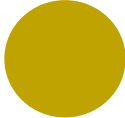




SAU Tech *Style Guide*



Pantone grey
423 uncoated
process color



Pantone
yellow 110
uncoated
process color



Pantone blue
281 uncoated
process color

Office of Communications
& Public Relations



SAU Tech Style Guide

This is SAU Tech's Style Guide. This guide is intended to provide college employees and departments with an overview of the standards and guidelines for printing materials that represent the college. 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 college image and print materials. Always feel free to contact the Communications Office for clarification on any question or issue that may arise.

Thank you,

Kimberly Coker

Director of Communications & Public Relations

SAU Tech

IMPORTANT NOTICE

Prior to ordering /re-ordering ANY items where the college logo is used, approval must be obtained from the Communications Office. This includes, but is not limited to: letterhead, envelopes, mailing labels, promotional items, Bookstore items, (including clothing), vehicle and parking stickers/decals. U

Appropriate Use of the College's Logos and Seals

In 2006, SAU Tech adopted a new logo. In order to integrate the logo into the brand of the college, all college departments are required to adhere to the following usage guidelines for the logo. The following images are the different versions of the official logo and seals used by the college.

The college uses a color and black and white version of the logo. The logo can be sized by pulling on one corner of the image. It is important that the logo is not distorted.



SAU Tech departments have variations of the SAU Tech logo that can be used for internal communication purposes, such as memos, internal letters, e-mail signatures, etc. The departmental logos cannot be used for creating letterhead for external mailings. An adaptation of the college's official letterhead is used for departmental mailings. (See letterhead section.)



SAU Tech has an official seal that represents the college. The seal is used in an outline mode, in black, and in full color.

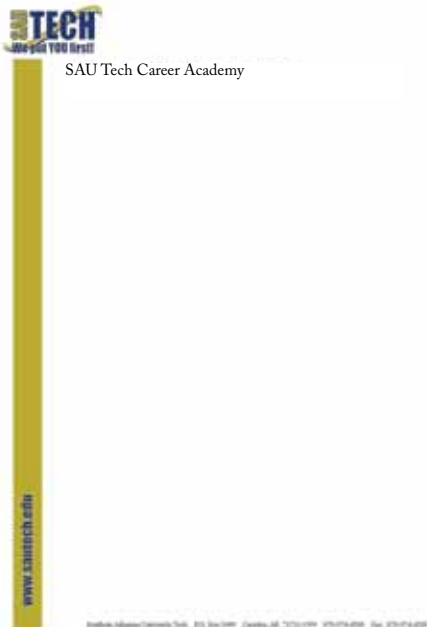


The Arkansas Fire Training Academy has its own seal as shown below and it is used in conjunction with the college logo. The Arkansas Environmental Training Academy has a separate logo from the college. The college radio station has a separate logo used for promotional purposes only.



Letterhead/ Envelopes

SAU Tech has official letterhead and envelopes that represent the brand of the college. The letterhead and envelopes are available from Central Stores 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 example.)



Interoffice Memos



Format for interoffice communication is provided in the above example. An electronic version is located with the college forms at http://www.sautech.edu/saut_forms_entry.html.

Business Cards

Employee business cards are purchased through the Purchasing Department. To order business cards, Submit a purchase requisition, with the info that goes on the card, to the Purchasing Office. 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.



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Name Badges/Tags

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

Printing

The Communications Office is responsible for all printing for SAU Tech. This includes, but is not limited to: bidding print jobs, creating and proofing print pieces, developing pieces, editing pieces, and reviewing items for brand control and quality.

Printing Review

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 that the public sees. **All items must be submitted to the Communications Office for approval prior to printing.**

Colors

The college's official colors are:

Pantone 281 Uncoated- Blue

Pantone 111 Uncoated- Yellow

Pantone 423 Uncoated - Gray (Accent)

The college's colors are used in all print publications in some combination. Other colors are prohibited. (Exception Black and White)

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 Communications Office must approve all use of different fonts. The college's official fonts are:

TIMES NEW ROMAN (All versions)

ARIAL (Reg. & Narrow only)

GARAMOND (All versions)

Garamond is used as some versions of software programs do not contain Times New Roman. These fonts may be used in bold and italics as well.

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 printed items. With that in mind; only photos provided 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

SAU Tech has now had its current logo in place for several years. 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 Services Provided by The Communications Office

1.

Design Work

The Communications Office provides design services for departments in need of design work. When a flyer is needed or an entire publication, the Communications Office can help get the job done. Please provide as much lead time as possible when requesting design work.

In-House Printing

The Communications Office does have the ability to print some items in-house. The type of print job and the number of items needed will determine whether or not it can be done in-house. Departments pay for print services by way of account chargebacks 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 approval process when a print item is submitted to the Communications Office for approval.

Display Supplies

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. Every attempt is made to provide photography services for all events on the college's calendar. However, to ensure this service is provided, departments should notify the Communications Office of events where photography coverage is needed. A two week notice is required in advance to schedule for photography coverage. The Communications Office also takes frequent 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.

Notice/Bulletin Boards

The Communications Office provides coordination for posting notices on the campus boards. Materials for covering the campus boards are also available. All Campus posting must be approved by the Office of Communications prior to posting on campus boards. A list of campus bulletin boards is available upon request.

Marketing

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

Speakers 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. If you would like to join the group or need to schedule a speaker, please give us a call.

Advertising

The Communications Office manages the production and placement of all advertising for the college with the exception of job 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 (FOI), should be directed to the Director of Communications.

Website

The college currently maintains a website at www.sautech.edu. A new website is currently under construction through efforts on the part of the Communications Office and the Department of Information Technology.

Office of Communications & Public Relations, SAU Tech, PO Box 3499, Camden, AR 71711