INTRODUCTION

These standards for the South Arkansas Community College are intended to serve as a framework for creating strong, effective and consistent brand communications. They are a source of guidance and insight for creating communications that engage and inform our audiences, while sending the messages over and over again.

We suggest that you:

*Read through the guidelines to get acquainted.*

*Review them often, and refer to them frequently.*

*Visit the SouthArk website to view these guidelines electronically.*

These standards function as rules, providing definition for acceptable ways to communicate. But overall, these standards are your compass—a tool to help you make good decisions as you create and evaluate work. The elements described in this guide follow the SouthArk Administrative Procedures Manual.

IMPORTANT: All external marketing, publicity, promotion and communications must be reviewed by the office of marketing and communications, as noted in the APM.

BRAND USAGE

**Graphical variations**

Brand identity as it relates to the usage of the SouthArk logo is important. There are several different acceptable variations of the SouthArk logo, but different rules govern the usage of each and they are not interchangeable. Follow this guide and when in doubt, contact the office of marketing and communications for clarification.
The contemporary logo
The contemporary logo is SouthArk’s identifying mark for public promotion, reflecting growth, achievement and celebration. It is intended to be used in advertising and promotional materials. There are two different variations of this logo, which may be used in several different colors:

1. The vertical orientation (1) is preferred, but in cases where design constraints make vertical orientation unfeasible, the horizontal orientation (2) is acceptable. The official SouthArk colors are beige (C25 M40 Y65 K0, PMS 4655C, Hex #c49a6c) and maroon (C40 M100 Y95 K20, PMS 202C, Hex #8a2228).

3. Acceptable color variations:
   - Beige (vertical)
   - Maroon (vertical)
   - Black (vertical)
   - White (vertical)
   - Two-tone grayscale (vertical)
The artwork of the contemporary logo standing alone (4) is acceptable to use, but thought must be given particularly to the audience and medium so that the logo is recognized and associated with SouthArk. All of the depicted colors are acceptable.

The text of the contemporary logo standing alone (5) is acceptable to use only in situations when using one of the other variations is absolutely not feasible, for instance, as embroidery (due to the detail of the contemporary artwork).

Some examples of places where the contemporary logo should be used:

- In advertisements
- On promotional items
- In promotional literature intended for public distribution

While this is not an exhaustive list, most employees never will have a reason to use this logo, as they don’t deal with public promotional material.
The classic logo

The classic logo is SouthArk’s identifying mark for official communications. It is not to be used for promotional purposes. Three different color variations are acceptable.

The preferred is (1) in official maroon (C40 M100 Y95 K20, PMS 202C, Hex #8a2228). Use black (2) when color presentation is not available. Use white (3) to stand out when used over dark backgrounds, as shown.

Some examples of places where the classic logo should be used:

- In Email signatures
- In communication bulletins
- On official correspondence
- On letterhead
- Basically anywhere that isn’t advertising

Most employees will use this logo exclusively, as it the mark of official college communication.
**Important notes**
Logos always should appear complete and whole, and the type and icon should have the appropriate size relationship. They always should be kept in the same proportions upon resizing.

The appropriate logo should be used in all instances. *The name of the college alone is not to be viewed as a substitute for the logo.* Inclusion of the logo is a necessity.

The official seal is intended to be used primarily on official college documents and is not a logo. Do not use the seal in place of a logo.

**Text references**
The only acceptable shortened form of the college’s name is “SouthArk”—always with upper cases on the “S” and “A.” “SACC” is NEVER acceptable and should be avoided at all times.

**WRITING STYLE**
SouthArk uses “The Associated Press Stylebook and Briefing on Media Law” the form the basis of the rules in this guide, with additional consultation from the college English and communications faculty and other sources. When rules are not covered specifically in this guide, consult that publication on how to handle written communications.

**Abbreviations and acronyms**
In education, we are enamored with acronyms. But we have to remind ourselves when communicating with the public that most people who do not exist within our own academic circles are not familiar with our abbreviated names for projects.

Abbreviations should be restricted to situations where they enhance comprehension; that is, when your copy refers repeatedly to a lengthy name or term that has a commonly accepted abbreviation.
Spell out the full term on its first occurrence, so that the reader will know exactly what you mean. The abbreviation or acronym is acceptable on future occurrences within the context of the same piece. Avoid using periods in abbreviations and acronyms (this includes in the abbreviations for degrees, “AA” rather than “A.A.”).

Exceptions: “Jr.” and “Sr.” always are acceptable when used at the end of someone’s name (do not add a comma before these).

**Capitalization**

*Campuses and Buildings*
Capitalize the names of our campuses and buildings in all instances, as they are considered to be proper nouns: “East Campus.”

*“College”*
When referring to SouthArk, the word “college” should not be capitalized unless it is within the full name of the institution.

*Committees*
Capitalized if the name is official: SouthArk Board of Trustees.

*Course titles*
Capitalize the complete and official course title, but not the generic form: “Fundamentals of Arithmetic” but “math class.”

*Degrees*
When spelling out degrees, use lowercase: “bachelor of science degree.”

*Departments and programs*
Lowercase except where a proper noun is used: “respiratory therapy program,” “English department,” “division of health sciences.”

*Job titles*
Job titles never should be capitalized, whether before or after a name: “dean of business Joseph Rodgers.”
The office of marketing and communications is in place to make final decisions on any external marketing and communications for the college. This includes the graphic design as well as the content of publications (brochures, catalogs, etc.), signage (flyers, banners, wayfinding signs, etc.), advertisements (print and broadcast) and others. It also includes the content and presentation of news releases, newsletters and broad-release external messages through other media.

**Marketing campaigns and materials**

The office will work with you to determine the best method of helping meet the needs both of your department and of the institution as a whole, while keeping all significant factors in mind including cost, availability, time, marketing targets and many others.

When requesting assistance from the office of marketing and communications it is important to be realistic about turnaround time. A rule of thumb is two weeks for news releases and smaller design work and four weeks for larger projects. Design work in particular can be very time-consuming and, depending on numerous factors, could take even longer than these guidelines.

**News media requests**

If you are approached to be interviewed by a member of the news media, direct the request to the office of marketing and communications. At that time the request will be evaluated and responded to in such a way that will be the most helpful, which may include coordinating the interview with you or others in your department.