Publication & Advertising
PUBLICITY GUIDELINES
Richland COMMUNITY COLLEGE
The President or designee shall be responsible for disseminating public information about the College including:

- coordinating all contacts with and inquiries from the news media regarding College programs
- services, activities, and special events
- preparing and distributing all news releases and public service announcements distributed to the news media
- arranging for all appearances on talk shows and news programs.

The preparation of all official publications of the College intended for distribution to the general public will be supervised and released under the direction of the President of the College or designee.
All printed publications need to be produced by the Marketing Department. This Department has an internal check system that will not allow publications to be printed if the Marketing Department has not signed off on the project.

Publications included in this system are:

• All flyers, brochures, newsletters, pamphlets, and posters.
• Anything generated for Richland students as an audience (tests, syllabi, or class handouts are excluded)

Materials written solely for staff and/or faculty use do not need to go through the Marketing Department.

Start the publication process with Marketing. The Marketing Department is required to have knowledge of activities and events on campus, and will assist you in identifying other steps to make an event successful (press releases, the College Message Board, home page, etc.).

You will need to provide the following:

• publication deadlines
• intended audience
• content of publication
• type of publication
• paper/ink preference
• quantity
• other specific needs

Duplication Center

The Duplication Center provides fast printing service at the lowest possible cost for administration, faculty, staff, and authorized students. A work order from the Duplication Center must be completed and signed by authorized personnel. During the beginning of the semester, mid-terms, and finals, the Center will require additional turn-around time.

Copyright laws prevent the reproduction of certain materials. The department submitting work to the Center has the responsibility of observing these laws. Duplication Center personnel will screen any work pertaining to these laws and the Supervisor will determine if the job will be printed.

Photography

The Graphics Department is available to photograph your event for publicity purposes. If you would like the results of your event to be publicized with photographs in I-MAIL, please contact the Graphics Department. Please provide as much lead-time as possible.
Advertising (newspaper, radio, television, and Internet outlets)

Please feel free to contact the Marketing Department if you would like to advertise your course of study, program, or event. The Marketing Department has purchased advertising in several different mediums. If you have an event or curriculum you would like to advertise, please contact us and we will be happy to meet with you and dedicate funds to meet your request (as funds are available).

Print Advertising

All print advertising is created through the Marketing and Graphics Departments. Please allow up to five days working days from the time we get the request to the date you need it.

Planning Your Special Event

We suggest you use the following checklist:

• Clear project and dates with appropriate Dean or Vice President
• Reserve a room(s)
• College Board Room or Mueller Student Center, contact the President’s Office at extensions 221 or 206.
• Shilling Center, contact extension 240.
• Classrooms, contact the appropriate division.
• Provide for the setup and break-down/clean up of necessary equipment: tables, chairs, coffee, etc. by completing a Request for Maintenance Services Form available in the Operations Office, Room E130.
• Notify speakers, presenters, participants, and the Marketing Office of the scheduled date, time, and place. Also, give the College switchboard/receptionist the information and a contact name and number.
• Arrange for the production of printed materials. (see section on publications)
• Arrange for food, if desired.
• Arrange for a press release (see Press Release section)
• Arrange for photographs, if desired (see Photography section)
• Reserve the audio/visual equipment by calling extension 552.
Press Releases

All press releases are distributed through either the Office of Public Information or the Marketing Office. Sending out a press release does not guarantee it will be used as a story. Once the press release has been sent, the media outlet(s) decides how and when to use the release.

When deciding what information to send, include the five “w’s” of who, what, when, where, and why. These are the most important elements of a press release and will likely cover everything needed. Please provide either the Office of Public Information or the Marketing Department with the information as soon as possible so we can distribute the information to media outlets in a timely manner. Some community calendars require up to three weeks notice.

Richland in the News

The media sometimes use Richland’s Marketing Office as a resource. They often ask us to direct them to the best source for their story. A number of you can expect to be approached by the media. Below are some guidelines if, and when, you are approached by the media.

Media Relations

1. If you are contacted directly by the media, please contact either the Public Information or Marketing Offices to let us know you may be involved in a news story. It is important that both offices know when and where the College is receiving media attention. As a rule, all media contact should be directed through the Public Information or Marketing Offices.

2. The press may be looking for a “common sense” answer or an “expert opinion” on any given subject. Such interviews offer a chance to demonstrate Richland’s involvement in the community as well as an opportunity to highlight the expertise of our faculty and staff.

3. Although the College usually receives favorable coverage, realize that not all stories about the College are going to be positive. If you are ever involved in a story that seems to be taking a controversial turn, please contact the Public Information or Marketing Offices immediately. We will consult with you and help determine the best way to factually approach the subject.

4. Try to be interviewed in person, if possible. Stories written from personal interviews are usually more accurate than phone interviews.

5. Have a game plan before the interview – flag issues, line up all your facts, be prepared.

6. Whenever possible, give reporters plenty of written material. That will give them something to refer to when they get back to their office.

7. Nothing is off the record! If you don't want to see it in print, don't say it.
About the Graphic Style Guide

This style guide has been created as a service to our students as well as our entire community. The goal was to produce a reference document that would help campus communicators adopt a style that is consistent and appropriate for college use, especially when communicating with an external audience. Effective communication is not determined by the following of rules, but by making appropriate choices for a specific purpose and audience.

What This Graphic Style Guide is Not

This guide is not intended to be comprehensive, although it is meant to address some of the most frequently troublesome graphical issues. This guide will also be in a state of constant flux. It will be updated as new ideas and projects abound, and to accommodate artistic trends. Any deviation from the style guide must be approved by the Richland Community College Marketing Department.
If I was a Logo, What Would I Be?

The term “logo” refers to the joining of two primary elements in the graphic identity system – the stylized soybean leaf and the logotype. The logotype consists of the words, “Richland Community College,” and is set in the Gil Sans (or Gil Sans MT) font. Gil Sans REGULAR is the font used, not BOLD.

Example:

Richland Community College

It will not always be appropriate to use the logo in a horizontal fashion. Therefore, a vertical version has been created to accommodate those circumstances.

Example:

Richland Community College

Proper Logo Proportions

The logo has a unique proportion or format and must not be altered in any way. When the logo is reduced or enlarged, it should always be treated as one unit, meaning, all elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce to a height of less than 3/8” from the top of the middle petal to the bottom of the text, not to include the tail of the “g” or the “y”.

When reproducing a logo for any purpose, it is essential that you use only the authorized reproduction art or authorized electronic files. Do not use third-generation art of any kind for reproduction purposes. Do not attempt to recreate the logo on your computer, nor scan a logo from existing print materials. Do not “copy” the logo from the Internet and “paste” it into anything that will be printed.
**Logo Color**

Acceptable logo color is outlined below. No other color options/color combinations can be used.

- **One Color – Black**
  The only acceptable one-color logo usage is black. The logo may not be recreated in any other single color with the possible exception of a special print technique, which may include foil stamping or metallic ink (special permission required from the Marketing Department).

- **Spot Color (2)**
  The preferred colors are dark blue (PMS 541 c) and green (PMS 362 c). Any deviation from these colors must be approved by the Marketing Department.

- **Process (CMYK)**
  The preferred colors are dark blue (PMS 541 c) and green (PMS 362 c). Any deviation from these colors must be approved by the Marketing Department.

  - The CMYK equivalent for PMS 541 c is: C/100, M/58, Y/0, K/42.
  - The CMYK equivalent for PMS 362 c is: C/66, M/19, Y/100, K/3.
  - Web
    - The HEX equivalent for PMS 541 c is: 003F77
    - The HEX equivalent for PMS 362 c is: 669C40

**Special Print Techniques**

The entire logo may be engraved, blind embossed or metal foil stamped. The symbol and “Richland Community College” may be engraved, blind embossed or metal foil stamped – with the tag line printed in black.

**Supplemental Logos**

Supplemental logos provide a method for official entities, organizations, or divisions within the college to create a customized logo by utilizing the official logo with the addition of a specific name.
To create a supplemental logo:
1. Use only the official Gil Sans typeface – specifically Gil Sans REGULAR. Use the same color as is used in the words “Richland Community College”. Use upper and lower case.
2. The supplemental logo must be no more than 2/3 of the college name.
3. Align all typography to the right, starting at the “e” in “college,” not the soy bean leaf.

Some of the official logos will adapt more easily than others, depending on the length and number of words in the supplemental name.

   Even in a two-color application, the supplemental logo remains the same color as “Richland Community College”. All of the usage and print guidelines that apply to the basic logos also apply to supplemental logos. These logos may be printed in either two-color (as shown) or in black and white.

Co-Branding Logo Guidelines
Richland Community College enters into partnerships which may require a unique logo that represents the co-branding partners. Only the full standard Richland Community College logo may be used with the partner logo. The creation of this type of customized supplemental logo requires prior permission from the Marketing Department.

Incorporation of the College Address
The address must always be legible but not longer than the logo. If not legible, divide the address at the phone number so the phone number and web site are on the bottom line. Address elements are to be divided by adding one space, then a vertical line, then one space. The address will be right justified, starting at the “e” in “college,” not the soy bean leaf.
The Incorrect Usage of Logos

Although a logo may be printed on a variety of backgrounds, no words or images should overlap or merge with it. It should never be integrated into an illustration, cartoon, or other symbol or logo.

Incorrect Uses

In order to establish and maintain consistent and effective use of the Richland Community College brand identity, it is essential to follow these standards. The samples illustrated on these pages demonstrate common errors. Such misuses will undermine the college’s effort to present a strong and unified image and will alter the perception and meaning of the logo. If you are unsure as to whether or not a specific piece of communication may be in violation of these standards, contact the Marketing Department.

Incorrect

Different typeface: Gill Sans is the only typeface which may be used in the logo format. Others are not allowed.
**INCORRECT**
Improper proportion: In the logo format, the size of the symbol in the relationship to the typography should not be altered. Reduce and enlarge logos proportionately.

Example:

![Incorrect Logo Example](image)

**INCORRECT**
Improper symbol placement: In the logo format, the placement of the symbol relative to the typography should not be altered.

Example:

![Incorrect Logo Example](image)

**INCORRECT**
Distortion: The seal and logo should not be subject to distortion or manipulation (i.e. slanting, stretching, twisting, or curving).

Example:

![Incorrect Logo Example](image)
Color Palette

A palette of primary and complementary colors has been established for the College. Colors in the secondary palette and tertiary accent palette are complimentary to the primary colors and are to be used for visual acuity. Consistent use of these colors will contribute to the cohesive and unique look of Richland Community College across different media.

Primary Palette of Colors

Dark Blue (PMS 541 c) – demonstrates support, dedication, academia
Dark Red (PMS 1805 c) – demonstrates dedication, passion, stability
Dark Green (PMS 362 c) – demonstrates success, friendliness

Secondary Palette of Colors

Light blue (PMS 542 c) – demonstrates friendliness and support
Rust Brown (PMS 492 c) – demonstrates support and stability
Orange (PMS 170 c) – demonstrates friendliness, support, and ambition

Tertiary Accent Palette of Colors

Light Gray (PMS 406 c) – demonstrates academia, professionalism
Bright Orange Yellow (PMS 121 c) – demonstrates education and hopefulness
Three typeface families are acceptable for use in Richland Community College materials.

**Font: Gill Sans**
Gil Sans is to be used with a (-50) tracking and a (105%) horizontal scaling.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Font: Adobe Caslon Regular**
Adobe Caslon can be used with a tracking of up to (-25) and with no horizontal scaling changes.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```

**Font: Helvetica Neue**
Helvetica Neue can be used with a tracking of up to (-25) and with no horizontal scaling changes.

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
```
Photographic Direction

Professionally-taken photographs give materials an academic and professional air. The following attributes must be applied to photographs used in marketing materials:

• Subjects should make eye contact
• Use soft lighting
• Use soft play of light and shadow
• Some crispness, not out of focus
• Cropped close but still show upper half of body to focus on individual
• Select focus to draw eye to individual
• Natural, genuine setting
Letter Format

Although no formal graphic standards have existed for printing letters on Richland letterhead, we recommend adopting the style illustrated in the following example.

June 12, 2008
-
-
Joe Doe
1234 Main Street
Hometown, CO 80000
-
Dear Mr. Doe:
-
When producing formal letters on Richland letterhead, your top margin should be 2 1/2 inches, your left margin should be 1 1/2-inches and utilize 1-inch margins on the right and bottom sides. Align all type flush left with no paragraph indentations and double space between paragraphs. It is recommended that we use Times New Roman, size 11.

As for other spacing, it’s traditional to have two returns between the date and the address block, double space between the address block and the salutation, double space after the salutation, and leave two to four lines for the signature. However, it’s fine to only double space after the date, especially if doing so will save the letter from running on to a second page.

This block style is the current business letter writing style standard and has been approved by efficiency experts because it saves keystrokes. To readers, this flush left style looks more contemporary than the indented paragraph style. Finally, adopting this style will help convey a consistent image for all Richland correspondence.
-
Sincerely,
-
-
Name
Title