

Marketing & Communications Department

Copy Best Practices

The following guide includes word counts and ADA-compliant font sizes used for each of our standard promotional pieces.

11x7 POSTER

Copy should be 50-100 words. It should include a headline/event name and body copy that briefly describes what, when, where and why.



You *belong* here bash!

header: 4 words/80 pt.

Red Hawks, join us in the Multicultural Resource Centers for FREE food, gift card giveaways and more to kickoff the semester. Plus, meet the Office of Diversity, Equity and Inclusion staff.

Stop by from 1–3 p.m. on the following dates:

Tuesday, September 19 • Elkhorn Campus
Wednesday, September 20 • Racine Campus
Thursday, September 21 • Kenosha Campus

Questions?

Contact Elizabeth Rosiles-Zavala at rosilezavale@gtc.edu.
OR To RSVP for this event, [visit gtc.edu/D365](http://visit.gtc.edu/D365).

All students and staff are welcome.

body: 79 words/25 pt.



EEO: 18 words/16 pt.

To request disability accommodation or accessibility assistance, contact Josh Vollendorf at 262-564-3062, Wisconsin Relay 711 or email compliance@gtc.edu.

8.5x5.5 FLIER/WEBSITE

Copy can be lengthier (150-300 words) and a more robust version of the poster with specific event details and information.

FLIER



You *belong* here bash!

header: 4 words/62 pt.

Red Hawks, we're so excited to have you back on campus. Join us in the Multicultural Resource Centers for FREE food, gift card giveaways and goodie bags to kickoff the start of the semester.

You can also meet the Office of Diversity, Equity and Inclusion staff and learn more about the many ways they can help support you at Gateway.

Stop by from 1–3 p.m. on the following dates:

Tuesday, September 19 • Elkhorn Campus, North Bldg. Atrium

Wednesday, September 20 • Racine Campus, Room L006

Thursday, September 21 • Kenosha Campus, Room A132/A130

Questions?

Contact Elizabeth Rosiles-Zavala at 262-564-2628 or rosileszavale@gtc.edu
OR To RSVP for this event, visit gtc.edu/D365.

All students and staff are welcome.



EEO: 18 words/12 pt.

To request disability accommodation or accessibility assistance, contact Josh Vollendorf at 262-564-3062, Wisconsin Relay 711 or email compliance@gtc.edu.

body: 117 words/16 pt.

8.5x5.5 FLIER/WEBSITE

Copy can be lengthier (150-300 words) and a more robust version of the poster with specific event details and information.

FLIER

Explore Gateway Career Days

4 words/62pt.

Take the first step toward your big future at an upcoming Explore Gateway Career Days event, where you can learn more about our 75+ programs by touring campus, exploring high-tech learning labs, connecting with faculty and starting your application!

39 words/14pt.



Transportation Careers

Explore careers in Automotive, Diesel Equipment, Aeronautics and Truck Driving.

October 17 • 9 a.m. - 12 p.m. • Horizon Center for Transportation

Fire and Emergency Medical Service (EMS) Careers

Explore careers in Fire Science, Paramedic and EMT.

November 8 • 9 a.m. - 12 p.m. • HERO Center

Healthcare Careers

Explore careers in healthcare including Dental Assistant, Medical Lab Tech, Medical Assistant, Nursing Assistant, Nursing, Physical Therapist Assistant and Surgical Technology.

January 30, 2024 • 9 a.m. - 12 p.m. • Kenosha Campus

193 words/11-13pt.

Business and Liberal Arts Careers

Explore careers in areas such as Accounting, Business, Graphic Design, Human Resources, Marketing, Supply Chain and more. Learn about starting your bachelor's degree at Gateway with our Liberal Arts transfer programs.

February 7, 2024 • 9 a.m. - 12 p.m. • Racine Campus

STEM & Manufacturing Careers

Explore careers in Engineering, Information Technology and Manufacturing and more.

February 23, 2024 • 9 a.m. - 12 p.m. •

SC Johnson iMET Center

Protective and Human Service Careers

Explore careers in areas including Criminal Justice, Culinary Arts, Horticulture, Early Childhood Education, Hospitality, Human Services and more.

March 19, 2024 • 9 a.m. - 12 p.m. • Elkhorn Campus

6 words/14pt.

**Register today at
[gtc.edu/career-days!](https://gtc.edu/career-days/)**



Register today



Questions? Contact Gateway's New Student Specialists at 1-800-247-7122.

8 words/12pt.

To request disability accommodation or accessibility assistance, contact Josh Vollendorf at 262-564-3062 or Wisconsin Relay 711, or email compliance@gtc.edu.

19 words/12pt.

8.5x5.5 FLIER/WEBSITE

Copy can be lengthier (150-300 words) and a more robust version of the poster with specific event details and information.

WEBSITE

You *belong* here bash!



YOU BELONG HERE BASH

Red Hawks, we're so excited to have you back on campus. Join us in the Multicultural Resource Centers for FREE food, gift card giveaways and goodie bags to kickoff the start of the semester.

You can also meet the Office of Diversity, Equity and Inclusion staff and learn more about the many ways they can help support you at Gateway.

Stop by from **1–3 p.m.** on the following dates:

- **Tuesday, September 19** | Elkhorn Campus, North Bldg. Atrium
- **Wednesday, September 20** | Racine Campus, Room L006
- **Thursday, September 21** | Kenosha Campus, Room A132/A130

Questions? Contact Elizabeth Rosiles-Zavala at 262-564-2628 or rosileszavala@gtc.edu✉.

TV SCREEN

Copy should be minimal (ideally 30-70 words) as screens are up for 20 seconds. It should include a headline, supporting copy and call to action.

You *belong* here bash!



Join us in the Multicultural Resource Centers for free food, gift card giveaways and goodie bags!

body: 55 words/32 pt.

Stop by from 1–3 p.m. on the following dates:

- September 19 • Elkhorn Campus
- September 20 • Racine Campus
- September 21 • Kenosha Campus

Find more details at gtc.edu/D365.
All students and staff are welcome.



ZOOM BACKGROUND

Copy should include event name, Gateway logo and department/event logo, if needed. Additionally, we advise against using large graphics or complete background images. Backgrounds are not updated annually and should be kept as general as possible.

You *belong* here bash!

header: 4 words/190 pt.



SOCIAL MEDIA POST

Word count and content varies, but should include event name, basic information, a call to action and web shortlink. Emojis can be used when appropriate and hashtags should be used for Instagram.



Gateway Technical College

Published by Hootsuite · 6d · 🌐

Gateway's first You Belong Here Bash kicks off today! Stop by the Elkhorn Campus Multicultural Resource Center from 1 to 3 p.m. to celebrate the start of the Fall Semester with FREE food, gift card giveaways and goodie bags. Plus, meet Gateway's Diversity, Equity and Inclusion staff, and discover ways they can help support you in your academic endeavors.

Find details about all this week's bashes at gtc.edu/D365.

You *belong* here bash!



September 19–21

Learn more at gtc.edu/D365.

DIRECT MAIL

Word count varies due to the size and purpose of the piece. Generally, should include a headline/event name, body copy and call to action.



You're invited!

body: 19 words/48pt-15 pt.

Join us for an upcoming You Belong Here Bash on one of Gateway's three campuses.

September 19-21



Red Hawks, join us in the Multicultural Resource Centers for FREE food, gift card giveaways and more to kickoff the semester. Plus, meet the Office of Diversity, Equity and Inclusion staff.

Stop by from 1-3 p.m. on the following dates:

- September 19 • Elkhorn Campus
- September 20 • Racine Campus
- September 21 • Kenosha Campus

body: 84 words/11 pt.

Questions?

Contact Elizabeth Rosiles-Zavala at rosileszavale@gtc.edu.

All students and staff are welcome.



3520 - 30th Avenue • Kenosha, WI 53144
Equal opportunity/access/employer & educator
Igualdad de oportunidades / acceso empleador y educador

<<student name>>
<<address>>
<<city>>, <<state>> <<zip>>

equal opportunity/access employer & educator
Igualdad de oportunidades / acceso empleador y educador

DIRECT MAIL

Word count varies due to the size and purpose of the piece. Generally, should include a headline/event name, body copy and call to action.



75+
In-Demand Career Programs

OWN YOUR FUTURE

3 words/65 pt.

9 words/
Range between
26-12 pt.

Enroll Now

**Spring classes start
January 16**

GTC.EDU

5 words
Range between
40-18 pt.



Reach YOUR goals. Live YOUR dream.

header: 6 words/26 pt.

At Gateway Technical College, our goal is to help you achieve YOUR goals. It's why we make college affordable and achievable for you. It's why we teach you the skills you need to excel. And it's why we support you from the moment you apply to the day you graduate and enter your career.

54 words/13 pt.



3520 - 30th Avenue • Kenosha, WI

Equal opportunity/access employer & educator
Igualdad de oportunidades / acceso empleador
y educador

Nonprofit
U.S. Postage
PAID
Kenosha, WI
Permit No. 431

ECRWSS

The future is yours – go after it at Gateway.

subheader: 9 words/17pt.

- Experience personalized support you need to succeed.
- Choose from 75+ programs, including Liberal Arts transfer degrees.
- Save BIG on a high-quality college education with our affordable tuition, scholarship opportunities and financial aid.
- Gain hands-on, real-world experiences from expert faculty who prepare you to succeed.
- Take advantage of internships and job search assistance to join the 91% of Gateway grads hired within six months of graduation!

69 words/10 pt.

Enroll today at gtc.edu/apply. 6 words/18pt.

Local Postal Customer



**Enrolling is quick & easy at Fast Track!
Let us help you prepare for Spring Semester.**

- Learn all about Gateway
- Apply for FREE
- Register for classes

44 words/10-12pt.

**Wednesday, December 13 • 4-6:30 p.m.
Racine Campus (Racine Building - 1st Floor - R106)**

