KC

KILGORE COLLEGE

PUBLICATIONS AND GRAPHICS
STANDARDS MANUAL

REVISED SPRING 2023

MESSAGE FROM THE PRESIDENT

This Publications & Graphics 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 unless they are designed and approved by KC Marketing. 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

HOW IT WORKS

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.

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, social media graphics 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 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 RangerPrint! (the name of the new KC print shop). RangerPrint!, 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. RangerPrint! 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 and the print shop receives all required budget numbers and requisition numbers.

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.

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.

- **Advertising Inquiries:** Manny Almanza - (903) 983-8623, malmanza@kilgore.edu
- **Photography:** Rachel Stallard - (903) 983-8193, rstallard@kilgore.edu
- **Writing/Proofing/Editing:** Chris Craddock - (903) 983-8181, ccraddock@kilgore.edu
- **Printing:** Payton Davis - copycntr@kilgore.edu
- **Graphic Design:** Reagan Silvey - (903) 983-8218, rsilvey@kilgore.edu
- **Social Media:** Manny Almanza - (903) 983-8623, malmanza@kilgore.edu

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 the RangerPrint! (the new print shop). To reproduce black and white and short-run color documents (such as lectures, syllabi, etc.) documents must be sent electronically (PDF only) to copycntr@kilgore.edu.

For printing (business cards, envelopes, letterheads, brochures, programs, etc.) email the RangerPrint! for a price estimate and production schedule. After the price estimate is received, submit a purchase requisition to purchasing for a purchase order. All print jobs must be accompanied by a purchase order. If you have any questions about this process email Betsy Hansard.
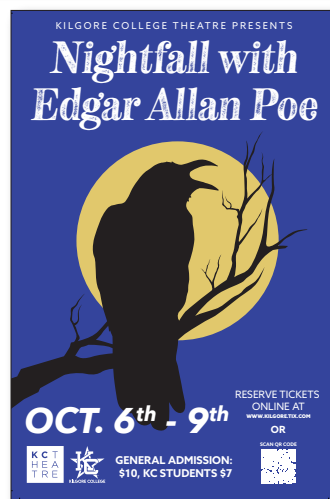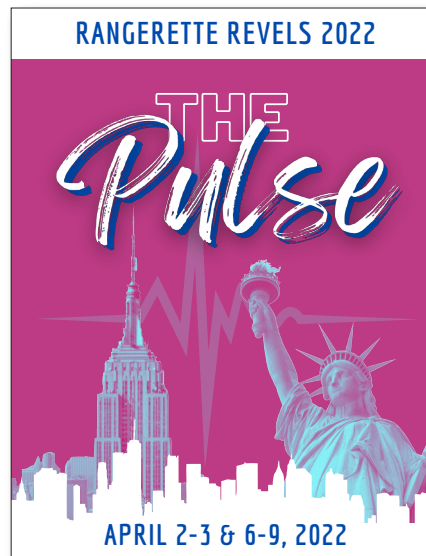
KILGORE COLLEGE WEBSITE

The Kilgore College website is maintained by the KC Marketing Department. Each department is responsible for notifying marketing if any changes are needed to keep webpages up-to-date.

WEBPAGE UPDATES

It is the responsibility of each department chairperson or organization sponsor to make sure his/her webpage is up-to-date. For minor web updates, e-mail Chris Craddock at ccraddock@kilgore.edu and changes will be made ASAP. If the web updates are more than just changing some wording, please fill out this form.

SOCIAL MEDIA

As an information resource, all social media (Facebook, Twitter, Instagram, TikTok, etc.) must follow the Information Technology Resources Acceptable Use policy in the Kilgore College Policy Manual. Any accounts set up for Kilgore College business must be approved by the KC 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 Manny Almanza, at (903) 983-8623 or malmanza@kilgore.edu.

DESIGN STANDARDS

Assure consistency
and quality of
Kilgore College's brand

OFFICIAL COLLEGE LOGOS

Official college logos must appear on every Kilgore College publication produced by the college. Our logo is a dynamic visual graphic and is trademarked. 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 the Kilgore College Marketing Department. 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 Reagan Silvey.

PRIMARY LOGO - PROPER USE

*All college logos should display the ®
symbol to secure our intellectual property.
This includes the logos
for the Rangerettes.*

CAMPUS LOGOS

Campus/departmental logos should not be mixed with the "EDUCATION WORKS" 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.

CMYK: 100-69-0-4
Pantone 293 C
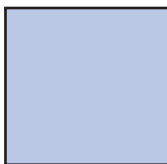
CMYK: 25-15-0-0
Pantone 657 C

CMYK: 0-0-0-15

CMYK: 0-0-0-35

CMYK: 0-0-0-0

* 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
KC's current tag line is EDUCATION WORKS. Please discontinue all use of the previous slogan, "Your Journey Starts Here!" or any other former slogans. Please do not try to recreate this logo. Vector and other formats are available from marketing.

LOGO TREATMENT - RULES TO MAINTAIN BRANDING INTEGRITY
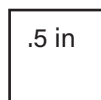
SPECIAL REVERSE/ SINGLE-COLOR LOGO

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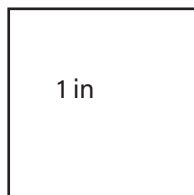

Left: *A special logo design exists for single-color use to increase legibility. DO NOT change the colors on the primary logo.*
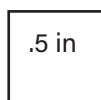

MINIMUM LOGO SIZE

.5 in

The "KC" stand-alone logo should not run smaller than half an inch.
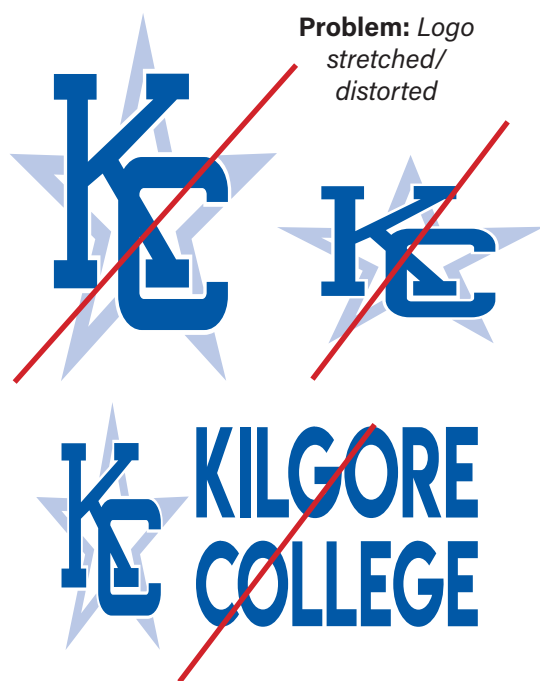
1 in

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

.5 in

The horizontal logo can run up to a half inch of height.

IMPROPER USE - AVOID

Problem: *Logo stretched/ distorted*

Do not mix colors of logo styles.

Problem: *Mixture with legacy branding.*

Problem: *Logo cropped*

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

LEGACY LOGOS

These logos and related elements have been retired and should not be used except under special circumstances (ex. Alumni/historic presentations).
These logos and related elements should not be used. Please contact the Marketing Department before using any of these logos.

If in doubt about a usage of the Kilgore College logo, please contact Reagan Silvey @ rsilvey@kilgore.edu.
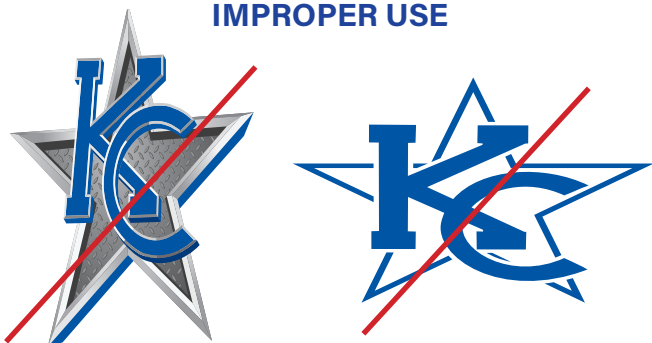
ATHLETICS LOGOS

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.

PRIMARY ATHLETICS LOGO

ALTERNATIVE ATHLETICS LOGO

This logo can only be used when a single color is the only option.

IMPROPER USE

Problem: Logo stretched/distorted

IMPROPER USE

Problem: The logo can ONLY be used for athletics and not mixed with the college logo.

ACADEMIC/DEPARTMENTAL LOGOS

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

The process of updating or creating department logos can be arranged through the Marketing Department. This Biology logo serves as an example.
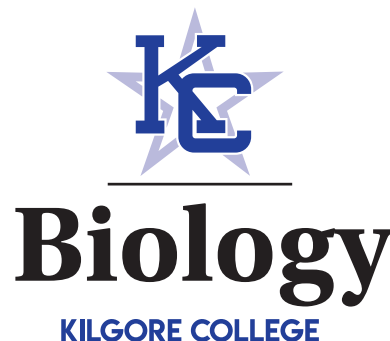
ORGANIZATIONAL/EVENT LOGOS

All logos for specific departments within the Kilgore College system should be designed and approved by the KC Marketing Department. Reagan Silvey, 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.
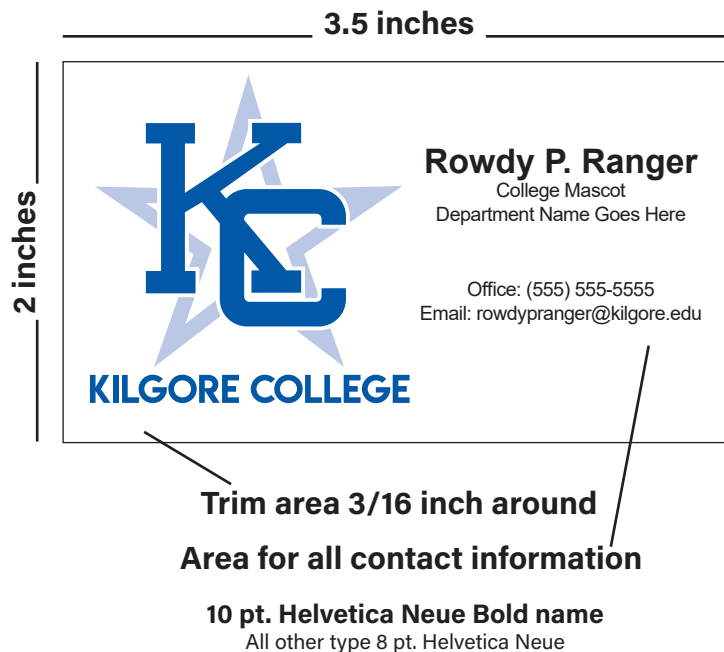
All Rangerette logos should display the ™ symbol to secure intellectual property.
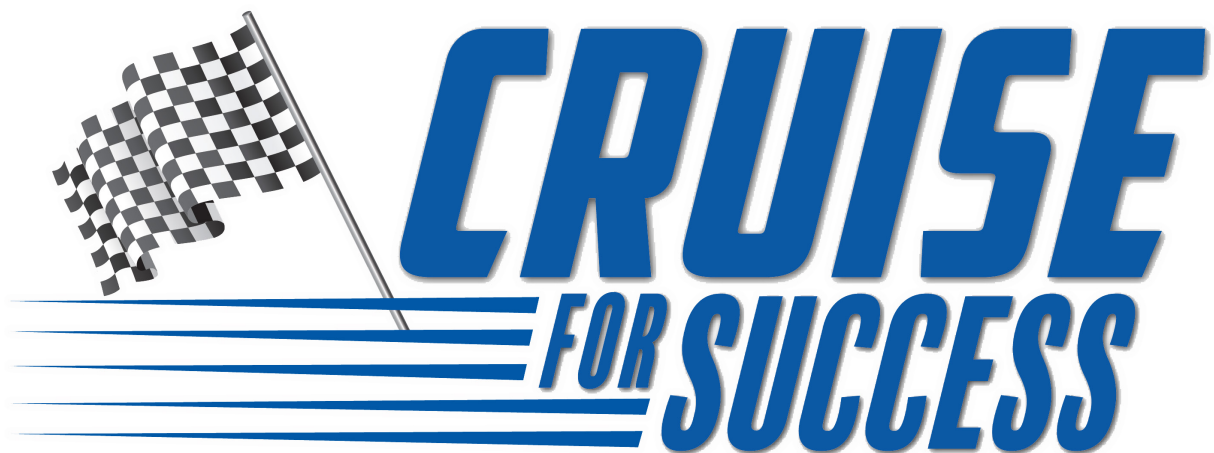
BUSINESS CARDS

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 Marketing by filling out a Marketing Request Form.

Please note that once the new RangerPrint! website is live, this process will change.

3.5 inches

2 inches

Rowdy P. Ranger
College Mascot
Department Name Goes Here

Office: (555) 555-5555
Email: rowdypranger@kilgore.edu

KC

KILGORE COLLEGE

Trim area 3/16 inch around

Area for all contact information

10 pt. Helvetica Neue Bold name
All other type 8 pt. Helvetica Neue

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 on a custom letterhead by the Marketing Department only. Any variation from these guidelines is not permitted.

KILGORE COLLEGE

1100 Broadway
Kilgore, Texas
75662-3204
www.kilgore.edu

Dr. Brenda S. Kays

President

(903) 983-8100
bkays@kilgore.edu
Twitter: KCBrendaKays

EDUCATION WORKS.

ENVELOPES

This page shows the approved layout for an official college envelope. It should be offset printed by RangerPrint! 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 the RangerPrint! by sending an email to copycntr@kilgore.edu.
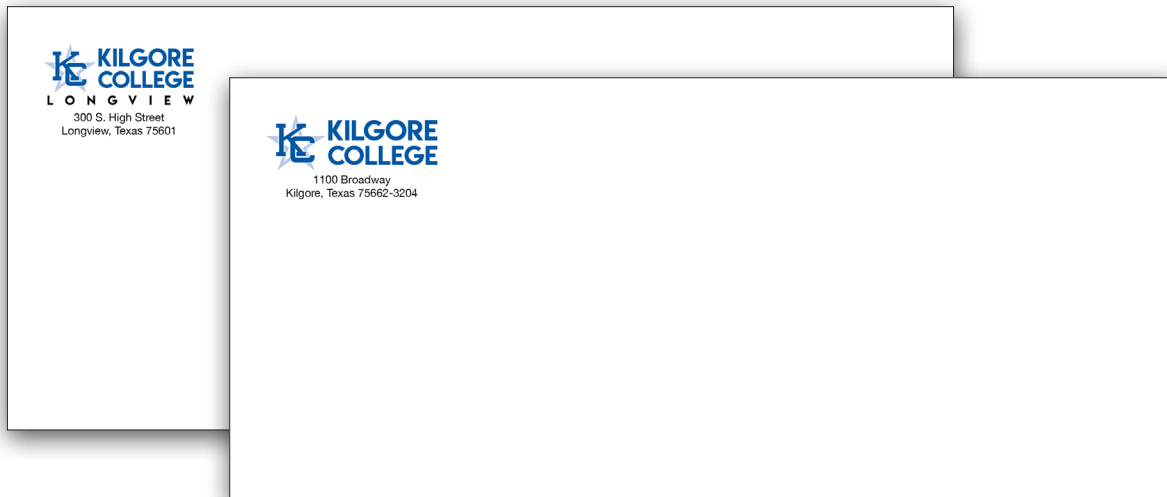
EMAIL SIGNATURES

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.

REQUIRED SIGNATURE FORMAT: *OR:*

Manny Almanza
Director of Marketing
Communications/Automotive Building 26
(903) 983-8623
www.kilgore.edu

Manny Almanza
Director of Marketing
(903) 983-8623
Communications/Automotive Building 26
1100 Broadway Blvd. (or 300 South. High St.)
Kilgore, TX 75662 (or Longview, TX 75601)

OTHER
PUBLICATIONS

More ways to
deliver information
to those who need it

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 Kilgore Cable Channel 2 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.
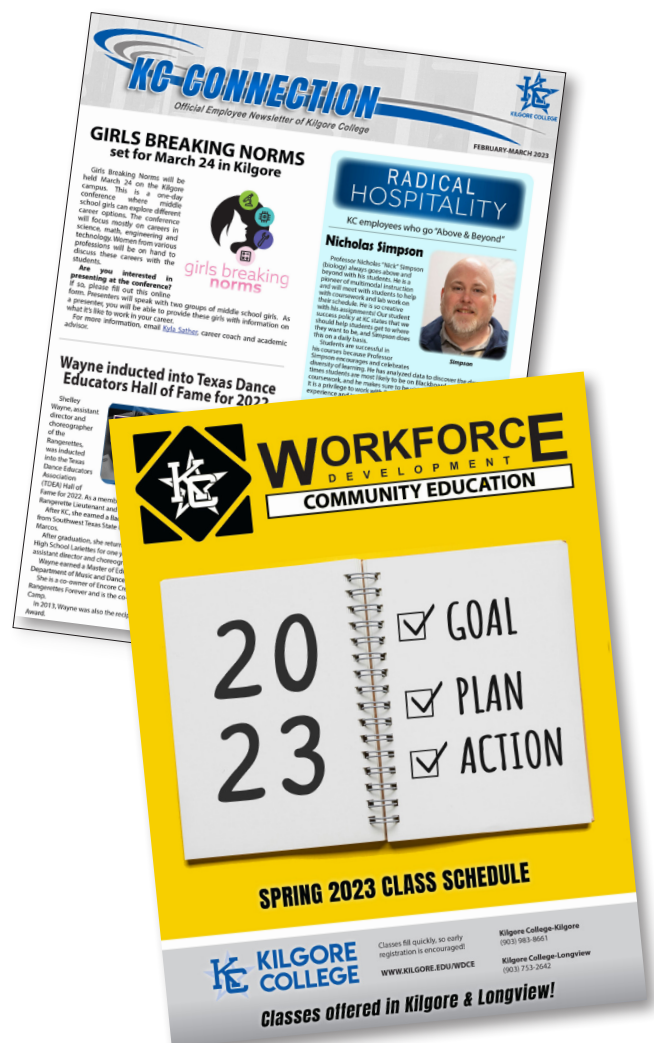
EMPLOYEE NEWSLETTER

The KC Employee Newsletter is emailed to employees quarterly (September, December, February & April) and is available on the Kilgore College website. The deadline for submitting information for the newsletter is e-mailed to all employees each time the newsletter is published. Items may be submitted by e-mailing Chris Craddock at ccraddock@kilgore.edu.

DEPARTMENTAL CATALOGS, ETC.

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 Renè Wiley at (903) 983-8608 or email: rwiley@kilgore.edu.

KILGORE COLLEGE