

SOUTHWEST TENNESSEE COMMUNITY COLLEGE**SUBJECT: Image Standards****EFFECTIVE DATE: July 1, 2000/Revised: 7/1/03; 2/15/05; May 5, 2010**

Southwest Tennessee Community College (Southwest) adopts the following image standards related to the name (the full name of the college is preferred or Southwest with no acronym references to the college permitted for branding efficiency), use of logo, content and design of publications, use of the college seal, advertising and its Web sites. Image Standards are under the senior administrative purview of the Vice President for Institutional Advancement. Southwest's Communications and Marketing Department is a part of the Institutional Advancement Division.

Publications and Advertising

Publications and advertising are outlined in the Southwest Publications Manual. Specifically:

1. All publications, Internet, intranet and external advertising must be coordinated/approved by the Executive Director of Communications and Marketing.
2. Publications must accurately describe, reflect and portray Southwest programs, services and benefits. In addition, they must reflect favorably on Southwest in grammar, design and presentation.
3. Photographs used in Southwest publications should be as current as possible and reflect the diversity of the student body demographics with respect to race, age and sex.
4. Publications and external advertising must not have racist and sexist language.
5. The use of Southwest's name, logo, seal or other facsimile MUST receive prior approval by the Executive Director of Communications and Marketing.
6. All publications must include the EOE/AA or official statement of Southwest to adhere to equal opportunity guidelines.

Source of Policy: Community Relations and Marketing

Related Policy: N/A

Approved: _____
President

Responsible Vice President for Administrator: Institutional Advancement

TBR Policy Reference: 2:04:00:01

TBR Guideline Reference: G-090, G-140

Date: May 5, 2010

Publications Only

All publications printed in excess of 500 copies as well as all those printed off-campus must have a registered TBR publication number assigned by Creative and Printing Services. As determined by the Communications and Marketing Department, some publications printed in smaller quantities may also need a publication number. Such publications include, but are not limited to:

- undergraduate catalogs
- admissions applications
- financial aid applications
- brochures, posters, calendars, pamphlets, fliers, programs, etc.
- alumni and development solicitation materials
- seminar and workshop brochures and registration forms
- research project reports (if generally distributed)
- treasurer's reports and other "outside" financial reports
- employee benefits booklets, posters, etc.
- purchase order forms
- employment applications
- placement forms
- athletic ticket applications
- campus, college and department newsletters
- faculty and student handbooks
- employee training manuals

In addition, publications printed off-campus will include the quantity, name of printer and location as designated by TBR Guideline G-090.

Web Sites Only

The Southwest Web sites present the image of the College. Therefore, the following standards, as outlined in the Publications Manual, apply:

1. The Web sites must be consistent with the College's image building and marketing strategy.
2. Overall content and design should present Southwest in a positive manner.
3. The Webmaster will review and maintain the Web sites to make sure they are consistent with content in other publications and adhere to good grammar. The Executive Director of Communications and Marketing will review and approve Web content submitted by the Webmaster's Office prior to uploading to the site. The use of the name and logo must adhere to the standards outlined in the Publications Manual.

Letterhead Stationery and Business Cards Only

Southwest adopts the following standards in accordance with TBR Guideline G-090 regarding letterhead stationery and business cards:

1. The printing of letterhead stationery and business cards with the name of “Southwest Tennessee Community College” will be approved by the Communications and Marketing Department.
2. Different types of letterhead on campus shall be kept to a minimum and must be approved by the Executive Director of Communications and Marketing.
3. The following restrictions shall apply to all stationery and business cards printed or purchased with College funds:

Stationery

- a. The logo and name “Southwest Tennessee Community College” shall appear at the top or bottom of the page. The College’s post office address, general information telephone number and Web site address, along with the name of the two main campuses, centers, and site shall also appear on the stationery.
- b. Names of offices can be printed on letterhead for special purposes as approved by the Office of the Vice President for Institutional Advancement and/or Communications and Marketing.

Business Cards

- a. The logo and name “Southwest Tennessee Community College” must appear on business cards.
- b. The campus location of the named individual, address and phone number must be on the card.
- c. In addition, the Web site address must be included (*southwest.tn.edu*).

Message Centers (Standard and Electronic)

1. All information on free standing and electronic message centers must be coordinated/approved by the Executive Director of Communications and Marketing. This includes the LED message center screens outside the Union Avenue and Macon Cove campuses, and the Photo Vu Digital Frames (still video monitors) inside several Southwest campuses and centers.