



KILGORE COLLEGE
EDUCATION WORKS.

**PUBLICATIONS, COMMUNICATIONS
& GRAPHIC STANDARDS**

MESSAGE FROM THE PRESIDENT

This Publications, Communications & 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 must be coordinated with and approved by the Office of Communications and Public Relations. 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. Staci Martin
KC President



HOW IT WORKS

ALL PUBLICATIONS REPRESENTING KC SHOULD BE APPROVED BY THE MARKETING DEPARTMENT.

HOW IT WORKS

Any materials published using Kilgore College's name or logo must be coordinated through and approved by the Office of Marketing, Communications and Public Relations. This ensures brand consistency, accuracy and compliance with institutional standards.

This requirement applies to all printed and digital materials, including posters, flyers, brochures, mailers, newsletters, banners, business cards, letterhead, envelopes, programs, websites, manuals, catalogs and postcards.

Depending on the scope and audience, projects may be developed internally by KC Marketing/Communications or in partnership with the college's external design firm, Forbes & Butler Visual Communications.

To ensure timely completion, all marketing and design requests should be submitted at least two weeks prior to the desired delivery or publication date. Larger or more complex projects may require additional lead time.

MARKETING DESIGN PROCESS:

1. REQUEST SUBMISSION

An official representative from the requesting department must submit a [Marketing Request Form](#), available on the KC website under Menu > Quick Links.

2. PROJECT INTAKE AND RESPONSE

The Office of Communications and Public Relations will acknowledge the request and distribute project details to the appropriate team members.

3. CONTENT DEVELOPMENT

The requesting department is responsible for providing final copy, key details and any supporting materials before design begins. KC Marketing/Communications or Forbes & Butler will develop design concepts.

4. PRINTING COORDINATION

If it is a print job, before design is underway, the requester must contact RangerPRINT to obtain a printing quote and confirm production details. A PDF copy of the RangerPRINT estimate must be uploaded with the Marketing Request Form before the request is submitted.

5. REVIEW AND COMPLIANCE

Communications and Public Relations staff will review all materials to ensure:

- Brand consistency and proper logo usage
- Accuracy, clarity and AP style standards
- Appropriate use of the nondiscrimination statement (print materials)
- Proper image usage and required photo releases
- Representation that reflects the diversity of KC's student body and programs

6. FINAL APPROVAL

A final electronic proof will be provided to the requesting department for approval. RangerPRINT may provide a printed proof when applicable.

7. PRODUCTION AND DISTRIBUTION

Printing or publication will begin only after all approvals have been received.



SERVICES & CONTACTS

WHAT SERVICES ARE AVAILABLE,
AND WHO CAN HELP?

FLIERS, POSTERS, BROCHURES & PROGRAMS

All publications that represent Kilgore College must be designed and approved in coordination with the Office of Communications and Public Relations to ensure that the graphics standards have been met. This includes posters, fliers, brochures, mailers, newsletters, banners, business cards, stationery, websites, manuals, catalogs and postcards. The design of all of these items will be handled by internal graphic design staff. To initiate design and development, please fill out the [Marketing Request form](#). If you have any questions please contact Manny Almanza at malmanza@kilgore.edu or 903-983-8623.

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MARKETING & COMMUNICATIONS CONTACTS

(ADVERTISING, DESIGN, MEDIA, WEB, PHOTOGRAPHY & PRINT SERVICES)

- Advertising, Newspaper, and Radio Inquiries:** Manny Almanza at malmanza@kilgore.edu or (903) 983-8623
- Website, Press Releases, Public and/or Sports Information:** Chris Craddock at ccraddock@kilgore.edu or (903) 983-8218
- Graphic Design:** Reagan Silvey at rsilvey@kilgore.edu or (903) 983-8218
- Social Media & Graphic Design:** Annabelle Phillips at aphillips@kilgore.edu or (903) 989-7598
- Photography & Videography:** Emma Wiley at ewiley@kilgore.edu or (903) 983-8193
- Print Services:** RangerPRINT at rangerprint@kilgore.edu or 903-983-8153

NONDISCRIMINATION CLAUSE

Printed publications are required to include 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 INSTITUTIONAL ACCREDITATION STATUS

The institutional 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 (SACSCOC) to award the associate degree. Questions about the accreditation of Kilgore College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC’s website (www.sacscoc.org).

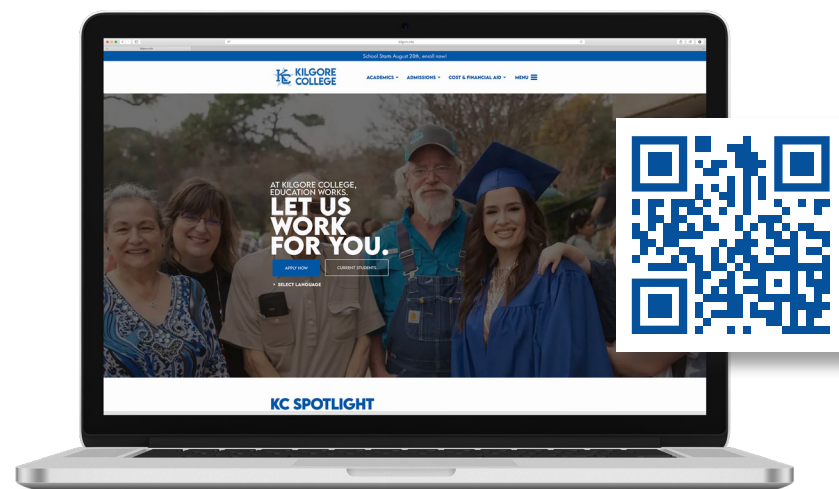
PRINT SERVICES

All Kilgore College printing must go through RangerPRINT. For questions about printing, call (903) 983-8153 or send an email to rangerprint@kilgore.edu.



KILGORE COLLEGE WEBSITE

The Kilgore College website is maintained by the Office of Communications and Public Relations. Each department is responsible for reporting any changes that are needed to keep the pages up to-date. Changes should be reported by completing the online marketing/communications request form. Questions regarding the KC website should be directed to Chris Craddock at **ccraddock@kilgore.edu** or **(903) 983-8181**.



SOCIAL MEDIA

As an information resource, all social media (Facebook, Twitter, Instagram, etc.) must follow the acceptable use and other associated college policies. Any accounts set up for conducting Kilgore College business or promoting Kilgore College departments, programs and/or services must be approved by the Office of Communications and Public Relations. Any and all passwords necessary to access the site and administrative rights must be granted to the director of communications and public relations. 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 malmanza@kilgore.edu.



KILGORE COLLEGE SOCIAL MEDIA COMMUNITY GUIDELINES

At Kilgore College, we believe in meaningful communication, community connection, and positive interaction across our social media platforms. These channels are designed to celebrate education, share stories, and engage with our students, employees, alumni, and community members. To maintain a respectful and welcoming environment, we ask all participants to follow these Social Media Community Guidelines:

1. BE RESPECTFUL

Please interact with courtesy and respect. We do not allow hate speech, harassment, threats, or offensive language directed at individuals or groups. Any content that is discriminatory, graphic, inappropriate, or violates community standards will be removed.

2. KEEP IT RELEVANT

Stay on topic and keep your comments related to the original post or the mission of Kilgore College's social media presence. Posts that are off-topic, spam, or promote unrelated products or services may be removed.

3. PROTECT PERSONAL INFORMATION

Do not share private or sensitive information—such as phone numbers, student IDs, or personal data—in public comments. For help with personal matters, please send us a Direct Message (DM) or contact us through official channels.

4. REPORT INAPPROPRIATE CONTENT

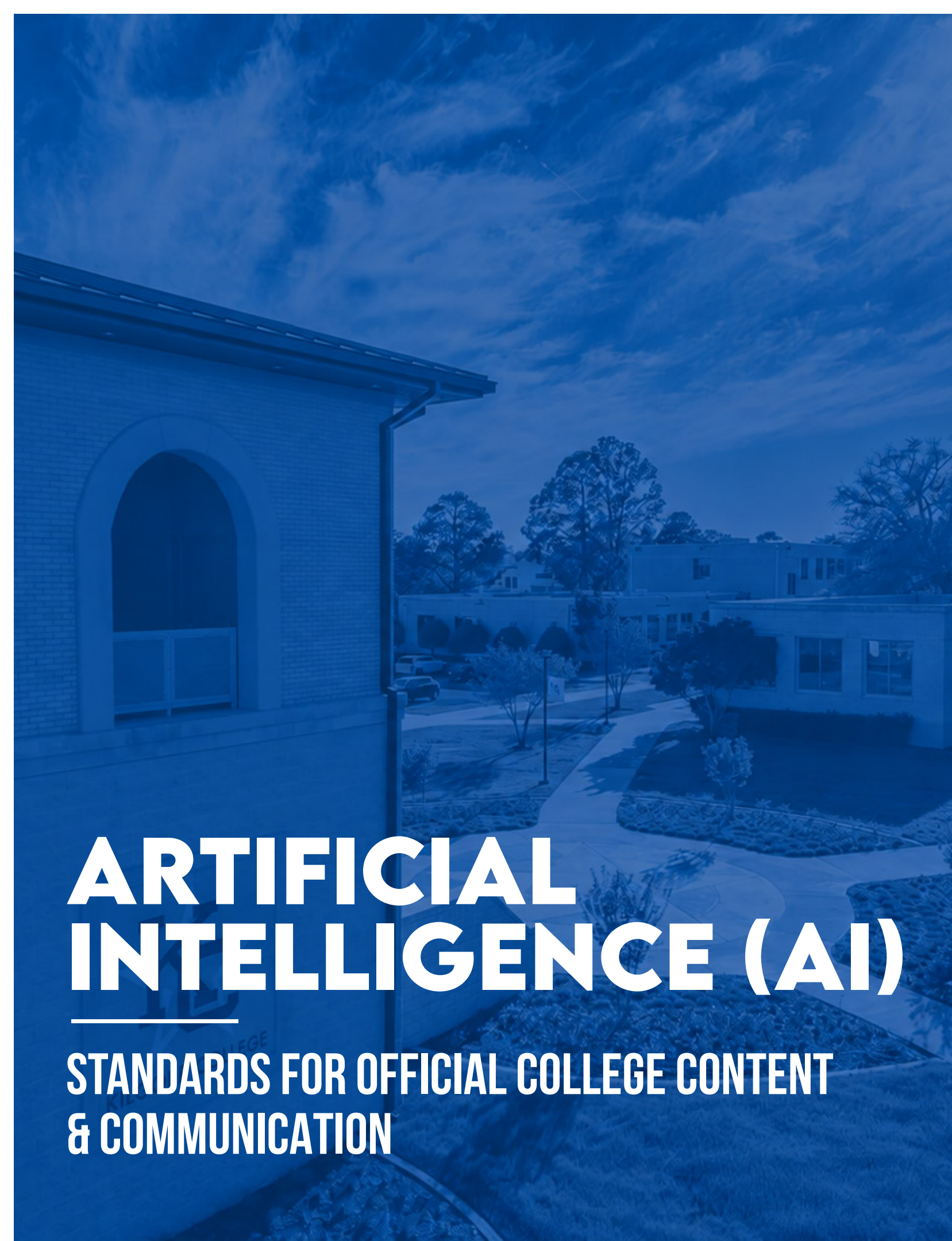
If you see something concerning or inappropriate on our pages, please notify us via Direct Message (DM) or email us at malmanza@kilgore.edu so we can take appropriate action.

5. MODERATION & COMMUNITY STANDARDS

Kilgore College reserves the right to hide, delete, or report any content that goes against these guidelines or violates college policies. Continued violations may result in the user being blocked or banned from our social media platforms.

6. EMERGENCY & CRISIS UPDATES

During emergencies or urgent situations, Kilgore College will use its official social media pages, along with other means, to share important updates. Please refrain from posting or spreading unconfirmed information.



ARTIFICIAL INTELLIGENCE (AI)

STANDARDS FOR OFFICIAL COLLEGE CONTENT & COMMUNICATION

ARTIFICIAL INTELLIGENCE (AI) POLICY FOR SOCIAL MEDIA AND COLLEGE MATERIALS

Kilgore College social media accounts are official communications of the college and must reflect KC's brand, mission, values and reputation. Content published on official college social media accounts must be accurate, authentic and consistent with college branding and communication standards.

USE OF GENERATIVE AI:

Employees may use generative artificial intelligence (AI) tools to help visualize or communicate concepts and ideas to the Marketing and Communications Department. AI-generated examples may be submitted as references to help illustrate a desired look, style or direction.

However, AI-generated content may not be used as final artwork or published directly on official College social media accounts, websites, printed materials or other College communications unless specifically approved by Marketing and Communications.

AI-generated images are generally not suitable as final production files because they may not meet required standards for resolution, print quality, branding or accessibility and are often difficult to edit or modify for professional production.

PROHIBITED USES INCLUDE, BUT ARE NOT LIMITED TO:

- Writing or revising social media captions, posts, comments or responses.
- Generating images, illustrations, graphics, video or audio.
- Creating or altering logos, branding or promotional materials.
- Using AI-generated translations for direct publication.

ACCEPTABLE CONTENT:

Employees may post approved, original college-related content such as:

- Program, department and organizational updates.
- Information about upcoming events, deadlines and activities.
- Photos and videos of students, employees and college activities when appropriate permissions and privacy requirements are met.
- Approved college graphics, logos, flyers and promotional materials.
- Other factual college information consistent with established branding and communication standards.

CONTENT STANDARDS:

All content published on official college social media accounts must:

- Follow college branding, visual identity and messaging standards.
- Accurately represent college programs, services, students, employees and activities.
- Comply with applicable copyright, privacy, accessibility and marketing requirements.
- Follow departmental review and approval procedures when required.

PROHIBITED CONTENT:

Official college social media accounts may not publish:

- AI-generated images, graphics, video, audio or written content.
- Unapproved college logos, altered logos or branding.
- Unapproved flyers, graphics or promotional materials.
- Content that is inaccurate, misleading or inconsistent with College policies or branding standards.

REMOVAL OF NON-COMPLIANT CONTENT:

The Marketing and Communications Department reserves the right to remove, edit or require the removal of content posted to an official college social media account that does not comply with this policy or other college communication and branding standards. Repeated or significant violations may result in the suspension or removal of social media administrative privileges and may be subject to corrective action in accordance with college policies and procedures.

DESIGN STANDARDS

ASSURE CONSISTENCY & QUALITY
OF KILGORE'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. 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. If you need an electronic version of the college logo, e-mail Reagan Silvey at rsilvey@kilgore.edu.

Official color of the darker blue in the logo: Pantone 293C | CMYK: 100/76/0/9 | HEX: #134F97 | RGB: 19 79 151

English Versions:



Spanish Versions:



Logos with Tagline:

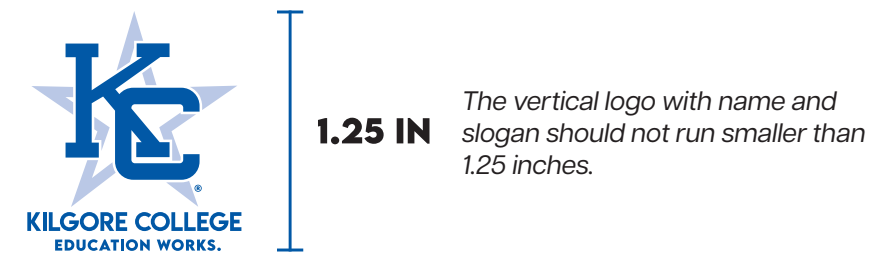


Stand-alone Versions:



LOGOS GUIDE

MINIMUM LOGO SIZES



The vertical logo with name and slogan should not run smaller than 1.25 inches.



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



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

IMPROPER USE - AVOID



Do not stretch or distort.



Do not use without tagline, unless using standalone.



Do not mix colors of logo styles.

LOGO LEGIBILITY



A light drop shadow can be applied for low contrasting backgrounds.



Single color use for busy or low contrasting backgrounds. KC colors should only be used.



Over dark backgrounds a faint outer glow can be applied. Adding a .25 white border can also help.

COLOR PALETTE

KC BLUE PALETTE

Maintaining the Ranger Blue color scheme is vital to maintain KC's branding. The KC accent palette is available for accent colors, but any graphic element in color should be predominately KC Blue. KC Gray is available for an alternative background or accent.

KC DARK BLUE

PANTONE: 541 C
CMYK: 100/67/0/40
HEX #003C76
RGB: 0 60 118

KC BLUE

PANTONE: 293 C
CMYK: 100/69/0/4
HEX: #0058A4
RGB: 0 88 164

KC LIGHT BLUE

PANTONE: 2708 C
CMYK: 25/15/0/0
HEX: #BBC9E7
RGB: 187 201 231

TONES OF GRAY

ACCENT PALETTE

Only to be used for promotional items approved by KC Marketing Department.

YELLOW

PANTONE: 108 C
CMYK: 1/15/100/0
HEX ##FFD402
RGB: 255 212 2

SKY BLUE

PANTONE: 297 C
CMYK: 48/0/7/0
HEX #77DOE8
RGB: 119 208 232

LIME

PANTONE: 2290 C
CMYK: 33/0/89/0
HEX #B6D44C
RGB: 182 212 76

ORANGE

PANTONE: 1375 C
CMYK: 0/50/100/0
HEX #F7941D
RGB: 247 148 29

MAROON

PANTONE: 7621 C
CMYK: 23/97/100/16
HEX #AA2723
RGB: 170 39 35

TEAL

PANTONE: 3262 C
CMYK: 74/5/43/0
HEX #26B2A5
RGB: 38 178 165

FOREST GREEN

PANTONE: 6160 C
CMYK: 90/30/95/30
HEX #006838
RGB: 0 104 56

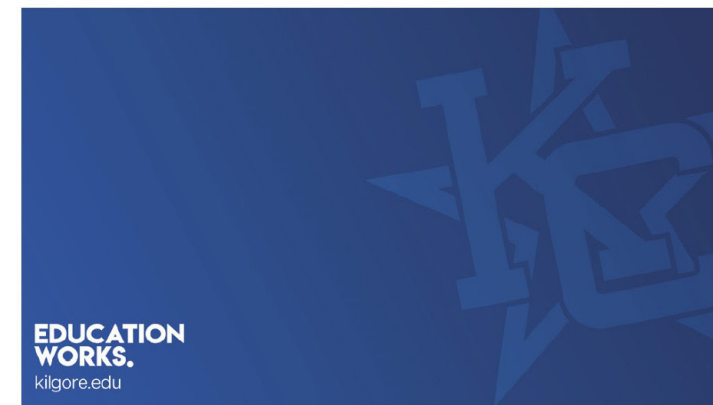
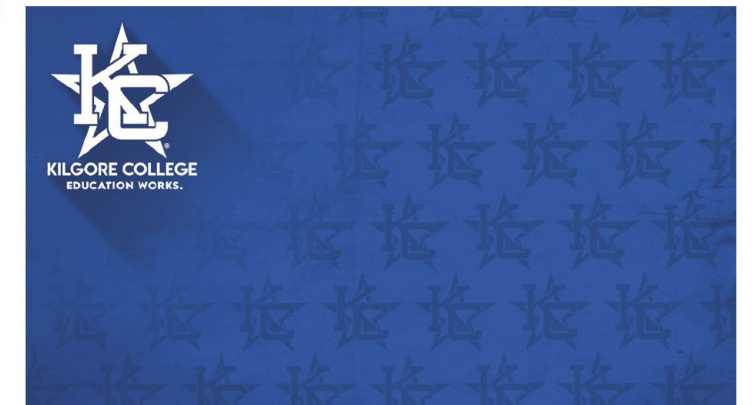
MAGENTA

PANTONE: 2355 C
CMYK: 50/100/0/0
HEX #92278F
RGB: 146 39 143

VIRTUAL BACKGROUNDS & POWERPOINT TEMPLATES

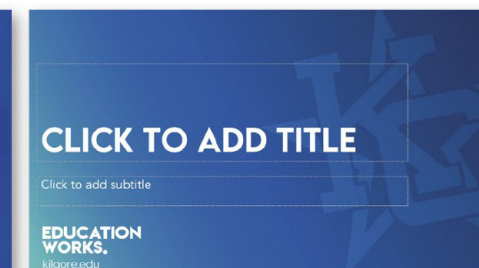
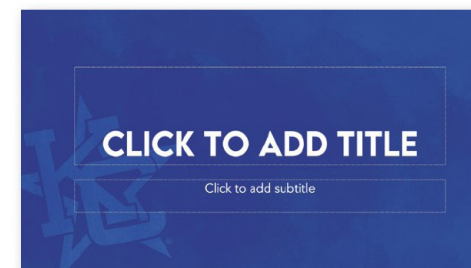
VIRTUAL BACKGROUNDS

To maintain a professional and consistent KC-branded appearance, we strongly recommend that all faculty and staff use the provided virtual backgrounds for Zoom and Microsoft Teams. You can download these official backgrounds from the Employee Graphics Assets and Templates folder in the Department Share Z: drive.



POWERPOINT TEMPLATES

Similar to our Virtual Backgrounds, to help maintain a professional and consistent KC-branded appearance, we strongly recommend that all faculty and staff use the provided PowerPoint templates. You can download these official backgrounds from the Employee Graphics Assets and Templates folder in the Department Share Z: drive.



BRAND FONTS

MAIN BRANDING FONT

Lemon Milk should be primarily used in design material as header text. Never change typography within the Kilgore College logo.

LEMON MILK BOLD	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
LEMON MILK REGULAR	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
LEMON MILK LIGHT	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BODY TEXT

Articulat CF family should be primarily used in design material as body copy text.

Articulat CF	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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HEADLINE OPTIONS

Secondary headline options for decorative type and headers.

BEBAS NEUE
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z

Sant’Elia
Qa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Articulat CF Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ADDITIONAL 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.



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.**



KCPD



ETPA



KC EXCEL



KC THEATRE



ROADSHOW



COUNSELING



KC FOUNDATION



RANGER BAND



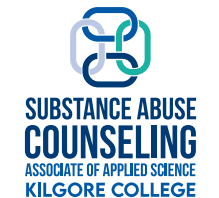
KC DUAL CREDIT



ETOM



SUBSTANCE ABUSE COUNSELING AAS



KC CHOIR



ALUMNI ASSOCIATION



KC HEALTH SCIENCES



KC ONLINE



LEGACY LOGOS

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.



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.

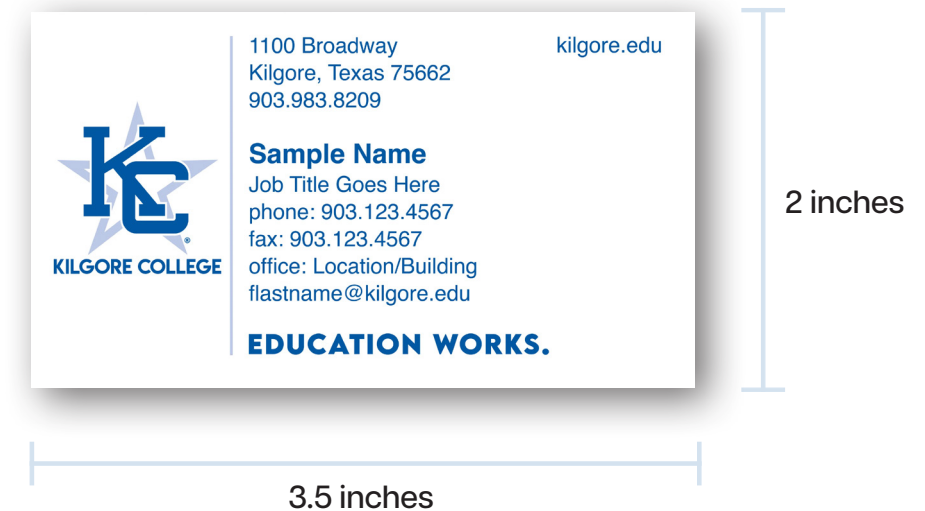


BUSINESS CARDS

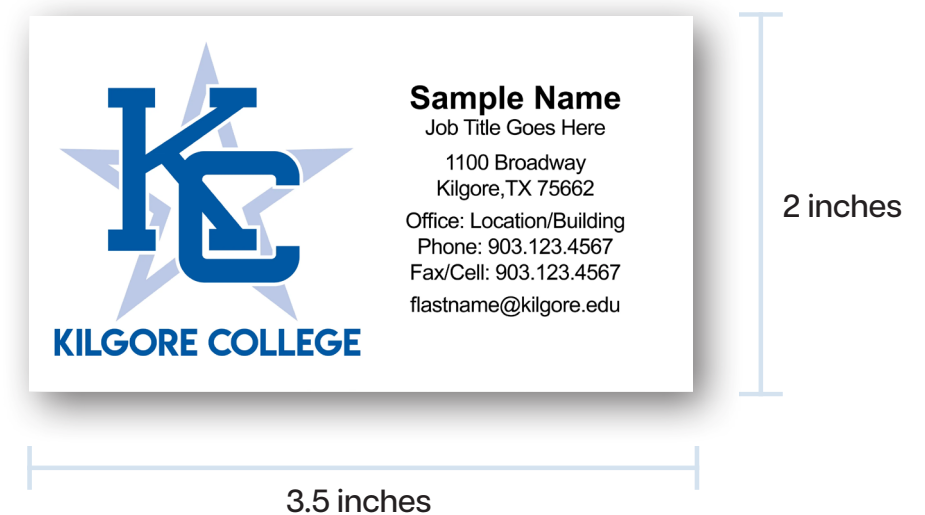
BUSINESS CARDS

This page shows the approved layout for the business cards. It should be offset printed on the specified paper to match the letterhead and envelope. The guidelines for creating the business cards are provided in the examples 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 by submitting a [Marketing Request Form](#) online. If there are further questions, contact Reagan Silvey at rsilvey@kilgore.edu.

OPTION



OPTION B





LETTERHEAD

LETTERHEAD

This page shows the approved layout for college letterhead. It should be offset 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.

Printed letterhead orders are to be placed by emailing rangerprint@kilgore.edu.

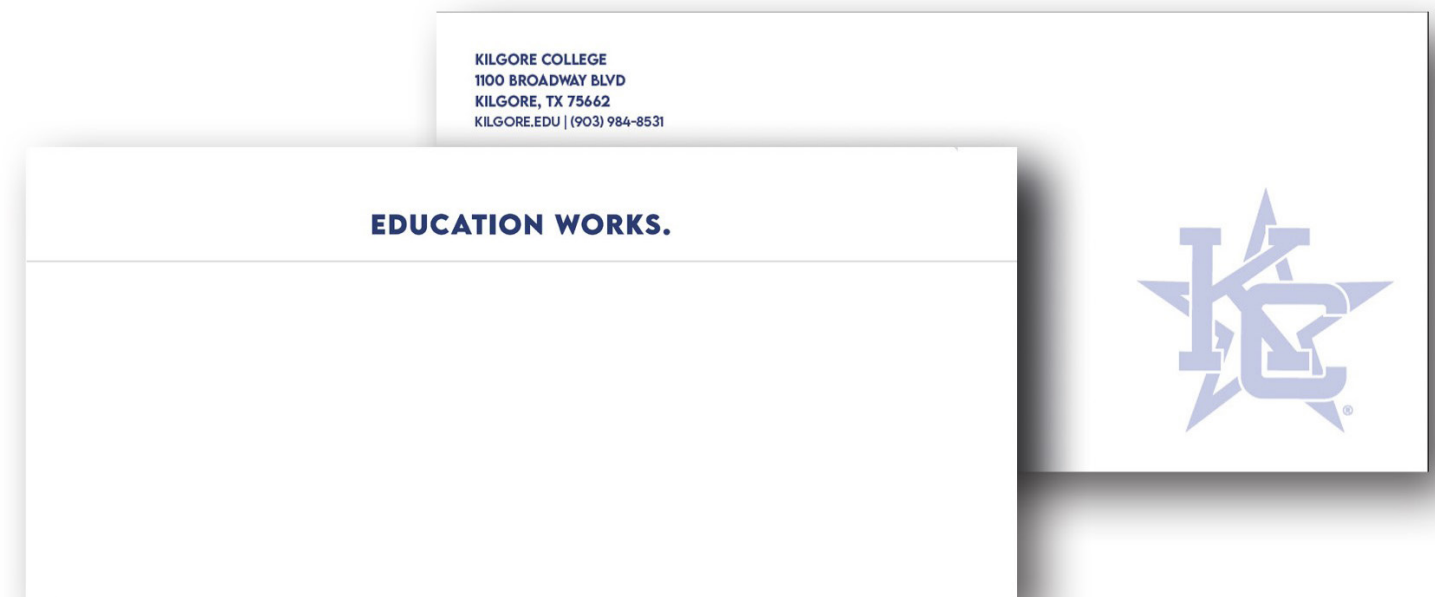
If you need a digital copy, you can download it from the Z Drive in the “Employee Graphics Assets and Templates” folder.



ENVELOPES & EMAIL

ENVELOPES

This page shows the approved layout for an official college envelope. It should be offset 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 by emailing rangerprint@kilgore.edu.



EMAIL SIGNATURES & PROFILE/COVER PHOTOS

All KC employees are required to use KC's approved email signature, developed by the KC Marketing Department and approved by the KC President and Cabinet. The standardized format reinforces the college's brand and protects its image.

Employees may only modify the campus descriptor, such as Kilgore College or Kilgore College – Longview. No additional content may be added to or below the signature, including quotes, slogans, messages, pictures, graphics or other content. Campus locations, departments and individuals may not create their own email signature formats.

Email profile and cover photos must be a professional headshot taken or approved by the KC Marketing Department or the approved Kilgore College logo. Personal or casual photos, group photos, graphics, other logos and images of pets, children or other nonprofessional content are not permitted. Employees needing a headshot should contact the Marketing Department to schedule a photo session.

Example:

Sample Name
Job Title Goes Here
O: 903-123-4567
C: 903-123-4567
lastname@kilgore.edu
kilgore.edu





KILGORE COLLEGE
EDUCATION WORKS.

KILGORE.EDU