
TOPIC:	Policy Number:
Institutional Publications, Logo Use, and College Marketing - Procedures	F14

Institutional Publications

The College Marketing and Public Information Office is assigned the responsibility for the College's external publications. External publications are those used for recruitment of new students, those sent to the College's various constituents as a medium for communication of official College information and those deemed "image" publications that enhance recognition and understanding of the College.

College publications and recruiting material are routed through the College Marketing and Public Information Office for review before final approval for publication. The College Catalog is revised annually under the direction of the Vice President for Academic Affairs. Other recruiting materials are revised or created as needed to reflect new programs or changes. Recruiting materials or other institutional materials originate with the department or division responsible for content. This includes print materials as well as information published on the College website. All publications must be approved by the Director of Marketing and Public Information before they are published. (This includes publications funded through grants and those for student organizations.)

Logos and Graphic Standards Guide for Cloud County Community College

The Cloud County Community College Graphic Standards Guide includes information on how to properly use the college logo, the official college colors and fonts, the wording for equal opportunity and disability statements and features of college letterhead. It is available on the College website and in the Marketing and Public Information Office.

Cloud County's visual identity in college publications such as webpages, brochures, print advertising and letterhead is a direct result of consistent use of these graphic standards. Having a set of design standards also makes the production of new materials easier, faster and less costly.

To obtain the college logo in digital form, contact the Marketing and Public Information Office at marketing@cloud.edu or ext. 376. If you need more information than is in the Graphic Standards Guide, or have questions about college graphic standards, contact the Director of Marketing and Public Information.

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Advertising

Goals of Advertising

Advertising should be designed and written to attract attention, elicit a positive response and educate the public in ways that will increase enrollment and support of the College.

Review and Approval by Marketing

The College requires that all advertising (other than classified ads by Human Resources, College Business Office, or Academic Affairs) be reviewed and approved by the Marketing and Public Information Office. Approval is required for display and classified advertising in newspapers and other print publications and for advertising on radio, television and other venues. All forms of advertising will be evaluated for accuracy, clarity, correct use of English, quality of design and photography, consistency with college graphic standards and college procedures and compliance with federal laws. The procedures below cover advertising for print—if planning to do radio or television advertising, consult with the Marketing and Public Information Office.

Logo and Contact Information

Ads must contain contact information such as department name and phone number, if appropriate. A web address can be used in addition to or instead of a phone number. Recruitment ads need to have the college logo, Concordia, Geary County, Online & Outreach, as well as the web address and toll free phone number. This information is usually placed at the bottom of the advertisement.

Photography

The Marketing and Public Information Office has quality images of campus, Cloud County students and programs and stock photography that are available for use by other departments. These photographs are located in the CCCC Photo Repository and are property of the college. No photographs are to be used from the Photo Repository without permission of the Director of Marketing and Public Information.

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Steps in Creating and Placing Print Advertising

1. Determine whom you want to reach with your ad, when and where you want it published and budget necessary for the campaign. For information on the cost of advertising space in local newspapers and radio stations, contact the Marketing and Public Information Office. Do a draft of the ad text and be as concise as possible. Get approval for the ad from your department head.
2. In order to effectively advertise an event, ads must be run at least one week out from the event. Thus, the Marketing and Public Information Office needs to be contacted at least two weeks out from the event, if not more depending on the event, if an effective ad campaign is to be designed and implemented.
3. The Marketing Communications Specialist in the Marketing and Public Information office will work with the department to complete the design and layout for the ad. If the ad is on the radio, work with the Director of Marketing and Public Information for the copy writing, recording, editing and producing process.
4. The Marketing and Public Information Office shall review all the ads, recommend and oversee changes as necessary, approve the finished ad, the department running the ad will approve the ad, and the Marketing and Public Information staff will distribute the ad to the newspaper or other publication. No one other than staff of the Marketing Office is authorized to contact media outlets to place advertisements.

Social Media

The Social Media Standards Guide is published by the Marketing and Public Information Office at Cloud County Community College. It is available for download on the College website. For more information related to topics in the guide, contact the Marketing and Public Information Office.

These procedures have been developed to provide a framework to guide the College's participation in social media. Having an established framework will help us to build brand equity with our target audiences by reinforcing key messages and establishing a consistent voice to represent the College.

Adopted:	Revised	Revised/Reviewed	Revised/Reviewed	Revised/Reviewed
6/26/12				
