

# Walters State Branding and Graphic Standards Guide

## Introduction

Walters State Community College is recognized regionally and nationally for its commitment to quality in all aspects of the institution.

This recognition is the sum of the contributions made by individuals who share a common mission to bring higher education opportunities to upper East Tennessee. It's also the result of the college's efforts to present a unified image to the general public that accurately reflects the high academic and professional standards of our faculty, staff, students and supporters.

Every web page, social media site, publication, video, letter, and email about Walters State represents not just a person or individual department or division but also the college as a whole. These visual images of the college contribute significantly to Walters State's identity.

As part of our effort to present a unified, consistent image of Walters State, the college has established graphic standards that serve as a guide for our communications to external audiences. The graphic standards manual that follows provides information on the college's logo, trademark, and seal and other visual identifiers as well as the steps to follow when developing and printing materials or seeking publicity for programs, events or accomplishments.

The college's Office of Communications and Marketing is charged with ensuring that publications and other materials comply with these graphic standards. Communications and Marketing also works with Printing Services to document the cost and purpose of all publications intended for external review. These offices can help you determine the most cost-effective way to produce a publication without comprising the quality of the piece.

Your support of the Walters State graphic standards guide will play an integral role in the college's efforts to present an image that communicates the significant contributions and accomplishments of our faculty, staff, students and supporters.

Tony Miksa  
President, Walters State Community College

## **Office of Communications and Marketing**

The Office of Communications and Marketing serves the college in the areas of internal and external information dissemination, print and broadcast media relations, advertising, website content management, social media, community relations, publications and other substantial representations of the college in support of institutional brand maintenance and enhancement.

In order to present a consistent image of the college that reflects its quality and mission, the following information is meant to be used as a reference tool for faculty and staff when creating publications, changing or adding website content, seeking publicity for events or programs, or producing written communication.

Creating effective, quality communication materials takes time. Please allow at least a two-week (or longer for more extensive projects) turnaround time for all job requests.

### **Publicity and Press Releases**

Communications and Marketing serves regional media and the publics that look to those outlets for current, accurate and relevant information. The media have been requested not to consider as official any information regarding programs, staff, or activities at Walters State provided by anyone other than a communications and marketing officer or the president of the college. Communications and Marketing writes press releases and public service announcements and distributes them to the news media.

Communications and Marketing staff will write a press release based on the information submitted and, if necessary, follow-up meetings. Press releases are disseminated to media outlets and publicized internally through various media as appropriate and as determined by communications and marketing. Communications and Marketing staff adhere to the guidelines of the Associated Press Stylebook when writing press releases and PSA's.

### **Design/Layout Services**

Communications and Marketing can assist you in the publication process, including writing and design services. Communications and Marketing staff can help you write, design and lay out flyers, brochures, posters and other publications. Please allow at least a two-week turnaround period for the design and layout process.

### **Photography**

Photographic services, including pictures for press releases, publications, and the college's web site, are coordinated by Communications and Marketing.

### **Publications**

All printed matter designed for distribution off campus is subject to review by Communications and Marketing. Tennessee state law requires certain quality and cost monitoring regulations that relate to publications by state colleges and universities (Tennessee Code Annotated Section 12-7-104-106). The rules and regulations formulated by the THEC Higher Education Publications Committee govern the preparation of all Walters State publications whether produced by the WSCC Printing Services Department, external vendors or through desktop publishing.

#### **Publication Procedures**

1. Fill out a Print Order form (include description of job being requested on this form) and submit to Printing Services. If design or layout services are needed prior to printing, a meeting with the Communications and Marketing graphic designer should be scheduled following submission of the Print Order form.
2. Prior to your meeting to discuss design or layout services, consider the quantity, audience, paper, color, and

photographs for the publication.

3. Please allow a two-week turnaround period for design and layout services. Customer changes can increase the turnaround time. However, Communications and Marketing will make every effort to complete your project in a timely manner.

#### Publication Number

A number assigned to all WSCC publications by Printing Services indicating the institution responsible, document control number, account charged, and date of origination or last revision. Communications and Marketing will affix the number to the publication. This printing number is required by state law.

Ex: WSCC 01619-P-2-56100 Rev. 1/12

#### Publication Statements

A non-discrimination disclaimer, Tennessee Board of Regents and SACSCOC statements are also printed on all appropriate external publications.

#### *TBR Statement*

Walters State is one of 46 institutions in the Tennessee Board of Regents system, the sixth largest system of higher education in the nation. The Tennessee Board of Regents is the governing board for this system which is comprised of six universities, 13 community colleges, and 27 area colleges of applied technology, providing programs in 90 of Tennessee's 95 counties to more than 200,000 students.

#### *SACSCOC Statement*

Walters State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Walters State Community College. The Commission should be contacted regarding only questions about the accreditation status of the institution, to file a third-party comment at the time of the institution's formal, scheduled review, or to file a complaint against the institution for alleged non-compliance with a standard or requirement. Normal inquiries about Walters State such as admission requirements, financial aid, educational programs, etc. should be addressed directly to the institution and not to the Commission's office.

#### *Non-discrimination Statement*

Walters State Community College does not discriminate against students, employees, or applicants for admission or employment on the basis of race, color, religion, creed, national origin, sex, sexual orientation, gender identity/expression, disability, age, status as a protected veteran, genetic information, or any other legally protected class with respect to all employment, programs and activities sponsored by Walters State. The following person has been designated to handle inquiries regarding non-discrimination policies: Tammy Goode, Tammy.Goode@ws.edu, Walters State, 500 S. Davy Crockett Pkwy., Morristown, TN 37813-6899, 423-585-6845.

#### **Logo/Trademark/Seal**

The symbols below are identifying marks and should be used in the proportions as designed. Except in unusual circumstances, only one should appear on a document page or single piece of artwork or design. The symbols are to be used only for documents and products produced by or with the stated permission of Walters State. Outside vendors should secure permission before producing materials incorporating the symbols.

The logo is used on letterheads, business cards, and recruitment materials that promote academic programs. The logo should be rendered in one color only. Appropriate colors are blue (PMS 289) red (PMS 199), and black.



The trademark is used on less formal documents and athletics materials. The solid “W” and “Walters State” are rendered in one color (Pantone 289) and hanging “S” is outlined in a second color (Pantone 199).



The seal is reserved for legal documents, such as diplomas, reports and formal documents. When printed in color, the oak leaves, planet rings, flame of torch are rendered in red; shield in white; inner circle and text in blue.



### Official College Colors

Walters State’s official colors are blue, red, and white. The PMS equivalents—PMS is an ink-matching system used by the printing industry — are Pantone 289 (blue) and Pantone 199 (red). The proper shades of the college’s official colors should be used in publications, souvenirs, uniforms, clothing, etc., that incorporate the college’s name, logo, or trademark.

Pantone 289 (blue)



Pantone 199 (red)







500 S. Davy Crockett Pkwy.  
Morristown, TN 37813-6899

OFFICE OF COMMUNICATIONS AND MARKETING

RETURN SERVICE REQUESTED

A Tennessee Board of Regents College

### Business Reply Mail – Envelopes and Cards

The basic layout for business reply mail is provided by the U.S. Postal Service. Bar codes must be properly positioned as indicated on the following sample. The WSCC zip code for business reply mail is 37813-9989. This zip code applies to business reply mail only. The minimum size for a business reply card is 3 1/2" X 5".

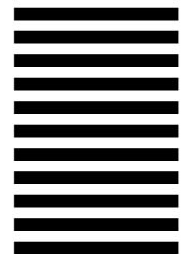


NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 161 MORRISTOWN TN  
POSTAGE WILL BE PAID BY ADDRESSEE



WALTERS STATE COMMUNITY COLLEGE  
OFFICE OF COLLEGE ADVANCEMENT  
500 SOUTH DAVY CROCKETT PARKWAY  
MORRISTOWN, TENNESSEE 37813-9989



## Memoranda

Pre-printed memorandum forms may be secured through Printing Services. However, the following format has been designed to be printed on plain paper and is the preferred format for all internal memoranda. Another form of memorandum is one that is prepared on office letterhead to be sent to an outside constituency such as the Tennessee Board of Regents.

**MEMORANDUM** (Times New Roman font pt. 24)  
Public Information Department (pt. 10)

**TO:** (pt. 12)

**FROM:**

**DATE:**

**SUBJECT:**



A Tennessee Board of Regents College

## Business Cards

A standard design has been created for business cards. The card is printed in black ink with raised type on white linen paper. Cards are ordered from Printing Services in quantities of 500 or 1,000. Cards may be ordered for professional staff and faculty and must be approved by the division chair. Card may include office phone, fax number, home or cell phone (if desired), email address, name and title.

xxx-xxx-xxxx

John.Doe@ws.edu

Fax: xxx-xxx-xxxx

**John Doe**  
**Vice President for Marketing**



500 S. Davy Crockett Pkwy.  
Morristown, TN 37813-6899

## Certificates

A basic design for a certificate of recognition has been established for general use, utilizing a blue seal screened in the background, black type overprinted, on natural parchment paper. All standard certificate orders must be approved by the division chair. All special certificate orders must be approved by the President's Office.

## Web Content

The Walters State web site is one of the most visible representations of the college and one of its most important recruitment tools. As such, each public Walters State web page is considered a college publication in that it contributes to the user's perception of the college. While each unit, department, club, or office has its own specific purpose and goals, it is also a part of Walters State as a whole and, therefore, needs to be clearly identified with the college brand.

Communications and Marketing is responsible for the content, design, navigation, and structure of the Walters State web site. Walters State web pages that are open to the general public are subject to approval by the Communications and Marketing. Web updates or changes should be submitted via email to the Director of Website Design and Front-End Development. Include in the request the corresponding URL(s). Please allow a two-week turnaround time for content change requests. More time may be required depending on the size and scope of the changes. The Director of Website Design and Front-End Development will monitor the web site for outdated information; however, it is the responsibility of individual departments and offices to ensure that the information on their pages is current.

## Social Media/The Daily Bulletin

Communications and Marketing maintains the official Walters State Facebook, Twitter, YouTube, Instagram, and Daily Bulletin sites. The Office of College Advancement maintains the official Facebook account for alumni. Posting information to these pages ensures the widest possible audience. E-mail information for the college's social media and Daily Bulletin to the Associate Director for Communications and Marketing at Debra.Williams@ws.edu. E-mail information for the alumni page to the Coordinator of Alumni Affairs at Wanda.Harrell@ws.edu

## Social Network Sites for College-Affiliated Groups

Groups wishing to have their own official social media account must first seek approval from Communications and Marketing. All group Facebook pages will be listed on the official college Facebook page as a "favorite." Twitter accounts will be followed by the Walters State Community College account. This will enable students to be more informed and involved.

## Faculty and/or Staff Administrators

All social media accounts officially recognized by Walters State must have a faculty or staff member as an administrator at all times. Should the designated advisor leave the college for any reason or no longer wishes to be an account administrator, it is that person's responsibility to designate a replacement and inform Communications and Marketing of this change. This includes summer months.

## Marketing

Marketing for the college as a whole as well as for any college program, service or activity is coordinated by Communications and Marketing, which can provide creative assistance as well as recommendations of effective media.

Communications and Marketing develops and implements an integrated marketing campaign for the college, which includes creating and placing advertising for television, billboards, radio, newspaper, web sites, social