

# Publications Manual

## Communications and Marketing Department

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# Mission Statement

The mission of the Communications and Marketing Department is to provide the creative support to promote and enhance the identity of the College, to increase awareness of the programs and services offered, and to encourage growth through the use of all available communications media.

## Overview of Services

### Community Relations

Community relations activities include creating and maintaining lines of communication with all the College's constituencies by publicizing and promoting the opportunities and services the College offers. Scope of services includes advertising, media relations, publicity and public relations, internal and external publications, community relations, Web design and maintenance, and creative and printing services.

### Marketing

Marketing activities center on building the Southwest brand so the College will be recognized as offering an educational opportunity for anyone who wants to learn. In addition, marketing activities include identifying target markets, types of programs and service, development and coordination of advertising campaigns, method for tracking penetration rates, and process improvement strategies.

### Media Relations

The Communications and Marketing Department is the College's liaison with all media in dealing with news releases, feature stories, responses to media questions, and official statements by the College. The department works closely with reporters and editors of all local newspapers, magazines, radio and television stations, and with regional and national higher education periodicals. In addition, the department coordinates media relations for the College's athletic programs.

To publicize your department's events and activities, call or e-mail your information to the executive director of Communications and Marketing. College employees who receive information requests from media representatives should refer them to the executive director of Communications and Marketing, and advise the department of the media contact. When appropriate, Advertising and Media Relations staff of the Communications and Marketing Department will arrange for the media representative to interview the employee.

#### *Employee newsletter*

A good system of internal communication can be invaluable in building good morale on campus. The Southwest Scoop, which is published online weekly, keeps employees informed of campus activities, individual and College accomplishments, and professional development opportunities. E-mail information about your department's activities to [scoop@southwest.tn.edu](mailto:scoop@southwest.tn.edu). The copy deadline is noon Wednesday.

### Advertising

Most advertising by the College is oriented toward recruitment of new students and retention of current students. All ads have the underlying purpose of positioning the College as the higher learning institution of choice for constituencies that we have determined, through our market research, will profit by our "products." Through demographic diversity and a wide range of academic programs, Southwest will attract new students and retain current students. Southwest will continually promote its strengths of having multiple locations, a wide variety of courses and programs, and affordable tuition; thereby, giving the College an edge that competitors lack in this industry.

For your advertising needs, call the executive director of Communications and Marketing. A calendar of publicity and advertising needs and events will be developed during the spring for the upcoming academic year to include anticipated needs and activities of all departments of the College. The calendar will enable budgeting more intelligently and efficiently for the College's advertising needs, and tracking recurring activities so news releases and advertising materials can be created in a timely manner. Breaking news and advertising needs can then be handled more easily and efficiently as they arise.

### **Guidelines to Request Photography**

Photography service is available with advance notice of one to two weeks (see below). A copy of the request form is available in editable form on the intranet at [http://internal/doc\\_library/](http://internal/doc_library/). Please completely fill out this form and send it to the coordinator of projects for Advertising and Media Relations.

All requests for photography on campus should normally be submitted one week prior to the event. Photography requests for off campus should normally be submitted two weeks prior to the event. If the photograph is to be printed or used in a publication, please request only 35mm photography. Digital pictures will not be accepted for printing purposes because they generally produce poor results in printing. Digital photographs are acceptable for Web use only.

The photography release form is also available in an editable form on the intranet at [http://internal/doc\\_library/](http://internal/doc_library/). Current students, faculty and staff of the College are not required to sign a photography release form. Anyone else who is to be photographed should sign a release form unless pictures taken are of a large group in a public-access area.

### **Publications**

The Communications and Marketing department is responsible for internal and external marketing and informational publications. Major annual publications include the College catalog, the student handbook, sports media guides and three Continuing Education course schedules. The department provides creative design, printing and duplication support for all college academic and administrative departments. The college magazine (Southwest Now Magazine) is published semi-annually. For specific requirements on requesting these services, please see the Creative and Printing Services section in this manual.

### **Copywriting**

The department offers copywriting service for publications, including brochures, manuals, programs and other promotional materials to all departments and organizations of the College. Copy written by members of departments for use in publications of the College must be proofread in the Advertising and Media Relations area and edited as necessary to conform to standards of clarity and style.

### **Creative Services**

All advertising and publication design work is done by the Creative and Printing Services staff within the department or by outside agents under its supervision. Faculty and staff who require brochures, notices, flyers, invitations, promotional items, etc., should request services through the director of Creative and Printing Services. For specific graphics procedures, please see the Creative and Printing Services section in this manual.

### **Printing and Duplicating Services**

Creative and Printing Services includes the print shop and duplicating services available at the College. The print shop, located at the Macon Cove Campus, prints black and white, two-color and four-color brochures and promotional pieces in typical quantities of 2,000 or more.

Black and white documents can be duplicated on either the Macon Cove or Union Avenue campus. Printing requests and duplicating forms are required. Small documents/small quantities can be printed on self-serve copiers conveniently located at all campuses and centers. For specific printing and duplicating standards, please see the Creative and Printing Services section in this manual.

### **Assignment of Publication Numbers**

State law requires printed materials to have a publication number indicating approval of the document and authorizing it to be printed. Please see the state of Tennessee Authorization of Publications section of this manual.

### **Special Events**

The Communications and Marketing department supports the planning and implementation of major college-wide events. The staff will also assist departments in advertising and publicizing events.

### **Web site**

The College maintains several Web sites that are intended for internal communications and informational/marketing purposes. These Web sites are maintained by the Webmaster's Office and include (but are not exclusive to) the College's public Web site, athletics Web site, Intranet and student life. In general, the Web sites maintained by the Webmaster's Office do not require a password to access and are not academic in nature: online courses, etc. Departments that wish to create Web sites should request services through the Webmaster. For specific graphic standards, page layout and template information, please see the Webmaster's Office Procedures section in this manual.

## **State of Tennessee Authorization of Publications**

The state of Tennessee mandates that all publications produced by state agencies and institutions at the expense of the state for promotion or information purposes be reviewed and approved by designated representatives. The state has delegated approval authority for higher education publications to the Tennessee Higher Education Commission. THEC has further delegated the responsibility to individual colleges and universities, following guidelines of the Higher Education Publications Committee. At Southwest, the president has designated the Communications and Marketing department to review and approve all publications. When approved, a publication is assigned an authorization number. Material that requires such a number may not be reproduced within the College or by outside agencies if the number is not affixed to the artwork.

### **Requirements Governing College Publications**

As designated by the president, the Communications and Marketing department is responsible for review and prior approval of all publications. The following criteria from the Tennessee Code Annotated are used for review of publications:

- Must be justified by purpose and be within funding abilities of requesting department or unit
- Must use most economical production means consistent with goals and projected audience of the publication
- Must consider most economical/effective publication method whether printed or published on the Internet
- Must include design elements consistent with the goal of the publication and its projected audience, including: size, paper stock, use of color and photographs, typesetting method, method/agency for printing, and number of copies needed to meet the publication's goals and reach its projected audience
- Should consider alternatives to existing or traditional methods of printing and distribution, achieving maximum economy while maintaining the integrity of the publication
- Must consider most economical method of distribution

## **Publication Log**

For accountability purposes, all state agencies are required to maintain a log of all publications produced under their oversight. The following information must be included in the log:

- Name of publication
- Authorization number
- Name of department
- Purpose and brief description of content
- Number of copies authorized to be printed
- General list of distribution
- Estimated cost of printing and distribution
- Primary funding source
- Name/address of printer, if outside the institution

## **Publications Requiring Publication Numbers**

Publications requiring publication numbers are defined as “any printed or electronically produced materials to be distributed outside a campus or unit (department).” They include:

- College catalogs and schedules
- Admission applications not printed as part of a catalog or class schedule
- Financial aid applications
- Brochures, posters, calendars, flyers and programs that promote the College or its activities
- Alumni and development solicitation materials
- Seminar and workshop registration forms and brochures
- Research project reports, if printed for general distribution to other than college officials or the sponsoring agency
- Treasurer’s reports and other financial documents provided to parties outside the College
- College telephone directories
- Employee benefits booklets and posters
- Purchasing requests for bids
- Purchase orders
- Employment applications
- Placement forms
- Athletic ticket applications

Other publications that require a publication number, though not usually distributed outside the College, include:

- College, campus, and departmental newsletters
- Faculty and student handbooks
- Employee training manuals

Publications intended solely for internal use do not require a publication number. They include:

- Work processing forms for internal use (work orders, requisitions, transfer vouchers, voucher authorizations, vehicle requests, personnel action forms and similar documents\*)
- Research project reports (if printed for distribution solely to institutional officials or the sponsoring agency)
- Research survey instruments
- Classroom testing instruments
- Instructional materials, workbooks, laboratory manuals\* (even if sold on consignment at the College bookstore)
- Personnel policy manuals
- Fiscal policy statements
- Grade reports
- Tickets for cultural and athletic events\* (whether distributed internally or externally)

- Student newspapers and yearbooks
- Traffic citations

\* Must be designed or approved by Creative and Printing Services even though a publication number is not assigned.

## Grammar, Style and Usage Manual

This guide gives some instances of language and grammar styles that will be used in college publications by the Communications and Marketing department. It is not intended as a general writing guide that faculty and staff need to follow in their day-to-day written communications.

Guidelines for language style and usage are often provided by organizations that rely heavily on published material to present their message to the public, and have many people contributing copy. Most college publications departments designate a recognized “stylebook” as their basic writing guide, modifying it to reflect the culture and standards of their college. Southwest, as most colleges, generally follows the Associated Press Stylebook and Briefing on Media Law for grammar, style and usage, with modifications, along with other references.

For news releases, the College usually adheres closely to Associated Press style. The AP Stylebook, along with other references, was used in compiling this manual, which we follow in creating copy for college publications. Copy submitted by clients for publications will be edited as needed, also following the manual.

## Selected Instances of Common Style and Usage

### A, an

Use the article *a* before consonant *sounds*: a historic event (the *h* is sounded), a *one*-year contract (*o* has the sound of *w*), a united front (*u* has the sound of *y*).

Use *an* before vowel *sounds*: an *energy* crisis, he planted an *herb* garden (the *h* is silent – but the *h* is sounded in herbal, herbicide), an *NBA* record (sounds as if it begins with *e*), an *1890s* style (sounds as if it begins with *a*).

### Academic Degrees

No space after periods in abbreviations: *Ph.D.*, *M.S.*, *M.Ed.*

A degree abbreviation is not followed by the word, “degree”: Say “He has a B.A. in history”; not “He has a B.A. *degree* in history.”

Use lowercase when referring to degrees in general: a *master’s* or a *master’s degree*; a *doctorate* or a *doctoral degree*; a *bachelor’s* or a *bachelor’s degree* (or a *baccalaureate*).

Capitalize formal names of degrees: *Doctor of Philosophy*, *Master of Arts*, *Bachelor of Science*, *Bachelor of Arts in Music*

### Academic Titles

Always lowercase titles unless they precede a name: Say “Dr. Smith” but do not use Mr., Mrs., Ms. or faculty titles.

A courtesy title is not used before a name if the degree title follows it: *Nathan Essex, Ph.D.*; not *Dr. Nathan Essex, Ph.D.* When using a title, do not insert the degree between title and name: Use: Southwest President Nathan Essex, Ph.D.; *not* Southwest President *Dr.* Nathan Essex

**Advisor**

Southwest uses *advisor*, not *adviser*, in reference to faculty and staff who act in an advising capacity to students.

**Amount and Time**

When providing exact time or amount, do not use *estimate* or *about*. Use: We had *around* 500 students in the classes. Not: We had *about* 511 students in the classes.

Use: We will be there *around* 5 p.m. Not: He arrived *about* 7:09 p.m.

**And, & (Ampersand)**

Use the ampersand in names of companies when it is part of the company's name: Smith & Co., Inc.

The ampersand is not substituted for *and* in formal writing. (All writing in College publications is formal writing.) The ampersand is acceptable in very informal notes and as a graphic element in publication design. The College does depart from the AP Stylebook in some instances to use the ampersand in division, department and course names.

**Beginning a Sentence with And, But, Or, or Because**

All of the above are acceptable and useful words to use when beginning a sentence.

**Building and Room Numbers**

On the Union Avenue Campus: *Building E, room 106, or E-106* (for all letter-designated buildings) *Jess Parrish Building, room 201, or UJP-201*

On the Macon Cove Campus: *Farris Building, room 1002 or MFA-1002*

**Campus, Center, Department, Office: capitalization**

Capitalize the proper name: *Macon Cove Campus, Union Avenue Campus, Gill Center, Maxine A. Smith Center, Whitehaven Center, Millington Center, Career Center, Center of Emphasis, and Fayette Site*.

Lowercase *campus, center, site* or *department* in subsequent references.

Uppercase *Office of Veterans Affairs* and lowercase *office* in subsequent references.

Uppercase *Department of Mathematics* and lowercase *mathematics department* or *math department*.

**Classes and Courses, capitalization**

Use lowercase when referring to classes and courses, unless using the specific name of a course: He enrolled in an *introductory accounting* class. He enrolled in *Principles of Accounting I*.

**Co-ed, Co-op**

Hyphenate *coeducational* or *cooperative* only when abbreviating them: Southwest is a *co-ed* institution. *Co-op* classes give students hands-on work experience as part of their education.

Never use *co-ed* to refer to a person.

**College**

Capitalize when referring specifically to Southwest.

### **Commas in a Series**

Use a comma before the last element in a series only when needed for clarity: The flag is red, white and blue. The color choice is red, white or blue.

Use a comma before the conjunction in a series if the concluding element requires a conjunction: I ate shrimp, salad, and red beans and rice for supper.

Use a comma before the conjunction in a series if the number or complexity of elements requires it for clarity: Technical skills training areas include Engineering/Facilities Maintenance, Occupational Safety and Environmental Health Training, and Medical Transcription programs.

Use a comma before the last phrase in a series: The new student completed his application, made an appointment with his advisor, signed up for placement tests, and finished up at the Bursar's Office.

(Note: Use semicolons to connect phrases when any element in the series contains an internal comma.)

### **Commas in Introductory Phrases**

Introductory phrases such as *In January* and *On the map* do not require commas. For longer phrases, or to improve clarity, the comma should be used: *On the map* the distance looks very short. *In the instance of the two players each claiming to have reached the goal first*, the referee had to make the decision.

### **Committees, capitalization**

Capitalize names of specific committees, lowercase subsequent references to the committee: The *Publications Committee* will meet this afternoon. The *committee* has a long agenda.

### **Compose, Comprise, Constitute**

*Compose*: created or made up of: She *composed* the music. The zoo is *composed* of many animals.

*Comprise*: to contain, include or embrace: The United States *comprises* 50 states. The zoo *comprises* hundreds of species. (See *Comprise, Include* below)

*Constitute*: to form or make up; may be the better word to use when neither *compose* nor *comprise* seems to fit. Nine titles *constitute* the required reading list. Eggs, bacon, grits, red-eye gravy and strong coffee *constitute* a traditional Southern breakfast.

### **Comprise, Include**

Use *comprise* when the full list of elements is given: The 12-person jury *comprised* three women and nine men. The "big cats of Africa" exhibit *comprises* 11 lions and five tigers.

Use *includes* to introduce a series that is only part of the total: The ticket price *included* parking. Gen Ed requirements include courses in composition, math and natural sciences.

### **Days, Months, Years, Dates**

#### ***Days:***

Capitalize days of the week and do not abbreviate except when used in tabular material. For tabular format, use Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without periods).



**Months:**

Always capitalize. When a month is used with a specific date, you may abbreviate, but do not abbreviate March, April, May, June or July, except in tabular material. For tabular format, use Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec (three letters without periods).

**Years:**

Use figures, without commas: 2002 Use an s without an apostrophe to indicate decades or centuries: 1990s (or '90s if the century is understood), 1900s Years are the exception to the rule in numerals that a figure should not be used to begin a sentence: *2000 marked the founding of Southwest Tennessee Community College.*

**Dates:**

You may abbreviate months when you include the date and year: *Aug. 23, 1998* (Use a comma after the day)

Spell out the month when used alone or only with a year: *April* is my favorite month. The deadline is *September 1992*. (No comma after the month)

A comma should follow the year when used in text with a month and a day: *Southwest Tennessee Community College was established July 1, 2000, creating the largest two-year college in Tennessee.*

**Departments, Divisions (See Campus, Center, Department, etc.)****Differ from, Differ with**

To *differ from* means to be unlike. To *differ with* means to disagree.

**Different**

Different ordinarily takes the preposition *from*, not *than*.

**Ensure, Insure**

Ensure means to guarantee. *Insure* means to establish a contract for insurance.

**Entitle, Title**

*Entitle* means to give someone a right to something. *Title* refers to the name of a publication, musical composition, a person who holds a rank of nobility, etc.

**Faculty Senate**

Capitalize *Faculty Senate*. Lowercase the word *senate* in subsequent references.

**Fund raising, Fund-raising**

When *fund* modifies *raising*, use as two separate words: *Fund raising* is the goal of the department. Hyphenate when using *fund-raising* as a compound modifier: The *fund-raising* campaign was a complete success.

**Homecoming**

Capitalize the term *Homecoming* when it refers to an official Southwest event.

**Honors**

Lowercase and italicize academic honors: *cum laude*, *magna cum laude* and *summa cum laude*

**ID**

*ID* is a shortening of the word, *identification*. It is not an abbreviation and periods are not used.

**Jr. and Sr.**

Jr. and Sr. and other personal suffixes (such as II and III) should not be preceded by a comma: *John Smith Jr.*

**Money**

Use the dollar sign and numbers for money amounts in text. Do not use a decimal and two zeros: *\$15 Not \$15.00*

Exception: amounts in columns

For dollar amounts beyond thousands, use the dollar sign, number and appropriate word: The budget was \$110.6 million. *Not:* The budget was \$110, 600,000

**Myriad**

More properly used as an adjective than a noun: *Myriad* responses were possible.

**On (with days or dates)**

Use *on* before a date or day of the week *only* if its absence would lead to confusion. *On* is not needed in the following instances: *They will arrive Thursday. The meeting is scheduled September 1.*

Use *on* to avoid an awkward juxtaposition of a day and a proper name: John went to see Mary *on* Monday. She told James *on* Thursday about the test results.

Use *on* also to avoid the connotation that a day or date is the object of a transitive verb: The council postponed *on* Wednesday the vote for a wheel tax. He failed *on* Friday to make the deadline

**On campus, On-campus**

Use *on campus* as an adverb: There are three parking lots *on campus*.

Use *on-campus* as a modifier: I have an *on-campus* meeting this morning.

**Over, More than**

Use *over* to show spatial relationships: The bird flew *over* the nest.

Use *more than* in referring to numbers: *More than* 125 people answered the ad.

**Part time, Part-time**

Use *part time* to indicate when (adverb): She works *part time*.

Use *part-time* as a modifier: She is a *part-time* student.

**Percentages**

In tabulated material, use the % sign. In text, use *percent*: More than 50 *percent* of students enroll during early registration.

**South, Mid-South**

Note capitalization and proper use of the hyphen.

**State Abbreviations**

Use the two-letter Postal ZIP code abbreviations for states only with full addresses:

He sent the package to Mr. James Smith, 1234 Oak Drive, Jackson, TN 38999. Note that there is no period or comma after the ZIP code-abbreviated state name.

Use the city name followed by a comma before the standard state abbreviation to denote place information: He moved here from Jackson, Tenn., in 1999.

Following are state abbreviations, with ZIP code abbreviations in parentheses.

Ala. (AL) N.C. (NC) Ariz. (AZ) N.D. (ND) Ark. (AR) Okla. (OK) Calif. (CA) Ore. (OR) Colo. (CO) Pa. (PA) Conn. (CT) R.I. (RI) Del. (DE) S.C. (SC) Fla. (FL) S.D. (SD) Ga. (GA) Tenn. (TN) Ill. (IL) Vt. (VT) Ind. (IN) Va. (VA) Kan. (KS) Wash. (WA) Ky. (KY) W.Va. (WV) La. (LA) Wis. (WI) Md. (MD) Wyo. (WY) Mass. (MA) Mich. (MI) ZIP code abbreviations for states not Miss. (MN) abbreviated in text: Miss. (MS) Alaska (AK) Mo. (MO) Hawaii (HI) Mont. (MT) Idaho (ID) Neb. (NE) Iowa (IA) Nev. (NV) Maine (ME) N.H. (NH) Ohio (OH) N.J. (NJ) Texas (TX) N.M. (NM) Utah (UT) N.Y. (NY)

Note: Use New York *state* when necessary to distinguish from *New York City*. Use *state of Washington* where necessary to distinguish from the District of Columbia. Notice that *state* in the above examples is not capitalized. Never abbreviate *Washington* when referring to the U.S. Capital.

Names of states used in text without a city are not abbreviated: *Tennessee is his home state.*

The postal ZIP code is not used with abbreviations in text: *He comes from Memphis, Tenn.*

### **Statue, Stature, Statute**

Watch for typos. These are easy to commit and are not caught by spell-check.

### **Telephone Numbers**

If a publication is strictly for use on campus, you may omit the area code: *333-5001*

If a publication may be sent off campus, include the area code in parentheses with a space before the seven-digit number: *(901) 333-5001*

### **Tennessee Board of Regents (Also, Board of Regents of the State University and Community College System of Tennessee)**

Capitalize *Tennessee Board of Regents* and its abbreviation, *TBR*. Lowercase *board* in subsequent references.

### **Time**

When writing a time that falls on the hour, do not use :00. State the hour with *a.m.* or *p.m.*: The meeting will begin at 1 p.m. Neither the numeral *12* nor *a.m.* or *p.m.* is used with *noon* or *midnight*: The meeting is set for 10 a.m.-noon. Note that *a.m.* and *p.m.* are lower case and periods are used.

### **Titles (capitalization)**

Capitalize when the title precedes the name of the officer: *President Nathan L. Essex* Lowercase when the title is separated from the name of the officer: *Dr. Nathan L. Essex is president of the College.*

### **Toward**

Use *toward*, not *towards*: He is working *toward* his goal.

### **Upward**

Use *upward*, not *upwards*: His grades are moving *upward*.

### **ZIP Code**

Use all caps for *ZIP*, the acronym for *Zoning Improvement Plan*, but do not capitalize *code*.

Run the five digits together and do not put a comma between the state name and the ZIP code: Memphis, TN 38119.

Use a hyphen between the first five and the last four digits of a nine-digit ZIP code.

## **Creative and Printing Services**

### **Procedures**

The following procedures provide a reference for college personnel to interface with Creative and Printing Services in the creation, printing and duplicating of materials. These functions are known collectively as reprographics.

### **Reprographic Projects**

There are four options for utilizing the services of Creative and Printing Services:

- I. Reproduction of existing printed or duplicated materials without changes
- II. Reproduction of existing printed or duplicated materials with changes
- III. Development of print materials when the customer supplies all copy or print-ready digital files to be included in the document(s)
- IV. Development of print material that requires copy and graphics to be developed by the Communications and Marketing staff

Note: If you are providing print-ready digital files, contact Creative and Printing Services before starting work to see in what program and format the job should be created.

### **Submission Process**

#### **I. Reproduction of existing printed or duplicated materials without changes**

When existing materials are to be reproduced through duplication without change, a **Duplicating Request Form** should be completed, signed and sent to duplicating services. If the existing materials are to be reprinted, coordination with the Print Shop is needed to determine if the printing can be done in house or requires to be bid outside the College. If the publication requires external duplicating or printing, the Print Shop estimator will work with the customer to obtain bids from outside vendors. When a vendor(s) has been selected, a Purchase Requisition will be developed by the Print Shop estimator and signed by appropriate parties, including the customer.

The customer should provide materials to be printed on disk or by e-mail to Creative and Printing Services. Materials that have previously been developed through Creative and Printing Services should be on file. For materials that include art work, the customer should provide camera-ready art at the time of the request for services. For printing services, a **Printing Job Jacket** should be completed and accompany the request for services.

Please note that if prerequisite information is not included on the Duplicating Request Form or the Printing Job Jacket, it will be returned to the customer for completion. The project cannot begin until the appropriate paperwork is completed, signed and returned to Creative and Printing Services.

#### **II. Reproduction of existing materials with changes**

When existing materials need changes, a copy should be made by Creative and Printing Services of the

material to preserve the original unless an unlimited number of originals exists. Changes should be noted directly on the page(s) with additional comments on note tabs affixed to the page(s) or, if necessary, a separate sheet attached to the page(s) on which corrections are required.

**A Printing Job Jacket** should be completed and sent to Creative and Printing Services. If required information is not included on the Printing Job Jacket it will be returned to the customer for completion. The project cannot begin until the appropriate paperwork is completed, signed and returned to Creative and Printing Services.

- A. Creative and Printing Services will make the indicated changes and return the material to the customer with an approval stamp. If copy changes have been made, to ensure accuracy the materials will be proofed by the Advertising and Media Relations staff prior to returning the materials to the customer.
- B. The customer will review the material, make any changes and sign/date “*approved as is,*” “*approved with changes,*” or “*return for revision,*” and send it back to Creative and Printing Services.
- C. Steps ‘A’ and ‘B’ will be repeated as necessary until the customer indicates that no further revisions and proofing are required.

### **III. Development of print material when the customer supplies all copy to be included in the document(s)**

When the customer supplies all copy for a project that is otherwise developed by the Advertising and Media Relations staff, the copy should be provided on disk or e-mail. The Advertising and Media Relations staff will proofread the copy and review it for typos, grammar, clarity and conformity to the College’s standards, then send it for the customer’s approval. At that point, the process will follow the same procedures as outlined below in section IV.

### **IV. Development of print material that requires copy and creative services to be developed by the Advertising and Media Relations staff**

When a reprographics project requires the development of copy and creative services, the customer will meet with the appropriate Advertising and Media Relations staff to begin the process. Information provided by the customer should include the publication’s objective(s), target audience, copywriting and photography needs, formats, detailed information about the subject matter, copy points, examples of comparable publications, resources for additional information, written releases for any copyrighted material to be reproduced in the project, the number of copies to be produced, allocated budget, and the names of persons to be contacted for distribution.

The meeting will also be used to determine editing and proofing processes and to establish a production schedule for the project. A checklist of action items and responsibilities will be developed with the customer and provided to all responsible parties. A **Printing Job Jacket** with all pertinent information to begin the project should be completed by the customer. Please note that if prerequisite information is not included on the Printing Job Jacket, it will be returned to the customer for completion. The project cannot begin until the above preliminary information has been determined and disseminated, and the appropriate paperwork completed, signed and returned to Creative and Printing Services.

The following steps summarize the printing process after the initial meeting:

- A. The Advertising and Media Relations staff develops copy and works with the customer until a *draft* is developed that will be referenced as *Draft Version 1* with subsequent drafts referenced accordingly. Review by the customer of each version of the draft will be evidenced by signature and date on the approval stamp.
- B. Once copy has been approved by the customer, Creative and Printing Services will develop a *preliminary*

*layout* containing copy and graphics. When completed, the *preliminary* will be reviewed by the executive director of Communications and Marketing for input and approval. The draft will then be sent to the customer for review, revision and approval. If additional revisions are needed, the customer will note these and return to Creative and Printing Services. Review by the customer of each version will be evidenced on the approval stamp. This process will be repeated until no further revisions are requested.

If the publication requires external duplicating or printing, the Print Shop estimator will work with the customer to obtain bids from outside vendors. When a vendor(s) has been selected, a Purchase Requisition will be developed by the printing estimator and signed by appropriate parties, including the customer.

- C. When the *preliminary* has been approved by the customer, an *interim publication* will be produced by graphics.

The *interim publication*, referenced *Interim* Version 1, with subsequent versions referenced accordingly, will be proofed within the Advertising and Media Relations staff. Staff reviewing the publication will note errors and suggested corrections, and evidence their review on the approval stamp.

Corrections and changes will be made to the *interim publication* and each subsequent version submitted to this internal department review until no further errors are identified.

- D. Upon completion of the interdepartmental review, a *final publication* copy will be produced. The final publication copy will be reviewed by the director of Creative and Printing Services, coordinator of projects of Advertising and Media Relations and the executive director of Communications and Marketing. The vice president of Institutional Advancement may also review the publication based on the type of publication. Once the approval stamp is signed and no further changes are to be made, the final publication copy will be sent to the customer for final approval. The customer will review and approve the publication as evidenced on the approval stamp.
- E. After the *final publication* copy has been approved by the customer, it will be given to the printer. A blue line will be produced, reviewed and approved by the Communications and Marketing staff and the customer, as evidenced on the approval stamp. As new plates will have to be made by the printer for any changes on the blueline; additional charges will be incurred for each page on which changes are made. This will be the final review prior to printing.
- F. The customer will be notified when printing is complete and will be responsible for distribution.  
**Please Note:** The originating department for forms used across the College is responsible for their distribution; i.e., the Admissions, Records and Recruitment department houses student applications and provides them for departments requesting them. Anyone needing forms from the originating department should contact that department.

## **Roles and Responsibilities**

The following summarizes the roles and responsibilities necessary to produce a quality publication.

### **Customer role and responsibilities:**

- A. Provide sufficient information for the development of materials
- B. Ensure the accuracy of information to be included in the publication
- C. Complete required Duplicating Request Form and/or Printing Job Jacket
- D. Give final approval of copy prior to duplication or printing. Reprints required due to errors will be charged to the customer's department.

- E. Obtain copyright approval. The customer is responsible for obtaining written approval for reproduction of any copyrighted materials. If Advertising and Media Relations staff have questions concerning the copyright of material to be included in a publication, development of the publication will not proceed until the customer provides a written copyright release or written notice that the material is not copyrighted.
- F. Provide name(s) of person(s) who will handle distribution of finished product. Creative and Printing Services will notify designated persons via e-mail when printing/duplicating is complete.

**Advertising and Media Relations staff role and responsibilities:**

- A. Write copy as needed to produce publications
- B. Procure photography
- C. Proof and edit copy

**Creative and Printing Services role and responsibilities:**

- A. Prioritize projects that require graphics and printing
- B. Create design, layout, and graphics, incorporating artwork and photos
- C. Develop material(s) within the guidelines established by the College, Tennessee Board of Regents, and the Executive Director of Community Relations and Marketing
- D. Select paper stock, bindings, finishes, inks, etc., that are prerequisite to printing requirements
- E. Conduct bid process, prepare Purchase Requisition, and assist in selection of outside vendors

**Timelines**

**Due Dates**

Customers are responsible for writing a reasonable due date on Duplication Request Forms or Printing Job Jackets. **ASAP is not a due date.** When a specific due date has not been noted, the customer will be contacted to establish a due date. Until the establishment of this due date, the project will be put on hold. If such information has not been provided within two weeks, the project will be returned to the customer.

**Draft Publication**

Upon receipt of the completed Printing Job Jacket, the customer should allow at least one week for the Advertising and Media Relations staff to complete the draft. *More complex or extensive projects will take longer.*

**Preliminary Layout**

Upon receipt of the approved draft, the customer should allow at least two weeks for Creative and Printing Services to complete the preliminary layout.

**Printing**

Black and white printing may take up to four weeks for completion after final approval of the material.

Color printing may take up to six weeks for completion after final approval of the material.

**Final Note**

As numerous forms, publications, business cards, stationery, etc., are always in the process of being produced, other projects cannot be delayed awaiting the approval of specific material. To prevent a chain reaction of delayed projects, whenever material submitted to a customer is not returned to Creative and Printing Services within three days, that project will lose its priority.

## Definition of Terms

### Approval Stamp

A stamp on the publication to indicate the level of acceptance by the person reviewing the material and the date of review

### Blueline

A copy of the printing plate submitted for final approval prior to printing the publication

### Draft

Text written by the Advertising and Media Relations staff to be approved before the layout and graphics are developed

### Final Publication

A production of the publication complete with all copy and graphics changes

### Interim Publication

The working prototype of the publication during the refinement process

### Preliminary Layout

The first production of the publication incorporating layout, color, text and graphics

### Production Schedule

The timeline for the production cycle of a publication, including responsible persons

### Project Log

A record of actions and designated responsibilities associated with the project, including dates that materials were returned from the customer

## Project Log

Project Name: \_\_\_\_\_

Date \_\_\_\_\_ Comments \_\_\_\_\_

Final Approval Stamp

Executive Director, Communications and Marketing \_\_\_\_\_ Date \_\_\_\_\_

Vice President for Institutional Advancement \_\_\_\_\_ Date \_\_\_\_\_

OK as is

OK with changes \_\_\_\_\_ Revise and resubmit \_\_\_\_\_

Customer Final Approval Date \_\_\_\_\_



# Webmaster's Office

## Procedures

The following procedures provide a reference for college personnel to interface with the Webmaster's Office in the creation of public and internal Web sites. These functions are collectively known as site design.

## Site Design Projects

There are three options for utilizing the services of the Webmaster's Office:

- I. Updates of existing Web site materials
- II. Reproduction of existing printed materials into a Web site
- III. Development of Web sites when the customer supplies all copy to be included in the document(s)

## Submission Process

### I. Updates of existing Web site materials

When existing materials are due to be updated through the Webmaster's Office, and the update is initiated from the Webmaster's Office, an e-mail will be sent to the responsible individual requesting that they print and review their existing pages. They may then submit changes to the existing pages on a marked-up copy of the printed web pages. Additional material or new pages must be submitted electronically in the body of an e-mail or in a Word document.

### II. Reproduction of existing printed materials into a Web site

When sufficient materials exist to create Web site content, such as a program brochure, a department may request that the material be added to their existing Web site or converted into a new departmental Web site. The responsible individual can initiate this process by sending an e-mail to the Webmaster with an electronic copy. An explanation of the information to be converted should also accompany this e-mail.

### III. Development of Web sites when the customer supplies all copy to be included in the document(s)

When the customer supplies all copy for a Web site, the copy should be provided on disk or e-mail. The Advertising and Media Relations staff will proofread the copy and review it for typos, grammar, clarity and conformity to College standards, then send it for the customer's approval. At that point, the documents will be sent back to the Webmaster's Office for implementation.

## Roles and Responsibilities

The following summarizes the roles and responsibilities necessary to produce a quality Web site.

### The Customer role and responsibilities:

- A. Provide sufficient information for the development of materials
- B. Ensure the accuracy of information to be included in the Web site
- C. Give final approval of copy prior to publishing
- D. Obtain copyright approval. The customer is responsible for obtaining written approval for reproduction of any copyrighted materials. If the Community Relations and Marketing staff has questions concerning the copyright of material to be included in a publication, development of the Web site will not proceed until the customer provides a written copyright release or written notice that the material is not copyrighted.
- E. Provide name(s) of person(s) responsible for finished product. The Webmaster's Office will notify responsible person(s) when the site is complete.

## **The Advertising and Media Relations staff role and responsibilities:**

- A. Write copy as needed to produce websites
- B. Procure photography
- C. Proof and edit copy

## **Webmaster's Office role and responsibilities:**

- A. Prioritize projects that require graphics and copyrighted materials
- B. Create design, layout, and graphics, incorporating artwork and photos
- C. Develop material(s) within the guidelines established by the College, Tennessee Board of Regents, and the Executive Director of Communications and Marketing.

## **Timelines**

### **Due Dates**

Customers are responsible for including a reasonable due date on the initiating e-mail. **ASAP is not a due date.** When a specific due date has not been noted, the customer will be contacted to establish a due date. Until the establishment of this due date, the project will be put on hold. If such information has not been provided within two weeks, the project will be returned to the customer.

### **Draft Publication**

Upon receipt of the initiating e-mail, the customer should allow at least one week for the Advertising and Media Relations staff to complete the draft.

### **Preliminary Layout**

Upon receipt of the approved draft, the customer should allow at least two weeks for the Webmaster's Office to complete the preliminary layout.

### **Final Note**

As numerous forms, publications, business cards, stationery, Web sites, etc., are always in the process of being produced, other projects cannot be delayed awaiting the approval of specific material. To prevent a chain reaction of delayed projects, whenever material submitted to a customer is not returned to the Webmaster's Office within three days, that project will lose its priority.

## **Definition of Terms**

### **Draft**

Text written by the Advertising and Media Relations staff to be approved before the layout and graphics are developed

### **Final Publication**

A production of the Web site complete with all copy and graphics changes

### **Beta Site**

The working prototype of the Web site during the refinement process. This work can be viewed on Beta Web site.

### **Preliminary Layout**

The first production of the Web site incorporating layout, color, text and graphics

### **Production Schedule**

The timeline for the production cycle of a Web site, including responsible persons

# Licensing of Products

Licensing of products essentially refers to the practice of an owner of a property agreeing, by means of a license, to allow another entity to manufacture or produce agreed-upon products embodying the identity of the property. The owner of the property, the licensor, receives an advance fee and specified royalties for use of the property. The licensee is bound by time and use limitations as specified in the license.

In collegiate licensing, the institution grants permission for use of a trademark, service mark, copyright or other work to be used commercially. The commercial use can be on products, such as clothing and supplies (notebooks, mugs, etc.), or in advertising. In return, the college or university requires those licensed to sign a legal contract and pay royalties to the institution for use of the college's marks.

Many noted universities, usually with old and large constituencies and alumni associations, make very profitable use of licensing. Most, however, do not command the interest of a Notre Dame, Vanderbilt or University of Tennessee. Southwest allows its logo (but not its seal), to be used on products sold in the College bookstore.

Organizations within or associated with the College are requested to submit their design to the Communications and Marketing department for approval before having products manufactured to promote College-related events.

## Terms Used in Licensing

**Trademark:** A device (such as a word, picture, number, letter, label, etc.) that points distinctly to the origin or ownership of a product to which it is applied, and legally reserved to the exclusive use of the owner as maker or seller

**Service Mark:** A device (such as a word, picture, number, letter, label, etc.) used to identify a service that comes from a particular source or origin

## Copyright Information

This information is printed verbatim from the CENDI homepage at <http://www.dtic.mil/cendi/publications/00-3copyright.html#20>. It is not copyrighted. For more comprehensive information, access the above address. Copies of two permission request letter formats are appended for your convenience in requesting permission to use copyrighted material.

Copyrighted material may not be used in Southwest Tennessee Community College publications unless it meets the "fair use" standard, or unless written permission is on file permitting its use. Please note exception of the TEACH Act in the following section of this manual.

For additional information about specific instances of permitted and non-permitted use of materials, access the Jefferson County (Colorado) Public Schools Library Services Web site at <http://jeffcoweb.jeffco.k12.co.us/plmc/copyright.html>

### *2.1.1 What is copyright?*

Copyright is a form of protection provided by the laws of the United States (Title 17 of the United States Code (17 USC - Copyrights 20)) to the authors of original works of authorship including literary, dramatic, musical, artistic and certain other intellectual works. (See also Title 37 Code of Federal Regulations (37 CFR, Chapter II) 21, which implements this statute.) Copyright protection arises automatically once an original work of authorship

is fixed in a tangible medium of expression, now known or later developed; e.g., written, filmed, recorded. It does not require that a copyright notice be placed on the work, that the work be published, or that the work be deposited or registered with the Copyright Office or any other body.

### ***2.1.3 What works are eligible for copyright protection?***

Copyright requires an original work of authorship to be fixed in a tangible medium of expression from which it can be perceived either directly or with the aid of a machine or device. Copyright protects the form of expression only and does not extend to the idea or concept underlying the work. (See FAQ [Section 2.5](#), Other Forms of Intellectual Property Protection, for a discussion of the differences between copyright and other forms of intellectual property protection such as patents and trademarks.)

Categories of copyrightable works under [Title 17 USC § 201](#) include: literary works such as educational materials and computer programs; musical works, including any accompanying words; dramatic works, including any accompanying music; pictorial, graphic and sculptural works; motion pictures and other audiovisual works; sound recordings; and architectural works. For U.S. Government works, see FAQ [Section 3](#).

### ***2.1.4 Can facts, databases and compilations be copyrighted?***

Facts cannot be copyrighted. However, the creative selection, coordination and arrangement of information and materials forming a database or compilation may be protected by copyright. Note, however, that the copyright protection only extends to the creative aspect, not to the facts contained in the database or compilation.

### ***2.1.5 What rights does copyright provide?***

As stated in [17 USC § 10626](#), copyright gives the owner of the copyright the exclusive right to do and to authorize others to do the following:

- To reproduce the copyrighted work in copies or phonorecords
- To prepare derivative works based upon the copyrighted work
- To distribute copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease, or lending
- To perform the copyrighted work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, motion pictures and other audiovisual works
- To display the copyrighted work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work and
- In the case of sound recordings, to perform the work publicly by means of a digital audio transmission

In addition, certain authors of works of visual art have the rights of attribution and integrity described in [17 USC § 106A27](#). Limitations are outlined in FAQ [Section 2.2.1](#).

For further discussion, see U.S. Copyright Office, [Circular 101: Copyright Basics](#).<sup>28</sup> and [Circular 40, Copyright Registration for Works of the Visual Arts](#).<sup>29</sup>

### ***2.2.1 Are there any limitations to copyright protection?***

Yes, [17 USC §§ 107 through 12034](#) establish limitations or exceptions on these exclusive rights. One limitation is the doctrine of “fair use,” which is set forth in [17 USC § 10735](#). (See FAQ [Section 2.2.2](#) on Fair Use.) Other limitations include provisions for allowing compulsory licenses, use and copying by libraries, the sale of the work by the owner (See FAQ [Section 1.0](#), Glossary, for definition of the “First Sale Doctrine”) and uses which fall

outside of the enumerated exclusive rights, such as performances that are not public.

### ***2.2.2 What is “fair use?”***

A fair use of a copyrighted work may include the practice of any of the exclusive rights provided by copyright, for example, reproduction for purposes such as criticism comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research. The “fair use” limitation found at [17 USC § 107](#),<sup>36</sup> is not defined in the statute and does not provide a bright line rule for determining what is or is not a fair use. Rather it identifies four factors that should be evaluated on a case-by-case basis in order to determine if a specific use is “fair.” These factors, which should be considered together when determining fair use, are:

1. Purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes
2. Nature of the copyrighted work
3. Amount and substantiality of the portion used in relation to the copyrighted work as a whole and
4. Effect of the use upon the potential market for or value of the copyrighted work

The distinction between “fair use” and infringement can be unclear and is not easily defined. There is no right number of words, lines or notes that qualify as a fair use.

### ***2.2.3 May the U.S. Government use the fair use exception?***

Yes, the “fair use” exception applies to the U.S. Government. As with any other user, the use of copyrighted information by Government agencies and employees is assessed by the fair use factors to determine if the use is “fair” under 17 USC § 107. (See [FAQ Section 5.1.1](#))

### ***2.2.4 What is public domain?***

Public domain refers to works that are not protected by copyright and are publicly available. They may be used by anyone, anywhere, anytime without permission, license or royalty payment.

A work may enter the public domain because the term of copyright protection has expired (see [FAQ Section 2.1.6](#)), because copyright has been abandoned, or in the U.S. because it is a U.S. Government work and there is no other statutory basis for the Government to restrict its access (see [FAQ Section 3.1.4](#)).

A work is not in the public domain simply because it does not have a copyright notice. Additionally, the fact that a privately created work is, with permission, included in a U.S. Government work does not place the private work into the public domain. The user is responsible for determining whether a work is in the public domain.

It is important to read the permissions and copyright notices on U.S. Government publications and Web sites. Many Government agencies follow the practice of providing notice for material that is copyrighted and not for those that are in the public domain. Examples of government agency copyright policies and statements are: [National Library of Medicine](#),<sup>37</sup> [U.S. Air Force Museum](#),<sup>38</sup> and [Library of Congress](#).<sup>39</sup>

### ***2.3.3 How can the owner of a copyrighted work be identified?***

If you want to contact the copyright owner regarding use of a copyrighted work, the best place to start is with the work itself. Copyright notices in published works identify the owner at the time the work was published. However, copyright ownership may have changed since publication. The copyright notice and any permissions are often printed on the back of the title page in books. Most owners will be apparent, particularly for relatively current works. However, identifying the specific owner may be more difficult for journal articles, gray literature and older works. Affiliation of the author may suggest ownership or may help to locate the individual author, but

is not in itself definitive. The U.S. Copyright Office provides some suggestions in [Copyright Office Circular 22.41](#)

Additionally, Copyright Office records, including registration information and recorded documents, are available through LOCIS (Library of Congress Information System<sup>42</sup>). Information, including ownership information, is available for works registered for copyright since January 1, 1978. The information may be searched online by title of the work, author and copyright claimant.

## **2.4 Copyright and the Internet**

### ***2.4.1 Does the Copyright Law apply to materials on the Internet or the Web?***

Yes, the Internet is another form of publishing or disseminating information; therefore, copyright applies to Web sites, e-mail messages, Web-based music, etc. Simply because the Internet provides easy access to the information does not mean that the information is in the public domain or is available without limitations. Copyrighted works found on the Internet should be treated the same as copyrighted works found in other media.

### ***2.4.2 Can the published version of a U.S. Government work that has been published in a non-government product be posted on a public Web site?***

It depends. If the publisher has made original and creative contributions to the published work, the publisher may have some rights. Check with your General Counsel's Office or agency policy. Alternatively, the original manuscript as submitted to the publisher could be posted. (See FAQ [Sections 3.2.3](#) and [3.2.4](#).)

### ***2.4.3 Does fair use apply to the Internet?***

Yes, fair use applies to materials and use of works found or placed on the Internet. The same factors will be considered as for fair use in print (see FAQ [Section 2.2.2](#)).

### ***2.4.4 How can I determine what uses can be made of materials found on the Internet?***

As in the print environment, it is not necessary for an author to include a copyright statement on the material in order for the work to maintain its copyright protection. However, you may find notices on the home page or on special terms and condition pages that provide for specific uses.

## **Copyright Information Web Sites**

### ***CENDI Home Page***

<http://www.dtic.mil/cendi/>

### ***Copyright Permission Myths***

[http://www.copylaw.com/new\\_articles/copy\\_myths.html](http://www.copylaw.com/new_articles/copy_myths.html)

### ***Frequently Asked Questions about Copyright***

<http://www.dtic.mil/cendi/publications/00-3copyright.html>

### ***Copyright Questions and Answers***

<http://www.publishers.org/about/higheredpermission.cfm> <http://www.publishers.org/about/copyrequest.cfm>

**Copyright Guidelines (Library Services, Jefferson County Public Schools)**

<http://jeffcoweb.jeffco.k12.co.us/plmc/copyright.html>

**U.S. Copyright Office**

<http://www.loc.gov/copyright/>

**National Association of College Stores Questions and Answers on Copyright for the Campus Community**

<http://www.nacs.org/public/copyright/>

## Copyright Permission Form Letter

Use this form letter to generate letters to request permission to use copyrighted work. Select and copy this form. Paste it into your word processing program and fill in the brackets with your specific information.

[NOTE: Mail on letterhead]

[Date]

[Name Address]

Dear [Name]:

I would like permission to [edit and use] [copy] the [type of program; e.g., slide, image, article, etc.] “[title]” for [describe what you want to use it for – student handout, faculty training, etc.]. Pertinent information about the program’s use is detailed below.

Title: [fill in title of image or program]

Material to be duplicated: [Describe what you want to copy – the entire article, a single image or sound, a group of images or sounds, etc.]

Portion wanted to copy: [Outline the materials to be duplicated. If you are using a small portion of the work, outline which portion that is.]

Why want to copy: [Give some indication about why the material is valuable to you.] (This is optional.)

Type of reproduction: [Describe how you are going to reproduce it – print, from slide to computer, slides to videotape, computer image to slide image.]

Use of copies/Planned distribution of copies: [Describe in detail how the material will be used – Who will have access to it, will you make it available to students or to other users; if so, how? Do you plan on broadcasting it? Will you be presenting to a group of people in a class that is held on a regular basis? Will you be using the material on a regular basis for any presentation? Are you putting the new work on the internet? Etc.]

How long want to use copy: [Detail over what period of time you want to make use of the copies – one time, every semester?]

Please let me know if permission is granted to copy and what conditions, if any, apply. I have enclosed a copy of this letter for your files and a self-addressed, stamped envelope for you to return to me at your earliest convenience.

Sincerely,

[Name]

Permission Granted: signature date

Conditions, if any: signature date

**Hint:**

\* Include two copies of the letter and a place for the copyright holder to sign off, giving you permission to make a copy. Provide a place in the letter for the copyright holder to add any additional conditions to the use of the work. Also include a self-addressed, stamped envelope to make it easier for the copyright holder to return the letter to you.

---

Grayson H. Walker  
Teaching Resource Center The University of Tennessee at Chattanooga 401 Hunter Hall 615 McCallie Ave.  
Chattanooga, TN 37403-2598  
(423) 755-4026  
(423) 755-4025 (fax)

Last updated: July 1996 Comments to: [Karen I. Adsit, Ed.D.](#)

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## Standard Permission Request Form

*Please note that this form in an editable version is available on the Southwest Intranet under the Documents Library.*

**To:**

Publisher contact Publisher Fax number Date of request

**From:**

Your name Department School name

Address

City State Zip code Phone # Fax # Course name and number Number of copies needed Instructor Semester and year ISBN/ISSN number (usually found near the UPC price code) Book or journal title Author Translator Editor Edition Volume Copyright year Publication year Chapter/article title Chapter/article author Page numbers Total pages Is it an out-of-print work? Have you included a copy of the material with this request? Are you the author?

Fax or mail this sheet to the appropriate rights holder/publisher or copyright clearance service three to nine weeks before class begins. Permission is requested for use during one term only.

Permission is null and void if timely payment is not received.

© 1998 Association of American Publishers, Campus Copyright Education Program

For comments or questions, contact: [cgiffi@publishers.org](mailto:cgiffi@publishers.org)





**TOPIC:** THE TECHNOLOGY, EDUCATION AND COPYRIGHT  
HARMONIZATION ACT OF 2002 (TEACH ACT)

**DISCUSSION:** On November 2, 2002 the President signed into law the Technology, Education and Copyright Harmonization Act of 2002. The TEACH Act amends the Copyright Act of 1976 by rewriting Section 110(2) and adding a new Section 112(f). Together, these revisions give instructors at accredited nonprofit educational institutions and governmental bodies teaching via interactive digital networks on campus and at a distance, enhanced capability to employ most third-party copyrighted works in electronic courseware without the need to secure permission from copyright owners. These changes bring into closer congruity an instructor's rights to use copyrighted works in face-to-face and remote teaching settings.

- The new flexibility accorded to instructors, however, requires significant actions and investment by institutions to protect the integrity of the copyright works used in the courseware and to promote respect for the rights of copyright owners.

The Section 110(2) amendments that *expand* instructor rights include:

- transmission of the performance via digital networks of:
  - an entire non-dramatic literary or musical work; and
  - reasonable and limited portions of all other performances, including those incorporated in any type of audio-visual work, such as videotapes and films, and any dramatic musical work.
- transmission of displays of works via digital networks, including still images, in amounts comparable to typical face-to-face displays in live classroom session.
- transmissions made to students officially enrolled in the class wherever they are located, whether a classroom, a library, a dorm room, at work, or at home.

The counterbalancing *limitations and restrictions* include the following:

- the transmitting institution must be accredited and nonprofit

particular class session.

- EDUCAUSE and the American Library Association are preparing guidance on TEACH Act technology requirements, scheduled for publication in January. In the interim, the House report (p. 13) identifies software used in streaming to prevent copying, such as Real Player "Secret Handshake/Copy Switch" technology, and digital rights management systems that limit access to and use of encrypted material downloaded onto a recipient's computer as existing technological protection measures that "reasonably prevent retention and further dissemination."
- not interfere with any technological protection measures incorporated by the copyright owner to defeat retention and distribution; and
- provide students, faculty and affected staff with information that describes and promotes compliance with copyright laws, provide notice that the material contained in the course may be copyrighted, and adopt and maintain institutional policies on copyright.

Section 112(f) gives eligible transmitting institutions the right to make copies of digital works and to digitize portions of analog works in order to make the performances and displays authorized by Section 110(2), provided that:

- the copies are retained by the institution and used only for the authorized transmission; and
- the digitizing of the needed portion of the analog work is the result of the fact either that no digital version of the work exists or the existing digital version incorporates technological protection measures that prohibit its use as authorized by Section 110(2).

**SUMMARY:** The TEACH Act represents a major improvement from prior copyright law, which severely limited the types of works that could be transmitted and required that the transmissions be intended primarily for reception by students in classrooms and similar places devoted to instruction. While all types of works are now covered and the location restriction has been eliminated, the TEACH Act nevertheless includes very real limits on how and how much copyrighted works can be incorporated into online courses. It is therefore important to recognize that, if an instructor's intended use is not permitted under the TEACH Act, it may nevertheless be sanctioned as a fair use under the Copyright Act.

**RESOURCES for COUNSEL:**

**Statutory:** [The TEACH Act \(section 13301 of the 21st Century Department of Justice Appropriations Authorization Act, Public Law No. 107- 273 \(116 Stat. 1758, November 2, 2002\)\)](#)

[21st Century Department of Justice Authorization Act, Conference Report, HR Rep. 107-685, 107th Cong., 2nd Sess. \(2002\) at 226-236](#)

[Technology, Education And Copyright Harmonization Act of 2001, Report of the Senate Committee on the Judiciary, S. Rep. 107-031, 107th Cong., 1st Sess. \(2001\)](#)

[Technology, Education And Copyright Harmonization Act of 2001, Report of the House Committee on the Judiciary, HR Rep. 107-687, 107th Cong., 2nd Sess. \(2002\)](#)

**Summaries:** [Crews, New Copyright Law for Distance Education: The Meaning and Importance of the TEACH Act, American Library Association, 2002](#)

[Harper, The TEACH Act Finally Becomes Law, 2002](#)

**Tutorials:** [Crews, Copyright Quickguide, Indiana University-Purdue University, Indianapolis Copyright Management Center](#)

[Templeton, 10 Big Myths About Copyright Explained](#)

**Author:** [Kenneth D. Salomon, Dow Lohnes and Albertson](#)

# **Institutional Advertising, Student Recruitment and Representation of Accredited Status**

All accredited postsecondary institutions, or individuals acting on their behalf, must exhibit integrity and responsibility in advertising, student recruitment and representation of accredited status. Responsible self-regulation requires rigorous attention to principles of good practice.

## **Advertising, Publications, Promotional Literature**

- A. Educational programs and services offered should be the primary emphasis of all advertisements, publications, promotional literature and recruitment activities.
- B. All statements and representations should be clear, factually accurate and current. Supporting information should be kept on file and readily available for review.
- C. Catalogs or other official publications should be readily available and accurately depict:
  - 1. institutional purposes and goals
  - 2. entrance requirements and procedure
  - 3. basic information on programs and courses, with required sequences and frequency of course offerings explicitly stated
  - 4. degree and program completion requirements, including length of time required to obtain a degree or certificate of completion
  - 5. faculty (full-time and part-time listed separately) with degrees held and the conferring institution
  - 6. institutional facilities readily available for educational use
  - 7. rules and regulations for conduct
  - 8. tuition, fees and other program costs
  - 9. opportunities and requirements for financial aid
  - 10. policies and procedures for refunding fees and charges to students who withdraw.
- D. In college catalogs and/or official publications describing career opportunities, clear and accurate information should be provided on any unique requirements for career paths, or for employment and advancement opportunities in the profession or occupation described.

## **Student Recruitment for Admissions**

- A. Student recruitment should be conducted by well-qualified admissions officers and trained volunteers whose credentials, purposes, and position or affiliation with the institution are clearly specified.
- B. Independent contractors or agents used by the institution for recruiting purposes shall be governed by the same principles as institutional admission officers and volunteers.
- C. The following practices in student recruitment are to be scrupulously avoided:
  - 1. assuring employment unless employment arrangements have been made and can be verified
  - 2. misrepresenting job placement and employment opportunities for graduates
  - 3. misrepresenting program costs
  - 4. misrepresenting abilities required to complete intended program;
  - 5. offering to agencies or individual persons money or inducements other than educational services of the institution in exchange for student enrollment. (Except for awards of privately endowed restricted funds, grants or scholarships are to be offered only on the basis of specific criteria related to merit or financial need.)

## **Representation of Accredited Status**

- A. The term “accreditation” is to be used only when accredited status is conferred by an accrediting body.
- B. No statement should be made about possible future accreditation status or qualification not yet conferred by the accrediting body. Statements like the following are not permissible: “(Name of institution) has applied for candidacy with the Commission on Colleges of the Southern Association;” OR “The (program

name) is being evaluated by the National Association of, and it is anticipated that accreditation will be granted in the near future.”

- C. Any reference to state approval should be limited to a brief statement concerning the actual charter, incorporation, license or registration given.
- D. The phrase “fully accredited” should be avoided, since partial accreditation is not possible.
- E. When accredited status is affirmed in institutional catalogs and other official publications, it should be stated accurately and fully in a comprehensive statement.

Each member institution, when referring to its status of recognition by the Southern Association of Colleges and Schools which has been achieved through the Commission on Colleges, must use only the following statement: (Name of institution) is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number 404-679-4501) to award (name specific degree levels).

For institutions in Candidacy status: (Name of institution) is a Candidate for Accreditation with the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number 404-679-4501) to award (name of specific degree levels).

- F. The accredited status of a program should not be misrepresented.
  - 1. The accreditation granted by an institutional accrediting body has reference to the quality of the institution as a whole. Since institutional accreditation does not imply specific accreditation of any particular program in the institution, statements like “this program is accredited,” or “this degree is accredited,” are incorrect and misleading.
  - 2. “Free-standing” institutions offering programs in a single field (e.g., a school of art, engineering or theology) and granted accreditation by a regional or national institutional accrediting body alone, should clearly state that this accreditation does not imply specialized accreditation of the programs offered.

Approved:Executive Council, June 1985

Edited:Executive Council, June 1995

## **Tennessee Board of Regents GUIDELINE G-090 SUBJECT: Letterhead Stationery**

The following guidelines set forth considerations for the printing and use of letterhead stationery for all units of the Tennessee Board of Regents System. They are in accordance with the general rules and regulations of the Higher Education Publications Committee. Each institution and area vocational-technical school shall develop implementing procedures consistent with these guidelines. Exceptions to the guidelines are subject to prior approval by the Chancellor.

- A. Each president and area school director shall designate an individual, office, or committee to approve the printing and purchase of all letterhead stationery bearing the name of the institution/school and be responsible for enforcement of the institution’s/school’s guidelines.
- B. Different types of letterhead on each campus shall be kept to a minimum.
- C. The following shall apply to all stationery printed or purchased with institutional/school funds:

### **Letterhead**

- 1. All letterhead shall be printed on 8 1/2” x 11” or smaller standard size, 20 or 24-pound white or colored paper with a bond, wove or laid finish, No. 4 grade, with or without watermark, with 25% or less cotton fiber.

2. All letterhead shall be printed in one - or two-color ink.
3. The institution/area school name shall appear at the top or bottom of the page.
4. Names of offices or individual titles, addresses, and phone numbers may be printed on letterhead; however, no individual names may be printed on letterhead.
4. All letterhead shall be offset printed, whether by the institution/school, the state, or commercial printer, without benefit of any engraving, thermographic printing, or any form of raised letter printing.

### **Envelopes**

1. All stationery envelopes shall be printed in one - or two-color ink on 24-pound white or colored wove or laid paper, in standard sizes, with the name and address of the institution/school printed in the upper left corner in accordance with postal regulations.
- D. As an alternative to letterhead stationery, less expensive inter-office memoranda should be used for on-campus or informal correspondence. All inter-office memoranda, regardless of overall size shall be printed without individuals' names.

Source: November 8, 1982 SBR presidents meeting. Revised July 1, 1984

## **Tennessee Board of Regents GUIDELINE G-140 SUBJECT: Publications**

This guideline describes a system for campus-based approval and numbering of publications of universities, community colleges, technical institutes and area vocational-technical schools, as required by Tennessee Code Annotated, Sections 12-7-106—108, and rules of the Higher Education Publications Committee. The cited authorities set forth criteria against which each campus will review the appropriateness of each publication, require that descriptive information be maintained in a central location and provide for affixing an identifying number to each covered publication.

### **A. Definition of Covered Publications**

1. "Publications" is defined as any printed matter which is produced for general distribution outside the campus. Examples of "publications" which require a publication number are: Undergraduate and graduate catalogs Admissions applications (unless part of a catalog), Housing applications, Financial aid applications, Brochures, posters, calendars, pamphlets, fliers, programs, etc., promoting cultural or athletic events, Alumni and development solicitation materials, Seminar and workshop registration forms, brochures, Research project reports (if generally distributed), Agricultural brochures, pamphlets, etc., Treasurer's reports and other "outside" financial reports, Campus telephone directories, Employee benefits booklets, posters, etc. Purchasing requests for bids, Purchase order forms, Employment applications, Placement forms, Athletic ticket applications
2. Other publications which must have a publication number, but usually are not produced for general public distribution: Campus, college and department newsletters, Faculty and student handbooks, Employee training manuals
3. Certain printed materials which are intended solely for internal use may be excluded from the requirement that a publication number be affixed, e.g.:
  - a. Work processing forms for internal use, e.g., work orders, requisitions, transfer vouchers, voucher authorizations, vehicle requests; personnel action forms and similar documents, Research project reports not generally distributed, Research survey instruments, classroom test instruments, Instructional material (even if sold at campus bookstore), Personnel and fiscal policy manuals,

Grade reports, Tickets for athletic and cultural events, Student newspapers and yearbooks, Meal tickets, Traffic citations

## **B. Campus Review of Publication Requests**

Each President and Director shall designate a person or committee to review and approve publications by the following criteria specified in the rules of the Higher Education Publications Committee:

1. All publications should be justified and be within funding abilities of a campus or unit. Criteria for review of publications should include, but not be limited to, the most economical method for producing the publications consistent with the goals and projected audiences of the publications. Other criteria to be considered should include number of copies needed to meet the publication's goals and to reach its projected audience; type of paper to be selected; use of photographs and color; typography; method of printing; page size; and method of typesetting.
2. When considering requests for approval of new publications or when reviewing existing publications, the person or persons responsible for such review and approval should continually consider alternatives to existing or traditional methods of printing and distribution so as to achieve maximum economics while maintaining the integrity of the publications. Participating campuses should inform the person or persons responsible for review and approval of publications about available technical assistance for writing specifications for bids, when taking bids is appropriate, and when publications are being printed off the campus. Consideration should be given to the most economical method of distributing publications.
3. All publications must comply with state and federal laws and regulations.
4. All publications should be produced on the campus when economically feasible.
5. All publications approved for off-campus printing must comply with system and institutional purchasing procedures.
6. No publication citing or reproducing a rule issued under the Uniform Administrative Procedures Act shall be approved prior to receiving written assurance from the Secretary of State that the rule is in effect. (Such requests shall be coordinated through the SBR Office of General Counsel.)
7. One-time approval of a periodic publication is permissible if subsequent issues conform substantially to the original approved design.

## **C. Recording of Information**

Pertinent information on institutional publications must be recorded in one location for each campus and must be maintained on a continuous basis for submitting to the Higher Education Publications Committee on call. When such reports are requested, each president and Director shall submit a letter certifying that each report listed in the report has been found justified under the campus procedure. As specified in statutes, each institution shall maintain centrally the following information on each approved publication: Name of publication, Department producing publication, Purpose and brief description of publication's contents, Number of copies authorized to be printed, A general list of distribution Estimated cost of printing and distribution, Name and address of private printer Publication number assigned

## **D. Numbering of Publications**

Each publication whose approval is required under this guideline shall have a discrete identifying number assigned which shall be affixed adjacent to the identification of the institution. (For example, the system being used at the board office includes a number "SBR AA-001-89," indicating a publication of Academic Affairs which is the first of calendar year 1989 for the Board office.)

## **E. Private Printing**

Any publication not printed at facilities operated by the state or a public higher education institution shall include the printer's name and address and the number of copies printed.

## **F. Distribution**

No automatic distribution of reports or publications shall be made, except as specified for public reports in Title 12, Chapter 6, Tennessee Code Annotated, unless so provided in other statutes or policies of the Board or requested by the recipient.

## **G. Procedures**

All campuses shall have written procedures for approving publications.

SOURCE: February 14, 1989 Presidents Meeting\_\_\_\_\_

This guideline reiterates practices already in effect, as reflected in the statutes and rules cited and in board staff memoranda to the Presidents dated June 9, 1982, and October 4, 1988.

# **Tennessee Board of Regents POLICY 2:04:00:01 University, Community College, and Technical Institute Catalogs and Bulletins**

Catalogs and bulletins (hereinafter referred to as catalogs) primarily serve as the publications which provide a comprehensive description of the educational services of institutions of higher education. While catalogs should reflect the unique characteristics and the individual purposes, missions and programs of each institution, there are certain subject areas and types of information which are common among all institutional catalogs. In addition, there are certain types of information which should be included within catalogs to comply with accreditation standards, Board policies, and federal and state laws and regulations.

The following policy of the Board of Regents is hereby adopted to establish certain minimum standards concerning the publication and contents of catalogs of the universities, community colleges, and technical institutes governed by the board. These are minimum standards only, and each institution may provide any and all additional information through the catalog which is deemed appropriate.

## **I. GENERAL PROVISIONS**

### **A. Printing, Retention and Filing**

1. Each institution should make every effort to minimize the cost of printing and reproducing copies of its catalog. All printing and reproduction services should be procured pursuant to competitive bidding laws, policies and procedures, and the number of copies should be reasonably related to the actual needs and demands of the institution.
2. Each institution shall maintain a minimum number of copies of the catalog for each year as a permanent record of the institution. Permanent record copies may be maintained on microform.
3. Each institution shall file ten (10) copies of its catalog for each year with the Chancellor of the Tennessee Board of Regents.

### **B. Limitations and Reservations on Scope**

1. Each catalog should clearly reflect the academic terms to which it is applicable, and no catalog should cover a period in excess of two (2) academic years, including summer sessions.
2. Each catalog should clearly express the effective period during which the degree requirements set forth in the catalog shall remain in effect, subject to changes as provided herein, which period shall not exceed seven (7) years from the beginning of the first academic term covered by the catalog in question.



3. Each catalog shall contain a statement equivalent to that attached hereto as exhibit A, providing that the course offerings and requirements of the institution are continually under examination and revision. The catalog is not intended to state contractual terms and does not constitute a contract between the student and the institution.

## **II. MINIMUM STANDARDS OF CONTENT**

### **A. Calendar**

1. Each catalog should contain the calendar for each academic term to which it is applicable, which calendar should include, but is not limited to: the period of registration, the beginning of classes, the last dates to add and drop courses, holidays, the last date to withdraw from the institution, dates for applications for degrees, the period of final examinations, and the commencement date.
2. The calendar should contain a statement that the calendar is subject to change at any time prior to or during an academic term due to emergencies or causes beyond the reasonable control of the institution, including severe weather, loss of utility services, or orders by federal or state agencies.

### **B. Listing of Administrators, Faculty and Staff**

The catalog should contain an appropriate listing of the chief administrators, the faculty, and appropriate members of the professional staff of the institution. The listing of faculty should reflect the department, academic rank, and the appropriate degree or degrees by year of each faculty member.

### **C. Listing of Degree Programs**

Each catalog should contain a concise listing of all degree programs and majors offered by the institution which have been approved by the Board, and by the Tennessee Higher Education Commission in the case of programs and majors developed after its creation. No program or major for which approval is pending shall be printed in the catalog.

### **D. Admissions and Transfer Credit**

1. The catalog should contain the general admissions policy for the institution, and any special admissions policies for specific programs of the institution that have been developed consistent with, and approved pursuant to, the Board's Admissions Policy, No. 2:03:00:00.
2. The policy of the institution on the acceptance of transfer credit, as approved pursuant to the Board's Admissions Policy, should be clearly stated in the catalog.

### **E. Academic Retention and Readmission**

Each catalog shall contain the academic retention standards of the institution, and the policy on readmission of students who have been dismissed or suspended, developed pursuant to the board's Guidelines for Undergraduate Academic Retention Standards, Policy No. 2:03:01:01, and approved by the chancellor.

### **F. Academic Regulations**

The catalog should contain the general academic regulations of the institution, including policies concerning class attendance, classification of students, full-time and maximum course loads, withdrawals, and alternative methods of obtaining credit.

### **G. Curriculum**

1. The catalog need not contain course descriptions of all or any courses offered by the institution. When course descriptions are not contained in the catalog, the institution shall maintain a permanent file of course descriptions which are adequate to inform students of course content. (Southern Association of Colleges and Schools (SACS) Standard Three, Illustrations and Interpretations) Course descriptions may be published in the catalog or in any other format appropriate for distribution to students and

other interested persons. All course descriptions should clearly and accurately describe the contents of courses, and should not contain any representations of the result to be expected from enrollment in the courses.

2. The catalog and other published materials concerning all institutional offerings on and off campus should accurately and honestly reflect the academic resources of the institution. (SACS Standard Three, Illustrations and Interpretations)

#### **H. Degree Requirements**

1. The degree requirements of the institution for all programs should be included in the catalog, and at the universities and community colleges should be consistent with the board's Policy on Degree Requirements, No. 2:01:00:00.
2. For each degree program the catalog should reflect an orderly and identifiable sequence of courses with an adequate number of hours required in courses above the elementary level, with an appropriate system of prerequisites. The catalog should define a major or field of concentration, with a stated minimum and maximum of hours required. There should be limitations on the number of hours allowed in specialized areas, and provision should be made for electives. (SACS Standard Three, Illustrations and Interpretations)

#### **I. Financial Aid**

1. The catalog should contain information concerning financial aid policies and programs offered by or through the institution, and the financial aid policies of the institution should be clearly expressed and openly published, and should contain both general and specific requirements. (SACS Standard Three, Illustrations and Interpretations)
2. The catalog need not contain the information concerning financial aid programs required by federal laws and regulations, provided such information is available upon request by any student.

#### **J. Privacy**

The catalog shall contain the policies and procedures of the institution developed to implement the Family Educational Rights and Privacy Act of 1974 and the regulations promulgated thereunder.

#### **K. Nondiscrimination**

The catalog shall contain appropriate statements concerning the policies of the institution against discrimination on the basis of race, sex, age, color, national origin and handicap consistent with federal laws and regulations.

Source: TBR Meetings, June 30, 1978; September 30, 1983; December 15, 1989

Policy No. 1:00:00:00/2 Page 1 of 3

## **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.

## **A. 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.

## **Community Relations Responsible Vice President for**

**Source of Policy: and Marketing Administrator: Institutional Advancement**

**TBR Policy Reference: 2:04:00:01**

**Related Policy: N/A TBR Guideline Reference: G-090, G-140**

**Approved: Date: May 5, 2010**

**President**

## **B. 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:

1. undergraduate catalogs
2. admissions applications
3. financial aid applications
4. brochures, posters, calendars, pamphlets, fliers, programs, etc.
5. alumni and development solicitation materials
6. seminar and workshop brochures and registration forms
7. research project reports (if generally distributed)
8. treasurer's reports and other "outside" financial reports
9. employee benefits booklets, posters, etc.
10. purchase order forms
11. employment applications
12. placement forms
13. athletic ticket applications
14. campus, college and department newsletters
15. faculty and student handbooks
16. 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.

## **C. 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.

#### **D. 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:
  - a. Stationery**
    - i. 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.
    - ii. 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.
  - b. Business Cards**
    - i. The logo and name "Southwest Tennessee Community College" must appear on business cards.
    - ii. The campus location of the named individual, address and phone number must be on the card.
    - iii. In addition, the Web site address must be included (southwest.tn.edu).

#### **E. 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.

**V**isual  
**I**dentity  
Manual

SOUTHWEST TENNESSEE COMMUNITY COLLEGE

# Southwest Now

Southwest Tennessee Community College (Southwest) is a student oriented, multicultural, public, open-access college striving to be a national model for technical career and transfer education. As the largest two-year college in Tennessee, it is vital that Southwest presents a clear and cohesive image to the public. Through the use of typography and color, Southwest will present a consistent image to the internal and external community.

## Purpose

All communications from Southwest affect the image and reputation of the College. The purpose of Southwest's Visual Identity Manual is to reflect a consistent image externally and show our commitment internally to the mission and values of the College. Every user of the College's name is considered a guardian of the image and brand of Southwest. Therefore, every user is asked to adhere to the standards outlined in this manual.

If you have any questions, contact the Communications and Marketing Department at (901) 333-4116.

## Use of Name

Southwest Tennessee Community College is the official name of the institution. It should not be abbreviated in any way. Once the College's name is spelled out entirely, it can be referred to as Southwest on all subsequent references.

# Colors

The official colors of Southwest are blue (PMS 2757) and red (PMS 485). Besides black and reversed-out white, these are the only two colors in which the Southwest logo may be used.

The PMS versions of the colors are preferred, but in some cases these versions may be used:

- CMYK (4-color printing usage)
- RGB (for electronic media)
- Hexadecimal (Web usage)

Colors that represent other colleges should not be used without approval.

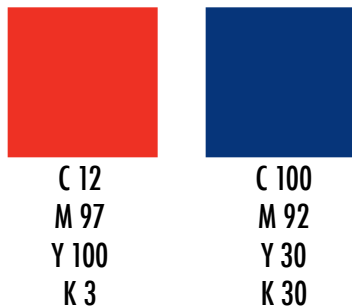
## PMS Colors

PMS (Pantone Matching System) is a universal ink color matching system used by designers and printers to reference colors.



## CMYK Colors

CMYK is an acronym for Cyan-Magenta-Yellow-Black, and is pronounced as separate letters. CMYK is a color model in which all colors are described as a mixture of the four process colors.



## RGB Colors

Display devices generally use RGB, an acronym for Red-Green-Blue.



## Hexadecimal Colors

Hexadecimal colors are used in HTML Web page features.



# Logo

The Southwest logo signifies the College’s endorsement, and it should be used as the official identifier. The logo consists of text as one entity, and it should not be manipulated in any way.

The Tennessee Board of Regents (TBR) prohibits the use of the College’s name or logo in connection with any derogatory services or goods, and any usage must meet the standards determined by the Marketing Department.

The logo should be placed on all visual communications at least .25 (1/4) inch from the edge of the page, gutter, border, graphic or text. The logo may be displayed on the front or back of a publication.

The logo should not be any smaller than 1 inch wide.

## Formats

- EPS graphics are vector-based and should be used for output. They can be inserted into a word document and should be printed in the highest quality your printer can deliver.
- JPG graphics are compressed bitmap files used mainly for screen viewing. They cannot be reduced or enlarged without losing image quality.
- TIF files, the most universal format used across platforms, use no compression; which may cause files to be large.

## Obtain Logos

Print-ready and Web versions of the logo are available on [www.southwest.tn.edu/documents](http://www.southwest.tn.edu/documents) in the Document Library under the Marketing link.



The logo immediately identifies Southwest Tennessee Community College.



The grayscale design is used when the printed piece is executed in black and white.



The logo can appear in PMS 2757 blue.



The logo can be displayed reversed in white.



# Letterhead

Layout: 8 1/2" x 11"

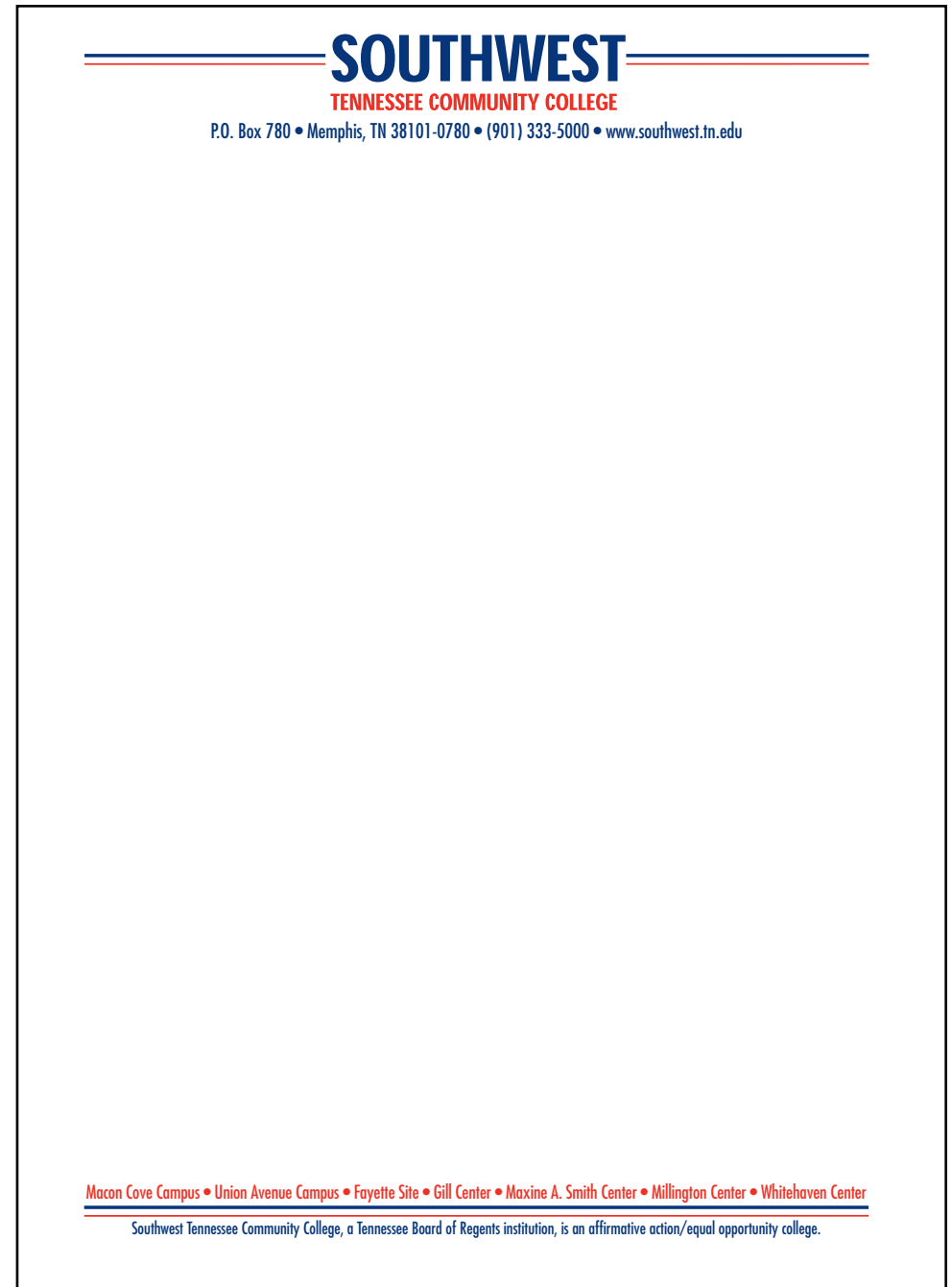
Margin: 1/2" horizontal and vertical

Typography: Address: 12 pt. Sabon  
Footer Type: first line 11 pt.,  
second line 10 pt.

Rule Line: header/footer blue line 2 pt., red  
line 1 pt.

Alignment: All headers and footers are to be centered.

Stock: 24 lb. White Linen



*Items in this book may be sized smaller for layout purposes. All dimensions are given in inches.*

# Memorandum

(for format purposes only)

Use letterhead to create memorandum.

**SOUTHWEST**  
**TENNESSEE COMMUNITY COLLEGE**  
P.O. Box 780 • Memphis, TN 38101-0780 • (901) 333-5000 • www.southwest.tn.edu

TO:

FROM:

SUBJECT:

DATE:

CC:

Macon Cove Campus • Union Avenue Campus • Fayette Site • Gill Center • Maxine A. Smith Center • Millington Center • Whitehaven Center

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Southwest Tennessee Community College, a Tennessee Board of Regents institution, is an affirmative action/equal opportunity college.

# Envelopes

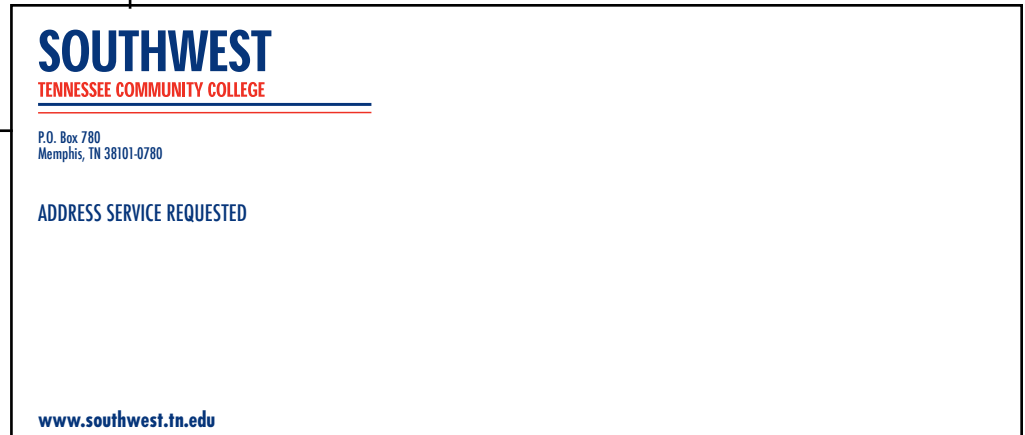
Layout: 4 1/8" x 9 1/2"; 10" x 13" or 9" x 12"

Margin: 1/2" horizontal and vertical

Typography: Address: 11 pt. and 18 pt. Sabon

Stock: 24 lb. White

All envelopes, regardless of size, should follow the specifications above.



*Items in this book may be sized smaller for layout purposes. All dimensions are given in inches.*

# Mailing Label

Layout Size: 3" X 5"

Margin: 1/4" horizontal and vertical

Typography: Follows same specifications as letterhead

Stock: White Crack and Peel



# Engraved Nametags

Layout: 2" x 3 1/2"

Typography: Name: Arial



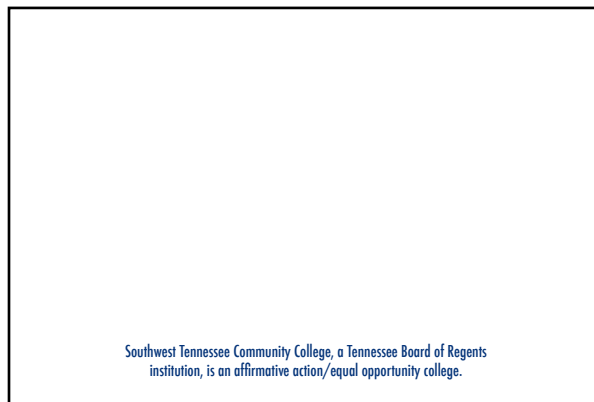
# Thank You Card

Layout Size: 5 1/2" x 4 1/4"

Stock: 80 lb. White Linen Cover



FRONT



BACK

# Business Card

Layout: 3 1/2" x 2"

Margin: 1/2" horizontal and vertical

Typography:

Name: 12 pt. Futura Bold

Department: 9 pt. Futura

Professional Title: 10 pt. Futura

No more than 3 lines permitted

Address: 10 pt. Futura

No more than 2 lines permitted

Telephone and Fax: 10 pt. Futura – College cell number can be listed in place of office number or fax number. All three numbers cannot be listed. **NO PERSONAL CELL NUMBERS. ABSOLUTELY NO HOME TELEPHONE NUMBERS.**

E-mail: 10 pt. Futura – E-mail is limited to Collge address ONLY

Stock: 80 lb. White Linen Cover

There will be absolutely no printing on the reverse side of cards. The Web site appears on all business cards. Logos other than the College logo are not allowed on business cards. No alterations can be made to the template. Creative and Printing Services does not deliver business cards or place them in campus mail; they must be picked up at the Sulcer Building on the Macon Cove Campus.



## Note Pad

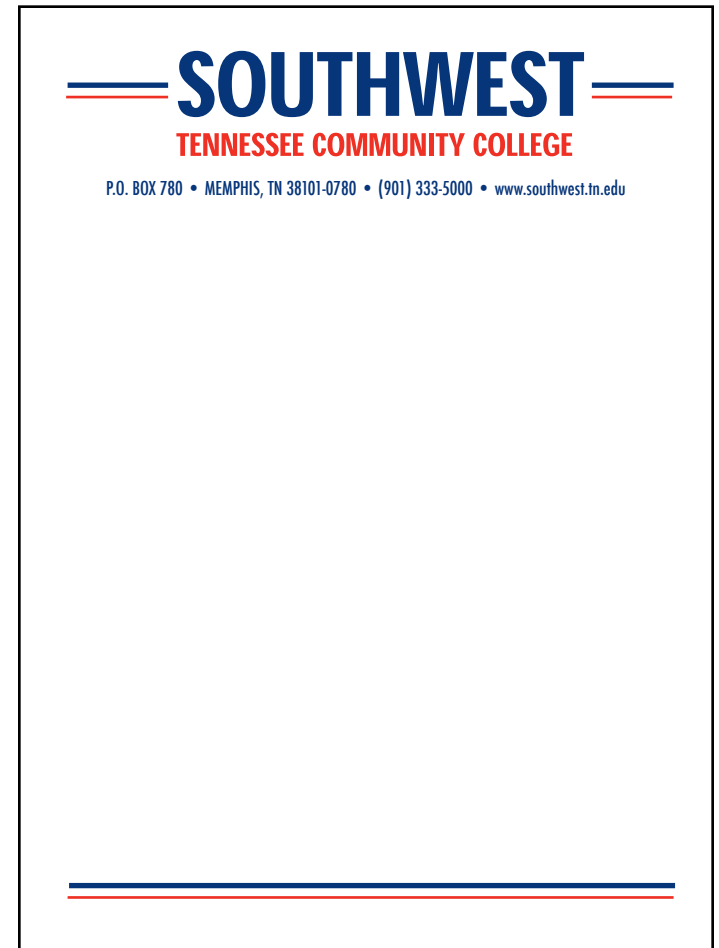
Layout Size: 5 1/2" x 8 1/2"

Margin: 1/2" horizontal and vertical

Typography: Follows same specifications as letterhead

Stock: 20 lb. White unless otherwise noted

Note: Logo can be printed with the one-color design to lessen printing cost.



## Camera Ready Artwork

For your convenience, a Southwest logo gallery is available on the Web. Notify Creative and Printing Services if you would like artwork on disk or via e-mail.

# Fax Transmission Sheet

Layout: 8 1/2" x 11"

Margin: 1/2" horizontal and vertical

Typography: Header Name: 18 pt. Sabon Bold

Body Type: 12 pt. Sabon Bold

"Note" Type: 8 pt. Sabon

Statement: 8 pt. Sabon

Stock: 20 lb. White

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# **SOUTHWEST**

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## **TENNESSEE COMMUNITY COLLEGE**

P.O. Box 780 • Memphis, TN 38101-0780

### **FAX TRANSMISSION**

TO:

FROM:

DEPARTMENT:

DATE:

RE:

PHONE:

FAX:

1 OF:                      PAGES

CC:

URGENT                       FOR REVIEW                       PLEASE COMMENT/REPLY

ADDITIONAL INFORMATION:

NOTE: This message is intended only for the use of the individual or entity to whom it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you have received this communication in error, please notify the sender immediately at (901) 333-\_\_\_\_\_. Thank you.

Southwest Tennessee Community College, a Tennessee Board of Regents institution, is an affirmative action/equal opportunity college.  
www.southwest.tn.edu

## Web Site

The design of the Southwest Web site is determined by the Webmaster's Office.

### Web color translations:

Blue – 221, 100, 86

Red – 2, 86, 86

Southwest restricts the use of the College's name or logo on unofficial sites unless approved by the Webmaster's Office.

All links from the site must be approved and reviewed by the Webmaster's Office.

The Communications and Marketing Department will not promote any unofficial Southwest sites without prior review from the Webmaster's Office.

## Promotional Items

All promotional items requiring artwork must be reviewed and approved by the Creative and Printing Services director and the executive director of Communications and Marketing before the Purchasing Department can process the order.



# The College Seal

The College Seal, much like a heraldic coat of arms, is symbolic of the College's aspirations and mission. Southwest Tennessee Community College has incorporated both ancient and new elements and symbols into a seal that is 21st Century in design, to signify the College's origin in this millennium and its commitment to the future.

The Southwest Seal is a circle, centered by a shield, which is quartered to hold four "charges," denoting the general programs the College offers.

The Torch, a symbol of general education, also stands for guidance, knowledge and enlightenment – the flame that lights the darkness of ignorance.

The Gears represent the wide range of technological programs.

The Atom, the most modern ideogram, symbolizes the natural sciences.

The Caduceus, the most ancient symbol, illustrates the medical arts.

The Open Book, in the very center of the Seal, symbolizes knowledge and the wisdom of the universe.

The Laurel Leaves, on which the shield rests, proclaim achievement, excellence and triumph.

Finally, the motto, KNOWLEDGE, SERVICE and OPPORTUNITY, sums up the Mission of the College.



## Colors of the Seal

The College's official colors are red (signifying life and warmth) and blue (signifying calm, reflection and intellect).

## Use of the Seal

The Seal is used officially to authenticate documents. It is engraved on the College Mace, which is carried in solemn procession by the faculty senate president, symbolic protector of the president of the College. The seal is reserved for use in the following official College documents ONLY:

- Degrees
- Official documents
- Proposals to local, state, and federal governments
- Commencement programs
- Official resolutions

The seal should not be used in any publications or marketing materials without prior approval from the Communications and Marketing Department.

## The Athletic Logo

The logo is reserved for College athletics ONLY. Permission for usage must be approved by the Athletic Director.



# PowerPoint Presentations

PowerPoint Presentations are available in two formats: Blue Southwest and Colorful Southwest. These are the **ONLY** three approved PowerPoint Presentation formats. Each format contains a title page and a content page. They are available for download on [internal.southwest.tn.edu](http://internal.southwest.tn.edu) under the, Marketing tab in the Document Library.



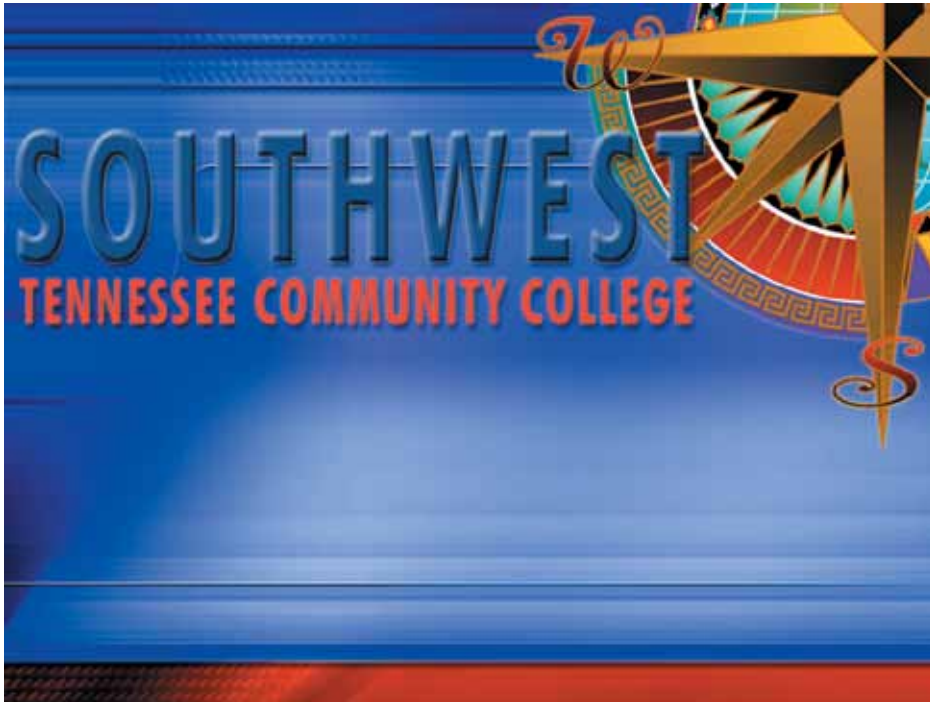
Colorful Southwest Title Slide

Colorful Southwest is intended for more informal, exciting presentations with a special emphasis on our younger current and potential customers.



Colorful Southwest Content Slide

Blue Southwest is intended for more formal presentations to both internal and external customers by senior staff, administrators, faculty, and other persons.



Blue Southwest Title Slide



Blue Southwest Content Slide

# E-mail Signatures

HTML e-mail users may use an electronic signature plate shown below in conjunction with the following:

Typography: 10 pt. Verdana bold, black

Name: 10 pt. Verdana bold

Title, Department, Contact information: 8 pt. Verdana bold

Examples:

**John Doe**

**Instructor**

**Liberal Studies and Education**

**FA 2168, (901) 333-5555**

**Fax (901) 333-4444**

**5983 Macon Cove**

**Memphis, TN 38134**

**(901) 333-4000**

**1-(877)-717-7822**

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# Final Notes

## Printing Services

All forms and artwork referenced in this guide can be ordered from Creative and Printing Services in the Sulcer Building on the Macon Cove Campus. For information call (901) 333-4137. All artwork or items using the College's name must be approved by the Communications and Marketing Department before use.

These rules and procedures are necessary to ensure compliance with TBR policies and to protect the brand and image of the College.

## Creative Services

If you have any questions regarding layout and/or color specifications referenced in this guide, call Creative and Printing Services at (901) 333-4137.

# **SOUTHWEST**

## **TENNESSEE COMMUNITY COLLEGE**

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