"). Do not include the day of the week when referring to a past event.

Department

A department reports to a director. Departments may also comprise programs, units and services overseen by a supervisor. Lowercase the word "department" when not part of a formal title (e.g., "Citrus College Health Sciences Department" and "The health sciences department hosted a nursing workshop").

See "Organizational Naming Chart."

District

Lowercase the word "district" when not part of the formal title (e.g., "Citrus Community College District" and "The district has been transparent and thorough in its financial reporting").

Diversity, Equity and Inclusion

The official name of the office within the college is "Diversity, Equity, Inclusion and Accessibility +" (note: there is a space before the plus symbol when spelled out), and it is abbreviated "DEIA+" (note: there is no space when abbreviated). When space is limited, "DEIA+" may be used on first reference.

GLOSSARY

Division

A division reports to a dean. Divisions may also comprise departments and programs overseen by directors and supervisors. Divisions are both instructional and non-instructional. In one instance – the division of counseling programs and services – a dean oversees both instructional programs (counseling courses) and non-instructional programs (EOPS/CARE/NextUp and CalWORKs, etc.). Lowercase the word “division” when not part of a formal title (e.g., “Citrus College Mathematics and Business Division” and “The mathematics and business division received new classroom furniture”).

See “Organizational Naming Chart.”

Doctoral

“Doctoral” is used as an adjective to describe something related to a doctorate, while “doctorate” is the noun referring to the degree itself (e.g., “a doctoral program” and “they earned a doctorate”).

Doctorate Degrees

Use “Dr.” before the name of an individual who holds any doctorate degree (e.g., “Dr. Greg Schulz”). In signatures and lists, set off an academic abbreviation with commas (e.g., “Greg Schulz, Ed.D.”). Never include both “Dr.” and an academic abbreviation in the same reference.

Specify type of degree and capitalize when introducing credentials or listing an individual’s academic background (e.g., “Doctor of Philosophy,” “Doctor of Education,” etc.).

Email Addresses

Use lowercase text when writing out email addresses (e.g., “lmcpheon@citruscollege.edu”).

Email Signatures

At a minimum, email signatures for Citrus College employees should include name, job title, department and phone number. A downloadable PNG of the college logo is available on the intranet to place below the signature. Links to the college’s social media accounts are also encouraged. The recommended font for signatures in Microsoft Outlook is Aptos or Calibri (the default fonts for Microsoft applications).

Faculty Member

Use instructor or faculty member in the singular; use instructors or faculty/faculty members in the plural. The words “faculty” and “faculty member” are lowercase in most uses, including directly before an individual’s name, as they are considered occupational descriptions, not formal titles.

Fall Semester

Always lowercase, even when referring to a specific semester and year (e.g., “fall 2025 semester”). Use “semester,” not session, intersession or term, for fall and spring.

GLOSSARY

Food Pantry

Lowercase the words “food pantry” when not part of the formal title, “Citrus College Food Pantry.” Additionally, the college is proud to partner with the Los Angeles Regional Food Bank to host a free monthly mobile food pantry for students, employees and community members. It is typically offered once a month in the Campus Mall.

GPA

Acceptable in all references for “grade-point average.”

Hyphenated Descriptors

Use a hyphen when describing a student that belongs to a specific subgroup, like an athlete or a veteran (e.g., “student-athlete” and “student-veteran”). It is also acceptable to use the word “scholar” in this use (e.g., “scholar-athlete”).

Conversely, no hyphen is needed in a compound modifier if the modifier is commonly recognized as one phrase, and if the meaning is clear and unambiguous without the hyphen (e.g., “high school students,” “ninth grader,” etc.).

Instructor

Use instructor or faculty member in the singular; use instructors or faculty/faculty members in the plural. The word “instructor” is lowercase in most uses, including directly before an individual’s name, as it is considered an occupational description, not a formal title.

LGBTQ

LGBT, LGBTQ, LGBTQ+, LGBTQIA+, 2SLGBTQ+, etc., are acceptable in all references when referring to lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual/ally, two-spirit, etc.

Master’s Degree

Correct: master’s degree

Incorrect: master degree

Specify type of degree and capitalize when introducing credentials or listing an individual’s academic background (e.g., “Master of Arts degree in Communications,” “Master of Science degree in Biology,” etc.).

Note: an apostrophe should be used to indicate possession when speaking vaguely about the degree (master’s degree), but an apostrophe should be removed when listing the complete degree.

Names of Individuals

On first reference, refer to an individual by their first and last name (e.g., “Jane Doe”). On second/subsequent references, refer to an individual by only their last name (e.g., “Doe”). Do not use first names or courtesy titles/honorifics (e.g., “Mr.,” “Ms.” or “Mrs.”) on second/subsequent references, unless the individual is a doctor (e.g., “Dr. Doe”).

GLOSSARY

Names of Individuals (cont.)

In special cases, such as student profiles, social media posts, speeches and other informal situations, a first name may be used on second/subsequent references. A common example is students, who may be referred to by their first name in those instances.

Noncredit

Do not use a hyphen.

Numerals

In general, spell out one through nine (e.g., "The commencement ceremony is in two months," "Citrus College placed first in the competition," etc.). Use figures for 10 or above. Use figures whenever preceding a unit of measurement, ages, academic course numbers, percentages, dimensions, distances, etc.

Office

Use office when referring to one of the nine executive entities (including the Citrus College Foundation) reporting directly to the superintendent/president. Offices oversee the administrative and executive work performed in all divisions, departments and programs on campus. Lowercase the word "office" when not part of a formal title (e.g., "Citrus College Strategic Communications, Marketing and Public Affairs Office" and "The strategic communications, marketing and public affairs office distributed a press release to the media").

Note: the cashier's office and box office designations refer to location, not as it relates to the "Organizational Naming Chart."

See "Organizational Naming Chart."

Parentheses

When using acronyms or initialisms, place the acronym or initialism in parentheses after the first spelled-out usage, then use the acronym or initialism by itself throughout the rest of the document (e.g., "Citrus College Veterans Success Center (VSC)" and "The VSC hosted a workshop for student-veterans").

If the spelled-out form of an acronym or initialism is only used once in a document, there is no need to use the acronym or initialism in parentheses after the first spelled-out usage.

Past vs. Former

Use the word "past" when referring to employees who worked at Citrus College in previous years (e.g., retirees or individuals who now work somewhere else) and for those employees who had previously held a specific position that is different than the one they hold now (e.g., "Citrus College is proud to honor [Name], past president of the Academic Senate"). Avoid using the word "former," as it can carry a negative connotation or imply a more official change in status, which may not always be the case.

GLOSSARY

Past Years

When referring to previous years, use "past," not "last."

Phone Numbers

Use internal hyphens to separate phone numbers (e.g., "626-963-0323"). Do not use parentheses for area codes.

Phone extensions should be abbreviated as follows:
"ext. 8872."

Program (Instructional)

An instructional program is a sequence of courses that lead to a finalized outcome (e.g., degree, certificate or skill award). When referring to academic sequences or clusters, use program (e.g., "architecture program," "English program," "mathematics program," etc.).

An exception is health sciences, which is a department that reports to a director. However, the academic sequences or clusters within health sciences are also referred to as programs (e.g., "registered dental assisting program," "emergency medical technician program," etc.).

Do not capitalize program in any usage (e.g., "Citrus College Architecture program").

See "Organizational Naming Chart."

Program (Non-Instructional)

A non-instructional program provides resources and services to students, as well as a variety of ongoing measures, in support of student success. Programs are typically overseen by a supervisor, but some are overseen by coordinators. Do not capitalize program in any usage (e.g., "Citrus College Student Life and Leadership Development program").

See "Organizational Naming Chart."

Skill Awards

Capitalize "Skill Award" when referring to a specific program. "Skill Award" may come before or after the program to which its connected – there is no preference (e.g., "Skill Award in Sports Management" and "Sports Management Skill Award" are both acceptable).

Spring Semester

Always lowercase, even when referring to a specific semester and year (e.g., "spring 2025 semester"). Use "semester," not session, intersession or term, for fall and spring.

Stadium

The official name of the venue on campus that hosts commencement, football and soccer games, and other events and activities is the "Citrus Stadium" (note: the name does not include "College").

GLOSSARY

STEM

Acceptable in all references when “science, technology, engineering and mathematics” are used collectively as a group.

Summer Session

Always lowercase, even when referring to a specific session and year (e.g., “summer 2025 session”). Use “session,” not intersession, semester or term, for summer and winter.

Superintendent/President

Citrus College is a single-college district and does not have a chancellor. The chief executive officer of the college is the “superintendent/president.”

When referring to the superintendent/president of Citrus College, use lowercase letters, such as, “The superintendent/president delivered remarks at the groundbreaking event.” Additionally, use “Superintendent/President Schulz” (not “Dr. Schulz”) on second/subsequent references after a more formal introduction of name and title.

Teacher

The title “teacher” should not be used to refer to an individual who provides college-level instruction.

Term

“Term” is acceptable when referring to a combination of semesters and sessions.

Time

Use figures except for “noon” and “midnight.” Use a colon to separate hours from minutes (e.g., “3:30 p.m.”), but do not add a colon or zeros if the time is on the hour (e.g., “5 p.m.”). Include a space before “a.m.” and “p.m.” and ensure that these abbreviations include the periods.

Titles

When a formal title comes before an individual’s name, it should be capitalized: “Superintendent/President Greg Schulz.” When a formal title follows a name, it should be lowercase: “Greg Schulz, superintendent/president.”

Unit

A unit is a work group that performs a specific task or serves a particular function within a department or office.

See “*Organizational Naming Chart*.”

UC/CSU Abbreviations

It is acceptable to use the abbreviation “UC” (for “University of California”) and “CSU” (for “California State University”) when referring to state system schools (e.g., “UC Berkely,” “UC San Diego,” “CSU Fullerton,” “CSU Northridge,” etc.). Exceptions include “Cal Poly Pomona” and “UCLA,” which have their own well-known abbreviations.

GLOSSARY

University/College Abbreviations

In addition to "Cal Poly Pomona" and "UCLA," abbreviations for well-known universities and colleges are also acceptable (e.g., "APU" is acceptable for "Azusa Pacific University," "USC" is acceptable for "University of Southern California" and "Mt. SAC" is acceptable for "Mt. San Antonio College").

Website URL

The Citrus College website URL is a single word: www.citruscollege.edu. For web addresses to display correctly, the college home page and all interior pages should appear, and be written out, using lowercase letters:

- www.citruscollege.edu
- www.citruscollege.edu/pio

On promotional materials, the "www" is not required.

Avoid using a long URL in a document, as extra html code is cumbersome and difficult to format. Free online URL shortening tools, including TinyURL and Bitly, may be used to abbreviate a website address.

Do not include "http://" or "https://" unless the website does not feature "www" and the purpose of including the link is to make the text "clickable" in a document.

Wellbeing

Do not use a hyphen.

Winter Session

Always lowercase, even when referring to a specific session and year (e.g., "winter 2025 session"). Use "session," not intersession, semester or term, for summer and winter.

ZIP Code

The college's ZIP code is 91741. There is no need to include the ZIP+4 in marketing and promotional materials.

ORGANIZATIONAL NAMING CHART

Name Designation

Superintendent/President Executive Office

Academic Affairs Office

Career Technical Education Division

Continuing Education Department

 Noncredit (tuition free) Focus Area

 Community Education (fee based) Focus Area

Dual Enrollment Department

Grants Department

 TRIO STEM Program

Honors Focus Area

 Honors Transfer Program Program

 Honors Societies Resource/Service

 Alpha Gamma Sigma Society

 Phi Theta Kappa Society

Kinesiology, Health and Athletics Division

 Health Sciences Department

Language Arts and Library Division

 Hayden Memorial Library Physical Resource

 Learning Center Physical Resource

Mathematics, Sciences and Business Division

 Natural and Physical Sciences Subdivision

 STEM Center Physical Resource

[continued]

ORGANIZATIONAL NAMING CHART

Academic Affairs (cont.)

Social and Behavioral Sciences and Online Education	Division
Foster and Kinship Care Education and Resource Family Approval (RFA) Programs	Resource/Service
Guardian Scholars	Program
Online Education	Program
Study Abroad	Program
Visual and Performing Arts	Division
Art Gallery	Physical Resource
Box Office	Physical Resource
Haugh Performing Arts Center	Physical Resource
Little Theatre	Physical Resource

Diversity, Equity, Inclusion, and Accessibility +Office

Professional Learning	Resource/Service
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Finance and Administrative ServicesOffice

Business Services	Department
Environmental Health and Safety	Unit
Purchasing	Unit
Transportation	Unit
Warehouse	Unit
Facilities and Construction	Department
Custodial	Unit
Grounds	Unit
Maintenance	Unit
Facility Rentals	Unit

[continued]

ORGANIZATIONAL NAMING CHART

Finance and Administrative Services (cont.)

Fiscal Services	Department
Accounting and Payroll/Benefits.	Unit
Bursar	Resource/Service
Cashier	Resource/Service
Enterprise Services.	Unit
Coffee Bar (<i>managed by Sodexo</i>).	Resource/Service
Owl Bookshop (<i>managed by Follett</i>).	Resource/Service
Owl Café (<i>managed by Sodexo</i>).	Resource/Service
The Range at Citrus (golf range and pro shop).	Resource/Service
Reprographics (print production and mail services).	Resource/Service

Foundation***Office (nonprofit)***

<i>Citrus Alumni & Friends</i>	Association
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Human Resources

Office

Employee Relations and Title IX.	Unit
Human Resources Operations	Unit

Institutional Research, Planning and Effectiveness

Office

Strategic Communications, Marketing and Public Affairs

Office

Student Services

Office

Campus Safety.	Department
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ORGANIZATIONAL NAMING CHART

Student Services (cont.)

Counseling Programs and Services	Division
Counseling and Advisement Center	<i>Physical Resource</i>
Disabled Student Programs and Services (DSPS)	Department
EOPS/CARE/NextUp and CalWORKs	Department
California Work Opportunity and Responsibility to Kids (CalWORKs)	Program
Cooperative Agencies Resources for Education (CARE)	Program
Extended Opportunity Programs and Services (EOPS)	Program
NextUp	Program
Student Equity and Success Programs	Department
Black Scholars	Program
Mi Gente Scholars	Program
Rising Scholars	Program
Student Support Services	Department
Career/Transfer Center	<i>Physical Resource</i>
Enrollment Services	Division (<i>non-instructional</i>)
Financial Aid	Department
International Student Center	<i>Physical Resource</i>
Registrar (Admissions and Records)	Program
School Relations and Outreach	Department
Citrus College Promise	Program
Student Affairs	Division (<i>non-instructional</i>)
Basic Needs	Program
Food Pantry	<i>Physical Resource</i>
Dream Resource Center	<i>Physical Resource</i>
Pride Center	<i>Physical Resource</i>

[continued]

ORGANIZATIONAL NAMING CHART

Student Services (cont.)

Student Affairs (cont.)

Student Life and Leadership Development	Program
Student Government (ASCC)	Association
Student Clubs	Focus Area
Student Activities	Focus Area
Student Wellness Center	Physical Resource
Mental Health	Resource/Service
Veterans Success Center (VSC)	Department

Technology and Computer Services (TeCS)Office

Enterprise Systems	Unit
Technology Operations and Support Services	Unit

Notes:

The designation may come either before or after the proper name to which its connected – there is no preference (e.g., “Citrus College Office of Strategic Communications, Marketing and Public Affairs” and “Citrus College Strategic Communications, Marketing and Public Affairs Office” are both acceptable).

The designations “focus area,” “physical resource” and “resource/services” are not official.

INCLUSIVE LANGUAGE AND ACCESSIBILITY

Citrus College encourages the use of language and imagery (e.g., photos, graphics, illustrations, etc.) that foster an environment of respect and dignity for all humans. We also discourage the use of language and imagery that reinforce demeaning attitudes and stereotypes or overlook certain populations.

As a general practice, no preference shall be given based on gender, national origin, sexual orientation, ethnic background, age, religious belief, marital status, veteran status, disability or any other category identified by affirmative action legislation. However, when promoting specific events, activities or services to targeted groups – which may include protected classes – efforts will be made to connect to these populations in a manner that is inclusive, respectful and free from bias, ensuring that all communication is both equitable and appropriate.

Gender-neutral language is encouraged. For example, gendered courtesy titles or honorifics (e.g., “Mr.”, “Ms.” and “Mrs.”) should be avoided when referring to individuals on second/subsequent references. Instead, refer to individuals by their last name in those instances (see “Names of Individuals”). In some cases, gendered language can be used when preferred by the individual(s) described or when part of formal names of awards, groups, titles, etc. Efforts should be made to avoid sexist language, including male-based and exclusionary words (e.g., chairman, assemblyman, etc.).

References to disabilities should be avoided unless relevant to the context. Likewise, individuals are never referred to as “handicapped”; rather “individuals with a disability.”

As audiences may not be familiar with Citrus College or its environment, language should be jargon-free, written with the expectation that the reader is not a member of an academic community. Additionally, slang and overly technical language should be avoided.

For reading ease and accessibility, left-justified text is preferred.

SERVICES

The Citrus College Office of Strategic Communications, Marketing and Public Affairs is responsible for media relations, advertising and marketing, public outreach, community engagement, graphic design, digital communications and publications. The office also oversees legislative advocacy.

Publications produced by the office include the annual report, Citrus View newsletter, Facts in Brief and press releases, among others. These materials are produced to keep the campus community and external audiences informed about college programs, events, accomplishments and services. We use both traditional and digital channels to disseminate and promote these activities, including our award-winning social media platforms.

Communication services are available for the campus community to utilize in promoting their initiatives. Whether you need an original flyer to promote an upcoming event or a refreshed design for an existing piece of collateral, strategic communications, marketing and public affairs is here to help.

How to Submit a Request

Strategic communications, marketing and public affairs uses Zendesk, a simple online tool that makes it easy to request services and track progress. To submit a request, visit <http://tiny.cc/citrusdesignrequest>. A link to this portal is also available on the intranet under "Strategic Communications Support."

Be sure to include as many details as you can in your request to help us serve you better. To allow time for planning, coordination and review, we kindly ask that you submit requests at least two weeks in advance.

Note: most new projects require two to three weeks to create, so select your requested completion date accordingly.

If you have any additional questions or would like to talk about a potential project, email lmcpheon@citruscollege.edu or dschultz@citruscollege.edu.

SERVICES

The following pages highlight the channels we use to amplify communications, as well as explain how to partner with us to create clear, meaningful messaging that elevates your programs and champions your successes. ***We look forward to collaborating with you!***

Citrus View Newsletter

Strategic communications, marketing and public affairs encourages submissions of success stories that highlight achievements within the campus community. These stories may be featured in a variety of promotional materials, including the Citrus View (superintendent/president's newsletter), social media and press releases.

Social Media

In strategic communications, marketing and public affairs, we pride ourselves on staying connected to the campus community. In the age of information, our Facebook, Instagram, TikTok, Bluesky, X, LinkedIn and YouTube accounts are more than tools to promote the college—they are digital gateways to our stakeholders, allowing us to share information and engage with current and prospective students. Our social media accounts are robust, active and award winning. With every post, we advance the "Citrus College Experience."

Whether you need a standard post, a fun picture or a more strategic outreach campaign, we are here to help. However, we need your help too. While social media is instantaneous by nature, collaborating with us before sharing a post will increase visibility and streamline the process from start to success.

Our most successful social media posts convey clear and compelling messages. Pairing a colorful image with your main message, expressed briefly with a catchy call to action, makes for an attractive post. When submitting a request for a social media post, here are a few items to consider:

Image

Whether promoting an upcoming event or a new class, a fun and purposeful image will be your main selling point. Remember, a picture is worth a thousand words.

SERVICES

Information

Tell us what you are trying to promote. Details are key. Names, dates and places, along with a quick sentence explaining your activity or service, are essential for an engaging post. As an expert in your area, we rely on you to provide the crucial details that need to be communicated.

Landing Page

Need to share more than just names and dates? Rather than overwhelming your audience with too much information, work with TeCS to create a landing page for your activity or service. A dedicated page on the Citrus College website is the best place to describe something in detail. Having a landing page allows those interested to read more, keeping your original post clutter-free and aesthetically pleasing. If your post is a call to action, the goal is to direct students to the college website. Providing a landing page is the strategic move – there's just something enticing about seeing "[click here](#)."

Press Releases

Press releases can be used for a variety of purposes, including promotion of an upcoming event or to draw attention to an outstanding individual or collective achievement.

When requesting a press release, provide all relevant details to help us understand the scope of the request (i.e., names, dates, contact information, location, etc.). In essence, tell us who, what, when, where and why. We'll take over from there.

Request a press release three to four weeks in advance of the desired publication date. This will allow for ample time to gather information, write, get appropriate approvals (including quotes) and disseminate the press release to media outlets.

Note: strategic communications, marketing and public affairs reserves the right to edit quotes for clarity and brevity.

SERVICES

Graphic Design

Strategic communications, marketing and public affairs provides award-winning graphic design services. While most of our design work focuses on collegewide and institutional initiatives, as well as projects targeting large or external audiences (e.g., community members), all requests will be considered. Whether you need an attractive cover on a report or an original flyer to promote an opportunity on campus, we're here to help!

Note: there is a maximum of two rounds of edits for each graphic design project. Requests for additional rounds of edits will place the project back at the beginning of our design queue.

INTERACTING WITH THE PUBLIC

Advertising and Marketing Solicitation

Forward all advertising and marketing solicitation calls and emails to Lisa McPheron at lmcpheron@citruscollege.edu.

Media Policy

If a member of the media contacts you, forward the email or transfer the call to Lisa McPheron at lmcpheron@citruscollege.edu or ext. 8873 or, in her absence, Doug Schultz at dschultz@citruscollege.edu or ext. 6497.

Strategic communications, marketing and public affairs has policies in place for responding to the media. Additionally, we work closely with college leadership to ensure timely and accurate sharing of information.

Protocol

If you have questions about contacting elected officials, correct ways to address community leaders and dignitaries, or legislative matters, email Lisa McPheron at lmcpheron@citruscollege.edu.

Student Promotional Materials

The Citrus College Student Life and Leadership Development program approves all materials promoting student government, student activities and club events. The ASCC logo and/or club sponsor must be displayed on all promotional materials related to student events.



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