This Publications & Graphic Standards Manual establishes guidelines for properly using the college logo and images that constitute and influence our identity and the integrity of the KC brand. Every time we design a brochure, sponsor an event, issue a press release or just hand someone our business card, we are communicating the Kilgore College image. When KC’s name is put in front of the public, we are shaping the KC brand, our reputation and our college’s identity. Clarity, professionalism, consistency and coherency ensure that all of KC’s communications strengthen its brand. The standards specified in this manual must be followed so that the college’s materials will present a unified image. The development and use of separate logos to represent Kilgore College divisions, offices or programs is prohibited. In order to project a positive image to KC students and the community it is necessary to create a consistent graphic identity for the college. I appreciate your cooperation in following the guidelines outlined in this manual.

Dr. Brenda S. Kays
KC President
All publications that represent Kilgore College should be designed and approved by the KC Marketing Department to ensure that the graphics standards have been met.

**HOW IT WORKS**

If you or your department is publishing anything with Kilgore College on it, it must be designed and approved by the KC Marketing Department. This includes posters, fliers, brochures, mailers, newsletters, banners, business cards, letterheads, envelopes, programs, websites, manuals, catalogs and postcards. The design of all of these items must be edited and approved by the KC Marketing Department prior to publishing or printing.

All marketing materials and presentations follow a review and approval process:

1. **Initial contact:** An official representative from a department/organization on campus should first contact the Director of Enrollment Management and Marketing concerning a project by completing [this online form](#).

2. **Response:** A response to the department/organization will be generated that includes an email copy to all members of the marketing team who will be involved in the project.

3. **Content:** The project’s content will be provided by the originating department or organization before design begins.

4. **Design:** Once design of the project has begun, a scope of the project will be given to the KC Print Shop. The KC Print Shop, in return, will provide all parties with a print schedule.

5. **Review:** Marketing, printing and public relations staff will review draft versions for style, correctness and accuracy, including proper logo usage, nondiscriminatory statement usage (print publications only) and picture usage. The marketing staff strives to ensure that the students represented in advertising characterize the diverse nature of the student body and full programmatic offerings of KC. Whenever possible, photos will portray actual KC students. The staff will then secure photo releases of students, if necessary. If students, faculty or staff are quoted, the quote is attributed to the respective person.

6. **Final Proof:** Marketing will send a final electronic proof to the originating department or organization to grant final approval of the project. The KC Print Shop will provide, when appropriate, a printed copy of the project as part of the final approval process.

7. **Publication:** Printing/publication will begin when approval is received.
SERVICES & CONTACTS

What services are available, and who can help you:

FLIERS, POSTERS, BROCHURES AND PROGRAMS
All publications that represent Kilgore College must be designed and approved by the KC Marketing Department to ensure that the graphics standards have been met.

Departments publishing anything with Kilgore College on it must be designed and approved by the KC Marketing Department. This includes posters, fliers, brochures, mailers, newsletters, banners, business cards, stationery, websites, manuals, catalogs and postcards. The design of all of these items must be edited and approved by the KC Marketing Department prior to publishing or printing.

If there is something that needs advertising in your area please call Manny Almanza, marketing director, at (903) 983-8623 or email: malmanza@kilgore.edu.

ADVERTISING STANDARDS (NEWSPAPER, RADIO, TELEVISION AND SOCIAL MEDIA)
All advertising for Kilgore College is produced and approved by the KC Marketing Department. To make a marketing request, please fill out this online form (kilgore.edu/about/marketing-request).

- Advertising Inquiries: Manny Almanza - (903) 983-8623, malmanza@kilgore.edu
- Photography & Graphic Design: Jamie Maldonado - (903) 988-7598, jmaldonado@kilgore.edu
- Writing/Proofing/Editing: Chris Craddock - (903) 983-8181, ccraddock@kilgore.edu
- Printing: Mike Ford, Print Services - (903) 983-8153, mford@kilgore.edu or copycntr@kilgore.edu
- Social Media: TBA

NONDISCRIMINATION CLAUSE
For publications including the official Kilgore College nondiscrimination clause, it must be written as follows:

“Kilgore College seeks to provide equal educational and employment opportunities without regard to race, color, religion, national origin, sex, age, disability, marital status, veteran status or genetic data.”

REPRESENTATION OF REGIONAL ACCREDITATION STATUS
The regional accreditation status of Kilgore College is officially published in two locations, the annual college catalog and the accreditation webpage of the college website. If it is necessary to represent accreditation status in any other document such as an application or a report, it must be written as follows:

“Kilgore 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 Kilgore College.”
PRINT SERVICES
All Kilgore College printing must go through KC Print Services. The copy center reproduces black and white and short-run color documents. This is accomplished by printing hard copy documents brought to KC Print Services or documents sent electronically to copycntr@kilgore.edu.

For printing (business cards, envelopes, letterheads, brochures, programs, etc.) call or email KC Print Services for a price estimate and production schedule. After the price estimate is received, submit a purchase requisition to purchasing for a purchase order to KC Print Services. All print jobs must be accompanied by a purchase order. If you have any questions about this process please call (903) 983-8153.

KILGORE COLLEGE WEBSITE
The Kilgore College website is maintained by the KC Marketing Department. Each department is responsible for notifying the marketing department if any changes are needed to keep the pages up-to-date. Changes should be e-mailed to Chris Craddock at ccraddock@kilgore.edu.

WEBPAGE UPDATES
It is the responsibility of each department chairperson or organization sponsor to make sure his/her webpage is up-to-date. For web updates, e-mail Chris Craddock at ccraddock@kilgore.edu and changes will be made ASAP.

SOCIAL MEDIA
As an information resource, all social media (Facebook, Twitter, Instagram, etc.) must follow the acceptable use policy in Kilgore College Policy Manual 16.6. Any accounts set up for Kilgore College business must be approved by the Marketing Department including any and all passwords necessary to access the site. Social Media is defined as primarily Internet, mobile-based tools for sharing and discussing information. The term most often refers to activities that integrate technology, telecommunications, and social interaction, alongside the construction of words, pictures, video and audio. For more information, contact KC’s Social Media Coordinator, Manny Almanza, at (903) 983-8623 or malmanza@kilgore.edu.

All photographs and designs by KC Marketing.
OFFICIAL COLLEGE LOGOS
Official college logos must appear on every Kilgore College publication produced by the college. Our logo is a dynamic visual graphic. In order to keep a strong, visual consistency, the logo must not be modified or distorted in any way. To do otherwise jeopardizes the legal protection of our logo as a unique visual representation of our college. Permission for use by non-college entities must be granted by Kilgore College. Only the official college logo should be used. The official college logo should be used exactly as it appears. The logo must never be reset, re-spaced or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. The official color of the logo is Pantone 293C (CMYK: 100-69-0-4 / HTML: 003DA5 / RGB: 0-61-165). If you need an electronic version of the college logo, e-mail Jamie Maldonado at jmaldonado@kilgore.edu.

PRIMARY LOGO - PROPER USE
Campus logos should not be mixed with the “Your Future Starts Here!” logo.

COLOR SCHEME
Maintaining the Ranger Blue color scheme is vital to maintain KC’s branding. White can serve as a primary background color, but any graphic element in color should be predominately KC Blue. A light shade is available for accenting. KC Gray is available for an alternative background or accent.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ranger Blue</td>
<td>100-69-0-4</td>
<td>293 C</td>
</tr>
<tr>
<td>White</td>
<td>0-0-0-15</td>
<td></td>
</tr>
<tr>
<td>KC Gray</td>
<td>25-15-0-0</td>
<td></td>
</tr>
</tbody>
</table>

* Please ask if other color information is needed!

ADJUSTING COLOR
Different printers and materials can adversely affect colors, so Marketing should be consulted if adjustments are needed.

SLOGAN DESIGN
Despite its similar appearance, please discontinue all use of the previous design of the now-official college slogan (see “Legacy Logos” on Page 9). Please do not try to recreate this logo. Vector and other formats are available from Marketing.
LOGO TREATMENT – RULES FOR MAINTAINING BRANDING INTEGRITY

SPECIAL REVERSE/ SINGLE-COLOR LOGO

The logo may be presented in a solid reverse color to stand out from backgrounds.

Left: A special logo design exists for single-color use to increase legibility. DO NOT change the colors on the primary logo.

STANDING OUT: HELP FOR LEGIBILITY

Above: Drop shadows can help create a sense of separation. Make sure to keep it close and light.

Left: Though putting the full color logo over dark and similarly colored areas should not be a first choice, using an outer glow can help. Adding a .25 or .5 pt white boarder to the graphic will also help.

A NOTE ON TYPOGRAPHY

The Kilgore College Star logo is a specially created typeface and no attempts should be made to replicate it or copy the style for other uses. The “KILGORE COLLEGE” name is written in a typeface which should exclusively be used in official logos. Compatible typefaces and other suggested fonts are listed below.

Helvetica Neue Regular
Helvetica Neue Bold
Helvetica Neue Italic

Arial
Arial Bold
Arial Italic

Adobe Garamond

Times New Roman is acceptable, but it is best to use another typeface to avoid confusion with retired branding.

MINIMUM LOGO SIZE

The “KC” standalone logo should not run smaller than half an inch.

The vertical logo with name should not run smaller than 1 inch, as it makes the college name too diminutive.

The horizontal logo can run up to a half inch of height.
IMPROPER USE – AVOID

**Problem: Logo stretched/distorted**

**Problem: Logo cropped**

**Problem: Mixture with legacy branding.**

**Problem: Logo is too small. Use logo without “Kilgore College” or redesign to run larger.**

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**LEGACY LOGOS**

These logos and related elements have been retired and should not be used except under special circumstances (ex. Alumni/historic presentations).

*Please contact the Marketing Department before using any of these logos.*

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*If in doubt about a usage of the Kilgore College logo, please contact Jamie Maldonado at jmaldonado@kilgore.edu*
ATHLETICS LOGO
The official Kilgore College athletics logo uses a graphic version of the “KC Star.” This logo is to be used ONLY for athletics and should never be used for any uses outside of athletic events or KC athletic teams.

ACADEMIC DEPARTMENTAL LOGOS
All logos for specific departments within the Kilgore College system should be designed and approved by the KC Marketing Department. Jamie Maldonado, graphic designer, will assist your department in creating a logo that effectively represents your department while maintaining the KC brand.

The process of updating department logos will continue through the Spring 2019 semester and can be arranged through the Marketing Department. This Biology logo serves as a template.
ORGANIZATIONAL LOGOS
All logos for specific departments within the Kilgore College system should be designed and approved by the KC Marketing Department. Jamie Maldonado, graphic designer, will assist your department in creating a logo that effectively represents your department while maintaining the KC brand.

COLLEGE SEAL
Our seal is a dynamic visual graphic. In order to keep a strong, visual consistency, the seal must not be modified or distorted in any way. To do otherwise jeopardizes the legal protection of our seal as a unique visual representation of our college. The seal must always be one color, either blue, black or gray. The seal must never be reset, re-spaced or altered in any way. No other type styles should ever be substituted, no matter how similar they may seem. It is not acceptable to co-brand with both the college logo and seal.
ADDITIONAL LOGOS

The Kilgore College Rangerettes and related logos and imagery are all protected under copyright laws. Please do not use these logos without permission from the KC Marketing Department and the Rangerettes.

Do not use the Focus To Finish and Cruise For Success logos, or any variants of, without express permission of the KC Marketing Department.
BUSINESS CARDS
This page shows the approved layout for the business card. It should be offset printed and printed on the specified paper to match the letterhead and envelope. The guidelines for creating the business card are provided in the example below. The back side of the business card may be used for a departmental, organization or athletic-specific logo or college-related information approved by the KC Marketing Department. Any variation from these guidelines is not permitted. Business card orders are to be placed through KC Print Services by calling (903) 983-8153 or e-mail: kthompson@kilgore.edu. If there are further questions, contact Mike Ford at (903) 983-8153 or e-mail: mford@kilgore.edu. Information for printed materials should be emailed to: copycntr@kilgore.edu.
LETTERHEAD
This page shows the approved layout for college letterhead. It should be offset printed and printed on the specified paper to match the business card and envelope. The top right portion of the letterhead may be used to list the name of a specific department or organization. No logo may be placed on the top-right portion of the letterhead, but the department/organization’s name can be added in Times New Roman font only. Any variation from these guidelines is not permitted. Letterhead orders are to be placed through KC Print Services by calling (903) 983-8153 or e-mail: kthompson@kilgore.edu. If there are further questions, contact Mike Ford at (903) 983-8153 or e-mail: mford@kilgore.edu. Information for printed materials should be emailed to: copycntr@kilgore.edu
ENVELOPES
This page shows the approved layout for an official college envelope. It should be offset printed and printed on the specified paper to match the business card and letterhead. Any variation from these guidelines is not permitted. Envelope orders are to be placed through KC Print Services by calling (903) 983-8153 or e-mail: kthompson@kilgore.edu. If there are further questions, contact Mike Ford at (903) 983-8153 or e-mail: mford@kilgore.edu. Information for printed materials should be emailed to: copycntr@kilgore.edu.

EMAIL SIGNATURES
All Kilgore College employees are required to use KC’s approved email signature. This standard signature format was developed by the KC Marketing Department and approved by the KC President and Cabinet. Using a standard signature helps to reinforce the college’s brand and protects our image. There should not be any additional content, lines or phrases added to this signature or anywhere else. Individual campus locations, departments or personnel MAY NOT create their own email signatures other than to modify the campus descriptor (e.g., Kilgore College or Kilgore College – Longview, etc.). The addition of quotes, slogans, messages, pictures or any other content at the end of an email, in the email signature, or below the email signature is not allowed.

EXAMPLE:

Manny Almanza
Kilgore College
Director of Marketing
Office: (903) 983-8623
Cell: (903) 746-3524
Email: malmanza@kilgore.edu
Website: www.kilgore.edu
OTHER PUBLICATIONS

PRESS RELEASES
The best free way to advertise an upcoming public event is to request a press release sent out by the Office of Public and Sports Information. If you know of a college event that the public is invited to, please contact Chris Craddock at (903) 983-8181 or email: ccraddock@kilgore.edu. Press releases are sent out to 50+ local media sources as well as every KC employee through email. Please submit your information at least two weeks prior to the event date. Press releases that are created by the Public and Sports Information Officer are automatically forwarded for inclusion on Cable Channel 29 and KC’s social media outlets. Please do not send information or speak to the media without going through the Office of Public and Sports Information.

EMPLOYEE NEWSLETTER
The KC Employee Newsletter is printed monthly except June, July and January, and is available on the Kilgore College website. The deadline for submitting information for the newsletter is e-mailed to all employees at the beginning of each month. Items may be submitted by e-mailing Chris Craddock at ccraddock@kilgore.edu.

CATALOG AND SCHEDULES
These are official publications of the college. If you would like to submit information to be considered for inclusion in these publications, please contact your dean or representative on the Executive Leadership Team.

COLLEGE CATALOG
If you have changes that need to be made to the college catalog, please call Renê Wiley at (903) 983-8608 or email: rwiley@kilgore.edu.