

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; Revised June 3, 2025 (updating job title); Revised September 1, 2026****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 Vice President (VP) of Institutional Advancement and Communications.
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 VP of Institutional Advancement and Communications.

The College’s names, trademarks, logos, seals, wordmarks, graphic standards, slogans, trade dress, and other identifying marks (collectively, “College Brands”) are the exclusive property of

Southwest and may be used only in accordance with approved College brand standards and applicable Southwest and Tennessee Board of Regents policies.

College Brands may not be altered or used with the name or brand of another entity without prior written approval from the President, the President's designee, or the Vice President of Institutional Advancement and Communications.

College units, programs, initiatives, student groups, and student organizations, and outside entities must obtain approval for each use of a College Brand. Approval for one-time use does not authorize later use, a different item, or a modified design. Any license or permission granted to an outside entity must state a specific and reasonable duration.

Publications

All publications printed in excess of 500 copies, as well as publications printed off campus, must have a registered Tennessee Board of Regents ("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](#).

Advertising

Advertising means the paid or unpaid placement of messages promoting the College in print or electronic publications, websites, radio, television, social media, video, podcasts, banners, billboards, kiosks, signage, or other media.

The VP of Institutional Advancement and Communications, as the College's chief marketing officer, must oversee and approve the content, placement, and purchase of all College advertising and may remove advertising from distribution.

College units, programs, and initiatives must follow procedures established by Marketing and Communications when requesting advertising placement. All advertising must:

- Meet professional quality standards for design and content;
- Provide accurate, timely, truthful, and non-misleading information and, when appropriate, be supported by evidence;
- Comply with applicable federal, state, and local laws and with TBR and College policies, guidelines, procurement requirements, and procedures;
- Align with established marketing, branding, and communications standards and use available system-wide advertising contracts unless an authorized exception is obtained;
- Respect the assigned service area and not be designed to harm the educational services provided by another postsecondary institution; and
- Comply with applicable privacy requirements, including requirements governing student education records and personally identifiable information.

The VP of Institutional Advancement and Communications will evaluate paid advertising annually to determine whether continued use is justified, considering cost, benefit, return on investment, and other factors deemed appropriate by the President. The College will report prior fiscal year advertising expenditures to the TBR System Chief Marketing Officer by August 1 each year.

College resources may not be used to promote or advertise activities or entities unrelated to the College unless the VP of Institutional Advancement and Communications, after consultation with the President, determines that the use aligns with the College's mission and provides a substantial benefit to the College. Advertising may be sold in student publications, auxiliary operations, and athletics-related programs only with authorization by the VP of Institutional Advancement and Communications after consultation with the President.

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 VP of Institutional Advancement and Communications will review and approve website content submitted by the webmaster prior to uploading it 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 VP of Institutional Advancement and Communications.
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 VP of Institutional Advancement and Communications.
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 VP of Institutional Advancement and Communications. 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 VP of Institutional Advancement and Communications. This includes LED message center screens and still video monitors.

Recruitment Material and Other Southwest Items

The VP of Institutional Advancement and Communications, the President, or the President's designee must approve any use of the College's name, logo, seal, wordmark, trademark, or other identifying mark on recruitment materials, promotional items, apparel, merchandise, or other items, regardless of funding source. This includes clothing, bags, cups, hats, and similar 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.

Responsible**Source of Policy:** TBR**Administrator:** VP IA & Comm**Related Policy:** _____9.01.01.00; 9.01.03.00**TBR Policy** 9.00.00.00; 9.01.02.00**Approved:** **TBR Guideline Reference:** G-090**President****Date:** September 1, 2026

Attachment

APPROVED HEADER



APPROVED FOOTER

Macon Cove Campus • Union Avenue Campus • Maxine A. Smith Center • Whitehaven Center

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