

SOUTHWEST TENNESSEE COMMUNITY COLLEGE**SUBJECT: Image Standards****EFFECTIVE DATE: July 1, 2000; Revised July 1, 2003; Revised February 15, 2005; May 5, 2010; Revised April 14, 2022****Purpose**

Southwest Tennessee Community College (“Southwest” or “the College”) adopts the following image standards related the College’s name, logo, publications, seal, advertising, and website.

Policy/Procedure

The full name of the College or the word “Southwest” is preferred. For branding efficiency, no acronym references to the College are permitted.

Publication and advertising are outlined in the [Southwest Publications Manual](#), which states, in part:

1. All internet, intranet and external advertising, as well as all publications, must be approved by the Associate Vice President 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 or sexist language.
5. The use of Southwest’s name, logo, seal, or other facsimile must receive prior approval by the Associate Vice President of Communications and Marketing.
6. All publications must include an official statement that Southwest adheres to equal opportunity guidelines.

Publications

All publications printed in excess of 500 copies, as well as publications printed off-campus, must have a registered Tennessee Board of Professional Responsibility (“TBR”) publication number, which will be assigned by Southwest’s Creative Printing Services department. 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, pursuant to TBR [Guideline G-090](#).

Website

The Southwest website presents the image of the College. Therefore, the following standards apply:

1. All webpages of the website must be consistent with the College’s image building and marketing strategy.
2. Overall content and design should present Southwest in a positive light.
3. The webmaster will review and maintain the webpages to make sure they are consistent with content in other publications and adhere to good grammar.
4. The Associate Vice President of Communications and Marketing will review and approve website content submitted by the webmaster prior to uploading to the website.
5. The use of the name and logo must adhere to the standards outlined in the [Publications Manual](#).

Letterhead Stationery and Business Cards

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

1. The printing of letterhead and business cards with the name of “Southwest Tennessee Community College” will be approved by the Associate Vice President of Communications and Marketing.
2. Different types of Southwest letterhead shall be kept to a minimum and must be approved by the Associate Vice President of Communications and Marketing.
3. The following restrictions 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.
- b. The College’s post office address, general information telephone number, and website address, along with the name of the two main College locations, shall also appear on the stationery.
- c. Names of offices can be printed on letterhead for special purposes as approved by the Associate Vice President of Communications and Marketing.

Business Cards

- a. The logo and name “Southwest Tennessee Community College” must appear on business cards.
- b. The campus location/address and telephone number of the named individual must be on business cards.
- c. The College’s website address must be included on business cards (southwest.tn.edu).

Message Centers (standard and electronic)

All information on free standing and electronic message centers must be approved by the Associate Vice President of Communications and Marketing. This includes the LED message center screens outside of the Union Avenue and Macon Cove campuses, as well as the Photo Vu Digital Frames (still video monitors) inside of Southwest locations.

Responsible


Source of Policy: TBR

Administrator: AVP Comm & Marketing

Related Policy: _____

TBR Policy _____

TBR Guideline Reference: G-090; G-140

Approved: 
President

Date: April 14, 2022