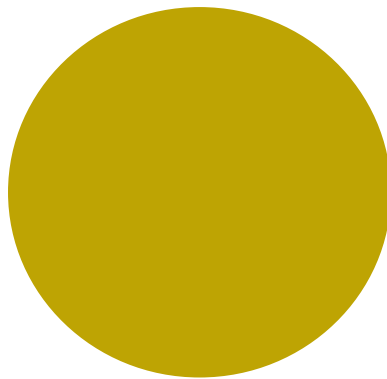
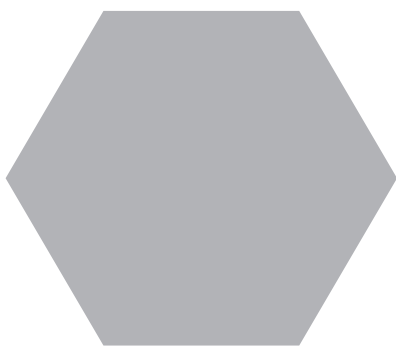

Southern Arkansas University Tech Style & Branding Guidelines



*Southern Arkansas University Tech
Office of Communications, Public Relations
& Grants*



Southern Arkansas University Tech Style & Branding Guidelines

This is SAU Tech's Style Guide. This guide is intended to provide college employees and departments with an overview of the standards, guidelines and the processes for having items printed, promoting programs and events, the design of items with the college's name or logo represented, and the delivery of media at College events and in other situations where the public is present.

This guide also includes information about materials available for table displays and various other services offered by the Communications Office. This guide is not intended to answer every question that may arise when dealing with SAU Tech's image and brand. Always feel free to contact the Communications Office for clarification on any question or issue that may arise.

The Communications Office provides a form in mycollege to use when requesting services.



Director of Communications, Public Relations and Grants

Appropriate Use of the College's Logos and Seals

The following images represent the different versions of the official logo and seals used by the college. The College uses color, black and white, and solid color versions of the logo. The logo can be sized by dragging one corner of the image while holding down the shift key on the keyboard. It is important that the logo is not distorted.



The departmental logos cannot be used for creating letterhead for external mailings. Versions of the logo are available for department use when sending internal communications such as memos, internal letters and email signatures. (See letterhead section.) SAU Tech departments or programs MAY NOT create their own logos.



The Arkansas Fire Training Academy and the Arkansas Environmental Training Academy have logos that are distinct from the college's logo. The College's radio station has a separate logo used for promotional purposes only. SAU Tech has an official seal that represents the College. The seal is used in an outline mode, in black, gold and in full color.



Variations of the College logo can be obtained from the Communications Office.

Letterhead/Envelopes

SAU Tech has official letterhead and envelopes that represent the brand of the College. The letterhead and envelopes are available from central supply for purchase by departments. Any official communication that leaves the SAU Tech campus is to be printed on letterhead. Individual departments shall not develop and print their own letterhead in-office for off-campus mailings. Departments are allowed to create a line that designates the departmental name on the letterhead. (See examples on page 3.)



From the office of the SAU Tech Career Academy

Letterhead

www.sautech.edu

Southern Arkansas University Tech P.O. Box 3499 Camden, AR 71711-1599 870-574-4500 Fax: 870-574-4520



Southern Arkansas University Tech
P.O. Box 3499
Camden, AR 71711-1599
Communications Office

www.sautech.edu

Envelope

Interoffice Memos

Format for interoffice communication is provided in the above example. An electronic version is located with the college forms in the “mycollege” portal.



To: [Click here and type name]
From: [Click here and type name]
CC: [Click here and type name]
Date: 7/16/2009
Re: [Click here and type subject]

How to Use This Memo Template

Select text you would like to replace, and type your memo. Use styles in Text in the Style control on the Formatting toolbar. To save changes to choose Save As from the File menu. In the Save As Type box, choose D you want to use it, choose New from the File menu, and then double-click

Name Badges/Tags

Name tags are also part of the college’s brand identity. Employee name tags are ordered by SAU Tech’s office of Human Resources when a new staff person is hired. If a tag is lost, see the Human Resources office to order a replacement. Departments incur the charges for all name tags.

Business Cards

Employee business cards are ordered through the SAU Tech's Business Office-Purchasing Department. To order business cards, submit a purchase requisition along with the completed form for business card orders which is located in mycollege under the Communications Office, to the Purchasing Department. Employees shall not create and print business cards in-house. The SAU Tech business card design is an important part of the college's brand identity.

Printing

The Communications Office is responsible for ALL printing for SAU Tech which is mandated by State of Arkansas regulations. This includes, but is not limited to, the following: bidding print jobs, creating and proofing print pieces, developing pieces, editing pieces, and reviewing items for brand control and quality.

Review of Items with College Logo and/or Name

The Communications Office must review all items printed that will be released for public view prior to release. It is very important that the branding of the college is represented in everything viewed by the public.

The Communications Office print review includes T-shirt designs or products that will contain the College's name and/or logo. Student groups have more creative options if the club name along with the College's name is used as opposed to the College's name or logo only on promotional items and T-shirts. If the T-shirt or item contains the College's logo or name (excluding student groups as mentioned above), it must have approval from the Communications Director before being printed. The following process is used to review items on a case-by-case basis. Below are the criteria used to review requests:

1. Does the product design or use clearly support the SAU Tech's current branding efforts?
2. Will the long-term use of the product/design represent the SAU Tech in a positive manner to the public?
3. Could the use of the product or design be offensive to the public, to SAU Tech employees or to students?

After careful review and using the above criteria, the Communications Director will make a decision on use of the logo and name on the item(s) in question. The preferred procedure for the development of T-shirt designs or other design work for use by College departments and for College events is to start with a request for services to the Communications Department by using the form in mycollege. In order to receive design work in a timely manner, a minimum of two (2) weeks notice is required.

Colors

SAU Tech's official colors are:

Pantone 281 Uncoated/Coated-Blue & 284-289 Coated

Pantone 111 Uncoated/Coated-Yellow/Gold & 108-110 Coated

Pantone 423 Uncoated/Coated-Gray & 429-432 Coated

Some combination of the College's colors are used in all print publications. With the exception of black and white, other colors are prohibited unless prior approval is given by the Director of Communications. Colors for T-shirts and other items may vary according to the event and audience for which they are created. Some colors are never used by the College (i.e., red and purple). Red is associated with the University of Arkansas (U of A) and the Razorbacks and purple with the University of Central Arkansas (UCA).

Fonts

The College understands that sometimes, depending on the event or the audience, a specific font may be more appropriate than the College's official fonts. The college uses a wide range of fonts for its publications and website. The ultimate goal is to create an easy to read and professional image for the college's print items.

Clip Art

Clip art is defined as cartooned images taken from the Internet or other sources. Clip art is not allowed to be used on any printed items. Only photos provided and or approved by the Communications Office can be used in print items.

Some rules of thumb for print items:

- * No Colored Paper
- * No Clip Art
- * No Placement of Flyers on Cars
- * Must Obtain Permission From Business Owners to Post Flyers in Businesses

Use of Old Logo Items

Use of any old logos is strictly prohibited. Any items printed with old logos should be sent to the Communications Office for archiving. Any paper items with old logos are strictly prohibited from being sent or displayed to the public. Note: This does not include personal clothing items.

Signage

Signage is another way that SAU Tech brands itself to the public. College signage should be printed on a printer and displayed either on a sign board or a bulletin board as appropriate. The Communications Office has resources to help departments with signage needs.

The Use and Creation of Media Items

Videos, photos, skits, parodies of songs, etc. have become primary methods used by the College to brand itself at events, on the College web site and in social media. Videos can be provided by the Communications Office. If the video or other media piece for an event is not created by the Communications Office, the Director of Communications must approve the item prior to the event. The approval process is collaborative and may result in changes to the media piece; therefore, it is important that the review take place at least two (2) weeks or more prior to the event

Services Provided by the SAU Tech Communications and Public Relations Office

Design Work

The Communications Office provides design services for departments in need of design work. The Communications Office provides design from everything from a simple flyer to T-shirt designs. A lead time of a minimum of two(2) weeks is required.

In-House Printing

The Communications Office has the capability of in-house printing for some items (i.e., large format, color prints and publications, etc.) Departments pay for print services by way of account chargeback to cover paper and ink use. The Communications Office maintains cost estimates for various types of print jobs.

Editing

The Communications Office also provides editing services. Editing is part of the review process when a print item is submitted to the communications office for approval. The Communications Office also utilizes other staff at the college to review items before printing.

Display Items

The Communications Office has tablecloths, display banners (vertical) and a large 7'x 7' backdrop that can be used by departments. Tabletop display boards are also available. It is very important when attending events that SAU Tech is represented professionally.

Photography

The Communications Office provides photography coverage of campus events. To ensure photography services are provided, departments must notify the Communications Office and request the service by submitting a support request (found in mycollege) at least two-weeks prior to the event.

The Communications Office frequently takes photos of students and campus activities for use in publications. The assistance of faculty and staff in identifying students that exemplify SAU Tech's mission is requested so that arrangements can be made for gathering their photos and stories. Student stories may be submitted on the College's website.

Posting of Notices

The Communications Office provides coordination for posting notices on campus boards. All campus posting must be approved by the Office of Communications prior to posting on campus boards.

Marketing

While the Communications Office's main focus is marketing the College and its academic programs, marketing/publicity plans are also developed for events and departments as requested.

Speaker's Bureau

The Communications Office maintains a list of persons that have agreed to speak on behalf of the College when a speaker is requested by a community group. Employees interested in joining this group should contact the Communications Office. If you need to schedule a speaker, please submit a request for services from mycollege using the Communications Support Form.

Advertising

The Communications Office manages the production and placement of all advertising for the College with the exception of job/employment advertising. Any department seeking to place an ad must go through the Communications Office.

The Press

The SAU Tech Communications Office is the College's official point of contact with the press or media. Any information released to the press must go through the Communications Office. All phone calls from the press, other than requests under the Freedom of Information Act, should be directed to the Director of Communications. FOIA calls should be directed to the Vice Chancellor for Finance and Administration.

Website

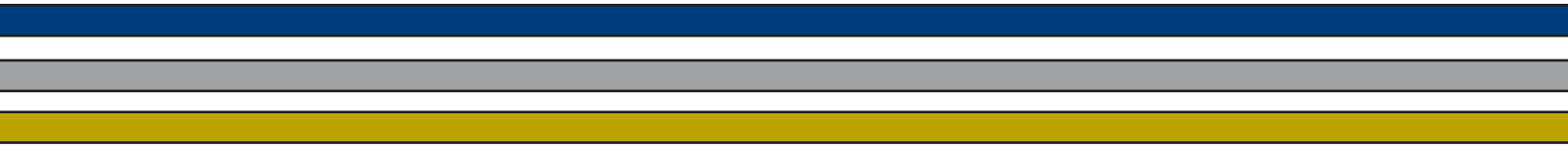
The Communications Office oversees the creation, design and updates to the College's website at www.sautech.edu. All additions, revisions and changes that need to be made to the website must come through the Communications Office via a request using the form in mycollege.

Social Media

SAU Tech has a formal procedure for departments and programs regarding Facebook, Twitter, Instagram and other social media use. The policy can be found in the College's employee handbook. The Communications Office uses a variety of social media and web platforms to advertise the College. Employees who have "editor" status on the College's Facebook pages or account, must follow the college's branding procedures when making posts. Posts on the College's Facebook pages or account should reflect the mission of SAU Tech.

The Office of Communications and Public Relations and Grants employee forms:

<http://mycollege.sautech.edu/ICS/Employees/>



Revised July, 2016