



INSTITUTIONAL IDENTITY and GRAPHIC STANDARDS

College Logo

The College logo **must** be included on **all materials**, including both internal (email attachments) and external correspondence and all publications. **To acquire a digital copy of the College logo, go the Campus Drive (M) and open the folder labeled “2009_LogosAndStandards.”** There you will find the logo in five formats—three blue (JPG, TIF, and PDF) for Web use and color printing and two black and white files (JPG and PDF). You may save a copy of the logo from the campus drive to your own desktop or drive or simply place a copy into the file that you are creating. (For assistance, contact PR.) **Do not change the logo by adding or deleting text or graphic components and do not change the color.**

College Colors

The use of College colors, dark blue (PMS 539) and silver or white, is **required** for College-related publications and materials. For assistance, contact PR.

Stationery, Name Badges, and Other Imprinted Items

All items imprinted with the College logo must conform to College standards.

- Administrative Assistants may order Dalton State letterhead, envelopes, and bond paper from Central Stores as needed. **Note: All departments will use generic Dalton State letterhead for the present. Department-specific letterhead, with the addition of graphics reflecting approved-certifications (AACSB, etc.), may be allowed in the future.**
- Administrative Assistants may order business cards from Flash Graphics* per established purchasing procedures, **with proof approval required by the school or department and PR.**
- Academic Affairs orders new faculty/staff name badges each fall in order to take advantage of bulk pricing. Additional badges needed during the year may be ordered by Administrative Assistants from Total Recognition* (according to established purchasing procedures), **with proof approval required by the school or department and Academic Affairs.**

Publications

PR approval is **required** for materials that require off-campus printing or bulk mailing, including post cards, as well as for items printed in-house for off-campus distribution. In order to ensure that all items reflect the College’s family look, meet accepted standards for readability, and make effective use of College resources, please contact PR for approval **before** beginning print projects.

Press Contacts and Releases

PR is responsible for the dissemination of College news and information through press contacts and press releases. In order to avoid duplicate contacts and to ensure timelines and accuracy, **all** news and information should be referred to PR for release. **All College-related press releases not written by PR must be approved by PR.** In addition, any media inquiries not initiated by PR should be referred to PR for response and follow-up.

Advertising

All advertising, except job/bid announcements, **must be approved** by PR.

Public Relations

Public Relations operates under the direction of the President and is responsible for the overall visibility of the College. This is accomplished by: arranging for press coverage, issuing releases and responding to press inquiries; creating and placing advertising; oversight of the College Web site; creation of recruitment, event, and program materials; and oversight of the College’s graphic identity. In addition, PR produces the *eQuill*, a monthly newsletter for faculty and staff, and assists with production of the *Dalton State* magazine.

Pictures

PR maintains digital images for use in publications and can take pictures of campus events for news releases, with advance notice. You may provide your own pictures for publications or news items if they meet acceptable standards.

For information or assistance:

Jane Taylor, Director

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Linda Massey, PR Specialist

706.272.4587

lmasssey@daltonstate.edu

Office location:

310 Lorberbaum Building

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Web Site

For assistance with Web pages or questions about standards, contact the Webmaster, Alex Swan, at 706.272.2611 or PR.

*Approved local vendor for 2009-10.