Procedure 2.0401

College Publications Guidelines Procedure

It is the policy of the College to produce publications of consistently high quality. All divisions, departments, programs, offices, and committees which are part of the College should adhere to the procedures set out in these guidelines. These guidelines include all documents prepared for circulation outside the College, including "traditional" print documents and digital documents (the College website and other items on the Internet).

A. Branding Guide

The College will produce a Branding Guide to be posted to help create a consistent look for Beaufort County Community College. The Branding Guide and logos will be placed in a SharePoint folder accessible to employees. This guide can be used along with the College's Writing Style Guide. This document will encourage responsible creation of new merchandise, documents, and digital designs.

Slogan

• The slogan of the College is: You belong here!

• This slogan does not have to appear with the logo and can be incorporated into any copy or text, preferably as a closing statement.

Colors

• The colors of the college are medium dark shade of cyan-blue and white. Printers and designers may ask for numbers below:

o RGB: 0 91 139 or R: 0 G: 91 B: 139

o HEX/HTML: #005B8B

o CMYK: 100 35 0 36 or C: 100 M:35 Y:0 K: 36

Font

• The font for the college logo is Avenir Black and Avenir Light.

• The existing logo designs should be used when possible, to avoid variation.

• When the College's name is written out typographically, such as on a banner or sign, Avenir Black should be used. Avenir Light should be used for subheadings. These only apply for logo or title designs. Other documents can follow the Writing Style Guide.

Mascot

• Seagulls over waves are the mascot of the college.

• The name of the seagull is "Beau".

• Thematic design variations involving seagulls and waves are welcome. The College has access to a professional images account that should be used for obtaining high quality images and designs for large prints instead of downloading files of the internet. The Webmaster and Marketing/PR Coordinator and their designees have access to this account.

Logos

• Logos will be placed in a SharePoint folder accessible to employees. The Branding Guide will specify suggested uses for each variation of the logo and specific directions if they apply.

• Variations are available for use against white backgrounds vs. blue or dark backgrounds.

• New designs and variations can be requested from the following staff:

    o Marketing and Public Relations Coordinator

    o Webmaster

    o LEC Director

• High volume, highly visible and permanent designs should go through the Marketing and Public Relations Coordinator.

B. Digital Content

Beaufort County Community College recognizes the value and potential of publishing on the Internet/web server. Administration, faculty, and staff are encouraged to supply electronic information to be published to the College servers. Digital content must support the College's mission and be consistent with printed policies, procedures, and guidelines set forth by the College. This includes links to other sites outside of the campus website. Media may be considered in violation if it contains links to a page that violates the policies of the College.

In order to provide graphical and content consistency, all digital content must follow the procedures listed below. All digital content will be submitted to the webmaster for compression and posting to the College servers. Digital content will feature the following:

• The date of stream posting.

• Name of the publisher responsible, including contact information.

• Name of course, section number, semester, and date, if applicable.

Beaufort County Community College servers may not be used to create digital content primarily for personal business or personal gain. The following statement will appear on the digital content home page: "The views and opinions expressed in this digital content are strictly those of the author. The contents of this digital file may not have been reviewed or approved by Beaufort County Community College". The author may include a Creative Commons License.

Access to upload to the College streaming server will only be granted to appropriate information technology staff and the Webmaster. The College reserves the right to refuse to encode or upload any material deemed unsuitable for streaming. Potential reasons for refusal include poor quality or breach of copyright.

• Digital content will be sent to webmaster for posting to the server.

• Webmaster will compress files and publish them to the server.

• Webmaster will notify user with link to the file to be placed in Blackboard if applicable.

• AV/Media release form must be signed if applicable.

• Copyright release form must be obtained from publisher if applicable.

• Creative Commons License logo will be used if applicable.

C. Accreditation Information

BCCC adheres to The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Institutional Obligations for Public Disclosure, providing information to our students, constituents, and the public that is complete, accurate, timely, accessible, clear, and sufficient. BCCC accurately represents its accreditation status and publishes the name, address, and telephone number of SACSCOC in accordance with SACSCOC's requirements and federal policy. All forms of print and electronic communications officially representing BCCC must be consistent with catalog content and accurately portray the conditions and opportunities available at the College.

SACSCOC accreditation information is to be included in published electronic and print materials that officially represent BCCC.
Examples include:
- BCCC website
- BCCC college catalog
- Strategic plan
- BCCC course schedules webpage
- Educational brochures
- Student applications
- Program flyers
- Student Handbooks

Care must be taken in recruitment materials when referring to SACSCOC to ensure that accreditation status is not misrepresented. The full statement of accreditation must appear in official publications such as the catalog, handbooks, or website pages where accreditation information is provided. The abbreviated statement can be used in flyers and other recruiting materials.

Full Statement of Accreditation

"Beaufort County Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Beaufort County Community College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Beaufort County Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org)."

Abbreviated Statement of Accreditation

Beaufort County Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees, certificates, and diplomas. Visit www.beaufortccc.edu/about/accreditation for more information.

For questions regarding SACSCOC Accreditation, contact the Dean of Institutional Effectiveness who serves as the College's SACSCOC liaison.

References

Legal References: *Enter legal references here*
Cross References: *Enter cross references here*

History

Leadership Council Review/Approval Dates: *2/9/2024*
Senior Staff Review/Approval Dates: *7/1/2015,07/29/2020; 11/21/2023*
Board of Trustees Review/Approval Dates: *Enter date(s) here*

Implementation Dates: *Enter date(s) here*