

**SOUTHWEST TENNESSEE COMMUNITY COLLEGE****SUBJECT: Image Standards****EFFECTIVE DATE: July 1, 2000; Revised July 1, 2003; Revised February 15, 2005;****May 5, 2010; Revised April 14, 2022; September 6, 2024****Purpose**

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

**Policy/Procedure**

For branding efficiency, the full name of the College or the word “Southwest” is preferred. If an acronym will be used to identify the College, the approved acronym is “SWTCC.” Although Southwest is a single word, the approved acronym includes both “S” and “W” because research revealed that searching SWTCC online leads to Southwest while searching stcc leads to a different institution.

Publication and advertising are outlined in the Southwest Publications Manual, which states, in part:

1. All internet, intranet, and external advertising, as well as all publications, must be approved by the Associate Vice President (AVP) 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 student body demographics with respect to race, age, and sex.
4. Publications and external advertising must not have racist or sexist language.
5. The use of Southwest’s name, logo, seal, or other facsimile must receive prior approval by the AVP of Communications and Marketing.

### Publications

All publications printed in excess of 500 copies, as well as publications printed off-campus, must have a registered Tennessee Board of Professional Responsibility (“TBR”) publication number, which will be assigned by Southwest’s Printing Services department. As determined by the Communications and Marketing Department, some publications printed in smaller quantities may also need a publication number. Such publications include, but are not limited to:

- undergraduate catalogs
- admissions applications
- financial aid applications
- brochures, posters, calendars, pamphlets, fliers, programs, etc.
- alumni and development solicitation materials
- seminar and workshop brochures and registration forms
- research project reports (if generally distributed)
- treasurer’s reports and other “outside” financial reports
- employee benefits booklets, posters, etc.
- purchase order forms
- employment applications
- placement forms
- athletic ticket applications
- campus, college and department newsletters
- faculty and student handbooks
- employee training manuals

Publications printed off-campus will include the quantity, name of printer, and location, pursuant to TBR [Guideline G-090](#).

### Website

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

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

### Letterhead Stationery and Business Cards

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

1. The printing of letterhead and business cards with the name of “Southwest Tennessee Community College” will be approved by the AVP of Communications and Marketing.
2. Letterhead and business cards must bear the College’s full name, “Southwest Tennessee Community College” rather than the acronym.
3. Different types of Southwest letterhead shall be kept to a minimum and must be approved by the AVP of Communications and Marketing.
4. The following restrictions apply to all stationery and business cards printed or purchased with College funds:

#### **Stationery**

- a. The logo and name “Southwest Tennessee Community College” shall appear at the top or bottom of the page. See the attachment to this policy.
- b. The College’s post office address, general information telephone number, and website address, along with the names of the various locations shall also appear on the stationery.
- c. The President’s Office regularly includes “OFFICE OF THE PRESIDENT” on stationery above the footer. No other office may include the name of the office on College stationery above the footer, below the header, or in the footer or header. Request for an exception may be made to the AVP of Communications and Marketing. Approval must be memorialized via email. If approval is granted, the name of the office may appear above the footer, similar to the President’s Office.

#### **Business Cards**

- a. The logo and full name “Southwest Tennessee Community College” must appear on business cards. The acronym may not appear on Southwest business cards.
- b. The campus location, address, email address, and telephone number of an employee must be on business cards.
- c. The College’s website address must be included on business cards (Southwest.tn.edu).

### Electronic and Other Message Centers

All information on message centers must be approved by the AVP of Communications and Marketing. This includes LED message center screens and still video monitors.

Recruitment Material and Other Southwest Items

The AVP of Communications and Marketing, the AVP's supervisor, or the President must approve items that: 1) bear the College's name; and 2) are purchased with College funds. This includes clothing, bags, cups, hats, and other items. The approver will ensure that the proper font and appropriate designs are used, and that the items are in keeping with the College's desired image. Approval is required even if a department is using its funds to purchase items, rather than submitting a request for the Communications and Marketing Department to purchase them.

**Responsible**


**Source of Policy:** TBR

**Administrator:** AVP Comm & Marketing

**Related Policy:** \_\_\_\_\_

**TBR Policy** \_\_\_\_\_

**TBR Guideline Reference:** G-090; G-140

**Approved:**   
**President**

**Date:** September 6, 2024

**APPROVED HEADER**



**APPROVED FOOTER**

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

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