
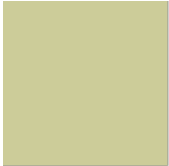



Marketing Communications Usage Guidelines

COLORS

A significant factor in the success of Southwest's unified identity is adherence to a standard color palette. The table below lists specifications for the identity's standard colors in most of the major color models in use today:

Color	CMYK	RGB	WEB #	PMS
Maroon 	36,87,77,52	99,33,33	632121	PMS 209
Mossy Tan 	23,14,36,0	204,204,153	CCCC99	PMS 4515
Dark Blue 	100,87,44,52	0,31,64	001F40	PMS 296

TYPOGRAPHY

Southwest's graphic identity must be designed to stand on its own within a broad variety of design styles/medium. Therefore, especially with printed pieces, there are no restrictions on the typefaces that may be used in conjunction with the logo/artwork provided.

However, the logo/artwork itself will use a standard typeface and should not be edited.

Publication Guidelines

This Publication Guide was developed to provide uniformity and consistency in the required statements of publications produced by faculty and staff at Southwest Virginia Community College.

THE PLAN

All publications (flyers, brochures, booklets, stuffers, catalogs, schedules, advertisements, position announcements, posters, handbooks) fall under the generic term of publications and are to comply with the guidelines contained herein. Each publication must be submitted to the Public Relations Coordinator or review. Accuracy and proof-reading must be done prior to said review.

Mission Statement/College Purpose

SWCC uses its Purpose as the Mission statement. The Purpose statement is as follows:

Southwest Virginia Community College, as a comprehensive institution of higher education, dedicates its services to area citizens. Believing that each person should be given an opportunity for continuing personal and intellectual development, the College assumes responsibility as a catalyst in the life of the individual and the community. SWCC provides citizens the means for improving skills; expanding knowledge as well as cultural, aesthetic and global awareness; and encouraging economic development and responsible citizenship.

Southwest Virginia Community College offers programs of traditional classroom instruction and technologically enhanced courses generally extending not more than two years beyond high school. Educational opportunities for adults and college-age youth include instruction in associate degree, diploma, and certificate programs, as well as in continuing education. Counseling services and other student development programs assist students with decisions on occupational, educational, and personal goals.

To implement these broadly conceived purposes, the College provides many options:

- Occupational Technical Education meets the demand for technicians, para-professionals, and skilled craftspersons for employment in industry, business, the professions, and government through curricula planned primarily to satisfy needs for and of workers within the SWCC service region.
- College Transfer Education offers college courses in the arts and sciences and pre-professional education designed to transfer to four-year colleges and universities.
- General Education encompasses the knowledge, skills, attitudes, and perspectives each student needs to improve as an individual, a worker, a consumer, and a citizen of the community and the world. General education encourages creative and critical thinking by helping students recognize the connections among bodies of knowledge through courses and special programs, such as honors seminars and across-the-curriculum programs.
- Developmental Education Courses help prepare individuals for admission to an occupational technical or college transfer curriculum by developing basic skills necessary for personal or academic endeavors.
- Continuing Education enables students to pursue learning experiences for work and personal enrichment which include degree and non-degree programs and courses at flexible times and locations. Workforce training responds to the changing needs of local industries.
- Specialized Regional and Community Services help meet the cultural and educational needs of the region by offering non-classroom and non-credit programs, cultural and arts events, workshops, meetings, lectures, exhibits, conferences, teleconferences, seminars, sports and recreation, and special community projects.

Items required for ALL publications:

- College Name
- Address
- Telephone Number
- 800 Number, where appropriate

- Web Address
- V/TDD Number
- EEO Statement
- Information statement in language other than English

EEO Statement (Required on all publications, use the statement best suited to publication)

Southwest Virginia Community College does not discriminate on the basis of race, color, sex or age (except where sex or age is a bona fide occupational qualification), religion, handicap, national origin, or any other non-merit factors in admission, access, treatment, or employment in its programs and activities.

or

Southwest Virginia Community College is an equal opportunity/affirmative action employer.

or

EOE/AA

or

An Affirmative Action/Equal Opportunity Employer/Americans for Disabilities Act.

Statements in languages other than English:

For college information in Spanish, call 964-7751. (Para información en español, llame Ud. (276) 964-7751)

For college information in French, call 964-7751. (Pour des renseignements en français, appelez (276) 964-7751)

Disclaimers

Southwest Virginia Community College must reserve the right to make any necessary but previously unannounced revisions, additions, or deletions in services, program offerings, program requirements, course content, and in scheduled course offerings, instructors, and meeting times, dates and locations as may be required without notice.

or

SWCC must reserve the right to change meeting times, days, locations, and/or instructors, to cancel classes or to revise other information contained in this publication.

Accreditation Statement

Southwest Virginia Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate degree.

or

Southwest Virginia Community College, a part of the Virginia Community College System, is approved by the State Board for Community Colleges and by the Virginia Community College System. The associate degree curricula of the College have also been approved by the State Council of Higher Education for Virginia. The College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number 404.679.4501) to award the associate degree.

Other statements required for the College Catalog

Senior Citizens Higher Education Act – A statement outlining the law which allows senior citizens with federal taxable income not exceeding \$10,000 to be eligible for free tuition for courses in public colleges and universities (code section 23-38.56).

War Orphans Act – A statement outlining the law which allows children of persons killed or disabled in war to attend public colleges or universities with no tuition or required fees charged (code section 23-7.1).

A statement outlining the law which provides tuition-free education for children of certain law enforcement officers, fire fighters, rescue squad members, corrections and jail personnel, and Virginia National Guard members killed in the line of duty (code section 23-7.01).

V/TDD number (for the hearing impaired)

The V/TDD number must be included on stationery, brochures, newsletters and all public information and literature and is written as V/TDD 276.964.7235.

Development of Publications

The Public Relations Coordinator is available to assist in the development of publications and requests are processed as quickly as possible. Each request is prioritized based on date received. An authorization form must be signed which identifies the person responsible for the contents of the publication. This form was developed to ensure that the correct person has a chance to proof the publication before it goes to press [Click to download form now.](#)

Model Release Form

Individuals have a legal right to their image. This means that if an individual is displeased with the placement of his/her photo for any reason then he/she is able to pursue legal recourse. One of the exemptions is if the photograph or image is used by the news media. In College publications, SWCC's use of an individual's photograph(s) falls under promotion and advertising. To protect the College and to ensure that the individual has given permission for SWCC to use a photo of him/her, have the individual(s) fill out a model release form. [Click to download form now.](#)

EOE/AA

Pat Bussard, Coordinator

Room: T350

Phone: 276.964.7332

Email: pat.bussard@sw.edu