



Editorial Brand Standards

Consistency. That's what it takes to elevate a brand to prominence. The more reliable we are in articulating the Emily Griffith Technical College brand through everything from logo usage to how we speak and write about the College, the more effective we'll be at spreading the word about how Emily Griffith **helps students retool their skills for today's workforce and tomorrow's opportunities.**

What is a brand?

A brand is more than a logo or even a product. A brand is the heart and soul of an organization. It's our essence, our DNA. It's our promise to the world.

Since 1916, Emily Griffith has promised to provide educational **opportunities for all who wish to learn.**

Immigrants, refugees, students of all racial, ethnic and religious backgrounds, people of different ages, sexual orientations, gender identities, political persuasions and economic circumstances are all welcome to take advantage of Emily Griffith's pathways to career success.

Today, we have updated the articulation of that promise to reflect not only the accessible education we offer but also the positive outcomes realized by those we serve. Our promise is:

Mission: We believe in igniting equitable opportunities for all who wish to learn, work and thrive.

Vision: To be the engine that powers Colorado's workforce.

Commitment: Emily Griffith Technical College is committed to excellence and diversity. A quality educational institution accepts individuals as they are and assists them in becoming the best that they can be. Embracing this commitment, the school addresses the rapid pace of technological change and strives to be an innovative leader where change and creativity are celebrated. Emily Griffith strives to develop and maintain the best educational opportunities in the best educational environment possible.

Our personality

Accessible, dynamic, friendly, progressive and realistic are Emily Griffith attributes that were identified in the 2020 brand survey. We are all these things and more.

Emily Griffith is also dedicated to excellence, but we are not formal, intimidating or exclusionary. We are intentionally inclusive. We demonstrate our humanity. And, we put students first, understanding that Emily Griffith helps people create career trajectories with upward momentum.

We may be more than 100-years-old, but we are modern, forward-thinking and interested in shaping the future of Colorado and the world.

Emily Griffith's Tone

When writing about Emily Griffith, take guidance from the original Emily. The woman who founded the College was smart, convincing, creative, down-to-earth, passionate and ahead-of-her-time.

Our tone is never pretentious or formal. We use contractions. We're friendly and relatable. We amplify diverse voices. We tell stories about our students and graduates because we are proud of who they are and what they are accomplishing. Our students and alumni tell stories about themselves; how Emily Griffith has helped them grow into their purpose and power.



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We are positive and optimistic and believe in a future where all who wish to learn have access to the training they need to realize their dreams.

Samples of Tone

You are the people who power Colorado. You are ready to start a career you can leverage for life. And you come here from Denver and every corner of the Earth because Emily Griffith offers meaningful pathways you can use to advance as individuals and professionals.

Why Emily? Because Emily understands that education should remove barriers to learning, not build them.

We were founded by education pioneer Emily Griffith, who envisaged a school where anyone, no matter their age or background, could get the education they need to live a more “useful” life. She wanted to call this dream school, “Opportunity.”

Inspired by the parents of the children she taught early in her career, many who couldn’t speak English or read or write, Emily came to believe that education offered a pathway out of poverty.

When she opened the Opportunity School in 1916, she did so to provide first and second chances for “all who wish to learn.” It was one of the first trade schools in the country.

Since then, her Opportunity School has become Emily Griffith Technical College, a place where more than 2 million people have benefitted from Emily’s progressive idea that education should be accessible to all.

History:

- Emily Griffith Technical College was founded in 1916 by education pioneer, Emily Griffith.
- Emily began her career as a schoolteacher. She saw that the parents of her school kids could not read or write and therefore struggled to find good-paying jobs. Her vision was to break through the barriers to higher education for those seeking economic mobility.
- We still use the motto coined by Emily Griffith: For All Who Wish to Learn.
- When Emily Griffith first started the school in 1916, she named it Opportunity School. In 1933, after Emily Griffith retired as principal, the school was renamed in her honor to Emily Griffith Opportunity School. In 2011, the school was renamed Emily Griffith Technical College in order to better reflect our mission.



Style Manual

This is a practical reference to use when writing for and about Emily Griffith Technical College. These guidelines are based on the Associated Press Stylebook and relate to the type of writing you might be doing for Emily Griffith. Some of the following style conventions might deviate from AP Style because of decisions we've made as an institution.

Academic Year

Refer to the academic year with the four digit year for both years included in the academic year. For example: 2020-2021. Do not use an abbreviated version.

Acronyms

These are common acronyms and their definitions we use at Emily Griffith. Please spell out on first reference.

BIM—Building Information Modeling
CAD—Computer-Aided Design
CNA—Certified Nurse Aide (in Colorado)
CTE—Career Technical Education
ELA—English Language Acquisition
GIS—Geographic Information Systems
HSE—High School Equivalency
HIS—Hispanic-Serving Institution
HVACR—Heating, Ventilation, Air Conditioning and Refrigeration
LPN—Licensed Practical Nurse

Acronyms (no need to define)

Some acronyms have become part of the shorthand in the U.S. These are acronyms that can be used without spelling out on first reference.

GED
IT

Adviser. Not "advisor."

Alumni

When possible, include an alum's job title and place of work when speaking about an Emily Griffith graduate. This reinforces the fact that Emily Griffith helps people create pathways to success.

Refer to Emily Griffith alumni in text like this:

Alexandra Tuscanes, cinematography and film/video production certificate '18, is the creative director for the Rambler Group.
Mike Robinson, computer support technician certificate '13, works as a desktop support technician for VITAC.
D'Shaun Mannings, GED diploma '12, works as an operations logistics analyst for TransMontaigne.

Buildings, campuses

Emily Griffith operates out of three buildings or campuses:

Refer to them as the following: Main Campus, Trades Campus and Video Campus.

Certificates

Lowercase the word "certificates" like you would the word "degree": I have a certificate in Water Quality Management. He received a certificate in Phlebotomy.



College, department, office and school names.

Uppercase the subject of the office or program as in “the Financial Aid office or the Emily Griffith Welding program.” Uppercase when referring to a formal name: “the Emily Griffith College of Health Sciences and Administration, the Office of Financial Aid, the College of Trades, Industry and Professional Studies, the Language Learning Center.” (*Note: These conventions contradict the AP Stylebook. We intentionally capitalize program names because we value their contribution to students and the community.*)

When used in a series, capitalize main names. “The Emily Griffith colleges of Creative Arts and Design and Health Sciences and Administration.”

Contractions. Keep in mind that Emily Griffith is informal, so it's OK to write in a more conversational way using contractions.

Course titles. Capitalize course titles with no italicizing or boldface type and avoid using the course number unless necessary as in the college catalog or official documents related to accreditation. Course numbers are used in program brochures to help students with the registration process.

Degrees

When writing about higher education odds you will need to refer to someone's academic credentials.

Unless you are writing a professional profile or bio, however, it's typically not necessary to reference someone's degree or degrees. If your subject's academic accomplishments are relevant to what you're writing, you can handle degrees the following ways:

If you are mentioning a degree to establish someone's credentials, try using a phrase such as: Jane Smith has a doctorate in electrical engineering from the University of Colorado.

Otherwise, use abbreviations with periods as in B.A., B.S., B.S.N., J.D., M.A., M.S., M.B.A., Pharm.D., Ph.D. and R.N., etc. Add the degree citation after someone's full name and never after just the last name.

“Stephanie F. Donner, J.D., is the executive director of Emily Griffith Technical College.”

Diversity

When pertinent to the context of what you are writing, use African American or Black, Asian American, Latinx, students of color, people of color, Native American, Alaska Native, biracial, multiracial, gay, lesbian, bisexual, LGBTQ, transgender, nonbinary.

Emily, Emily Griffith or Emily Griffith Technical College?

How do we refer to ourselves as an institution? The answer: It depends.

Emily. Use our first name in headlines that are marketing focused only. We want to convey the College's informality and approachability especially when addressing prospective students, as in “Emily Powers Colorado.” As a rule, don't use “Emily” in copy. If you are writing something that's more serious in nature, use Emily Griffith in your headline.

Emily Griffith. Use our first and last name in headlines above the copy that's more transactional or serious. Emily Griffith should also be used in copy on second reference.

Emily Griffith Technical College. Use on initial reference in copy, after which use Emily Griffith.
EGTC. Never abbreviate our name to just initials.

College. Refer to Emily Griffith as a college, not a school.



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GED

The acronym stands for General Educational Development test. There is no need to spell out the definition on first reference. Here's where things get tricky. Emily Griffith does not offer the GED test. So here's how we use the term:

"She prepared for her GED at Emily Griffith."

The GED is just one exam that proves high school equivalency. The other two popular exams are the following:

High School Equivalency Test (HiSET)

Test Assessing Secondary Completion (TASC)

Gender

Use non-gendered terms such as chair or chairperson, councilperson etc.

Nursing

Nursing is a profession that allows people to enter at preliminary levels and progress all the way through to doctorate degrees.

Consequently, there are a lot of credentials and titles to remember. To make things even more confusing, different states have different requirements for folks in the nursing profession.

Here are some things to remember when writing for Emily Griffith:

Emily Griffith's Practical Nursing program results in students being eligible to become a Licensed Practical Nurse or LPN.

Emily Griffith's Nurse Assisting program results in students being eligible to become a Certified Nurse Aide (in Colorado) or CNA. Other states refer to the CNA credential as Certified Nurse Assistant.

Programs

Capitalize programs. Refer to programs this way:

- "She started the Emily Griffith Welding program in the fall."
- "Mitch received his Professional Baker certificate in 2019."
- "The English Language program at Emily Griffith serves thousands of students every year."

Pronouns

Use singular he, she or they, depending on context and gender identification. If an individual prefers a gender-neutral pronoun, use the person's name or explain their preference for the non-binary pronoun in text for the sake of clarity.

Teacher. At Emily Griffith we avoid the word "teacher." Use "instructor" instead. This helps differentiate us as an institution of higher education.



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Titles

Capitalize titles when they precede an individual's name:

"Emily Griffith Technical College's Executive Director Stephanie Donner is giving a speech on Feb. 12."

If the title follows the person's name, use lowercase:

"Stephanie Donner, executive director of Emily Griffith Technical College, is giving a speech on Feb. 12."

Do not use Dr. before someone's name unless the individual is a medical doctor and then only on first reference and using the full name:

"Dr. Marcus Welby was the character in a television series many years ago."

You could also write:

"Marcus Welby, M.D., was the character in a television series many years ago."