

## **Sterling College Office of Marketing and Communications Policies**

The Sterling College institutional and athletic logos are a key element of the College's identification program. It must therefore be treated with care as it serves as the signature of the college both in identifying and certifying material as authentic publication of the college.

We have therefore established protocols for general use of **all** Sterling College logos.

### **Print Materials (T-shirts, brochures, booklets, etc.)**

#### **Using the Sterling College's Name and Logo on Print Materials**

If using the College's name and/or logos on any print material (including t-shirt designs), these products must be approved by the Office of Marketing and Communications. It is asked that material be submitted **at least** one week prior to it needing to be printed or sent out in case adjustments need to be made.

It is the policy of Sterling College's Office of Marketing and Communications that the college logo must be included on all official Sterling-approved materials that are distributed to a constituency of the college, whether designed by the Office of Marketing and Communications, college departments, or outside agencies that have received the Office of Marketing and Communications' approval.

While there is not a strict policy about the usage of the college logo, the Office of Marketing and Communications has developed a de facto standard that reinforces the college's branding efforts. These standards are protected trademarks, and exceptions can only be made at the sole discretion of the Office of Marketing and Communications.

Sterling College retains the right to not approve materials. Not adhering to these policies could result in legal action taken against the individual. Employees found violating this policy may be responsible for accrued costs of the unapproved materials/products created.

Reasons for rejecting usage can include:

1. Poor product quality in past
2. Distorting logos
3. Not meeting all logo requirements
4. Not adhering to the College's signature brand

### **The Logo as Signature**

On materials such as brochures, booklets, catalogs, viewbooks, postcards, etcetera, the college logo should be used on the back cover or panel.

This usage of the college logo serves as the signature of the college, both identifying and certifying the material as an authentic publication of the college.

When used in this way, the college logo may also be accompanied by contact information, such as the college mailing address, tagline (Come, Grow, Change the World), or web

address. In addition, information such as the departmental web address, phone number, or e-mail address may appear but should be kept concise.

If the brochure is “self-mailing” (designed to mail without an envelope), the college logo should be used on the mailing panel above the college address. This usage can serve the dual purpose of acting as the signature of the college as well as fulfilling regulations regarding the college’s U.S. Postal Service permit.

The Office of Marketing and Communications can provide logos for these purposes.

### **The Logo as Herald**

The college logo is generally only used on the front cover of official documents issued by the president, vice presidents or administrative groups.

This usage is similar to the role of the college letterhead where the logo serves as an announcement of the importance of the information contained in the material and also confirms the message’s authenticity.

On general marketing materials, the text **Sterling College** should be used as a herald and accompanied by the college logo. The text reflects the typographic treatment consistent with the design.

This text herald will associate the material with the college, while allowing identification of a specific Sterling department.

### **Departmental Materials**

***In general, departments should employ a consistent brand message and visual campaign (if needed) that reflects and supports the college’s communications standards.*** If a departmental logo is necessary and appropriate, the Office of Marketing and Communications will be responsible for its design to ensure consistency with the Sterling College brand. The department can design its own logo with final approval resting in the Office of Marketing and Communications.

For more information or clarification on logo use, please contact the Office of Marketing and Communications at [marketing@sterling.edu](mailto:marketing@sterling.edu) or 620-278-4221.

### **News Releases**

The Office of Marketing and Communications is designed to serve as a resource of information and professional communication services for our various constituencies. The Office of Marketing and Communications is charged with sending out news releases for all Sterling College news and events as well as posting them on the Sterling website.

In hopes to best promote news and events, departments are to either submit a written release or provide the relevant information to the Office of Marketing and Communications

in a timely fashion. At least two weeks prior to an event is preferable in order to ensure publication in area papers. It is asked that individual departments/employees refrain from sending out their own releases but rather allow the Office of Marketing and Communications to be the channel of communication for the College.

All news and events for the Athletic Department are to be controlled by the Sports Information Director.

### **Sterling College Brand and Logo Guidelines:**

Here are guidelines for usage of the logos.

1. Cooper Hall and the Warrior must remain in the original proportions provided.
2. The Warrior and Cooper Hall must remain intact and unaltered in position and form.
3. The TM designation must remain as part of the design and can not be removed unless approved
4. The Office of Marketing and Communications must have approval of the final design.
5. The sale of the shirts must be limited to the use you have described below, and not for further sale at a later date without permission from Sterling College's Office of Marketing and Communications.
5. Companies are prohibited from using the logos for any other design work for another client or their own use. The logo usage is granted for only a one-time usage to any vendor by Sterling College.
6. The Sterling College Institutional print and design colors are Pantone 540, 194 and Athletic colors are Pantone 282, 194 and Cool Gray 6.

***This policy will go into effect immediately. All previous products or designs using the Sterling College logos will be exempt from this policy but any projects that have not yet been sent out must adhere to this policy..***