

**SUBJECT: Office Of Institutional Advancement**

Communications And Marketing Policy

**PURPOSE: This Policy Updates the Established Guidelines For  
The Tougaloo College Communications, Marketing,  
And Identity Program**

**REFERENCES: Communication, Marketing, and Identity Policy  
Number 2004 — XX of January, 2004**

**DATE: July 1, 2004**

Office of Institutional Advancement  
**Communications, Marketing and Identity Policy**

**POLICY NUMBER 2004 — XX**  
**Revised March 4, 2005**

## **I. POLICY**

**1.0** This communication is to establish a policy that will govern and manage the marketing, public information, media relations, and graphic identity of Tougaloo College through the Tougaloo College Image Program. This program consists of:

- the college logo (logotype plus soaring eagle graphic)
- the college seal
- the college athletic mascot
- the colors and typography as they pertain to business cards, stationery, Web sites, publications, or printed materials relating to Tougaloo College.

**1.1** The Office of Institutional Advancement (OIA) must review all College-related printed publications, with sign off indicating approval by the Vice President for Institutional Advancement, **prior to authorization of payment** for publications by the Office of Finance and Administration. The principle objective of this protocol is to provide our public and the media community with consistent and accurate information that has been reviewed and approved by the College's primary Communications and Marketing sector.

As we collectively take Tougaloo College, home of the Eagle Queen, to a higher level, the image of the institution is extremely important. All sectors of the College community are to follow the protocol identified in the enclosed policy for the release of information.

## **II. GENERAL GUIDELINES FOR THE RELEASE OF INFORMATION**

**2.0** This policy is accomplished through publicizing and positively promoting the College, its institutional highlights, cultural and community programs, special activities and events, and the accomplishments of students, faculty, staff, and administration. The Office of Institutional Advancement is the official news and publications clearinghouse for Tougaloo College. The campus community is required to channel all of the following through the Office of Institutional Advancement:

- News and Press Releases,
- Public Service Announcements,
- Press Statements,
- Media Alerts,
- Brochures for external distribution,
- Flyers and internal communication,
- Special Technical Reports, and
- Photographic Services.

**2.1** The Office of Institutional Advancement is responsible for:

- Monitoring and enhancing the public image of Tougaloo College;
- Fostering and maintaining the image by assisting all sectors in an effort to generate a consistent thematic emphasis of positive news;
- Packaging and disseminating information;
- Identifying sources for the exchange of dissemination of all information relative to Tougaloo College;
- Informing all constituents of the many and varied aspects of the College's programs, activities, and accomplishments; and
- Providing a single source for the release of the dissemination of all information related to Tougaloo College.

### **III DEFINITIONS AND TIME FRAME FOR NOTIFICATION**

- 3.0 News and press releases, press statements and public service announcements**  
 These items **must** be submitted to the Office of Communications and Public Affairs in the OIA, or a request for same must be submitted, for release under the signature of the Vice President for Institutional Advancement or the Director of Communications and Public Affairs prior to dissemination to the media community. **(2-3 weeks in advance of anticipated release date.)**
- 3.1 Official spokesperson:** The President of the College is the official spokesperson for Tougaloo College. In the absence of or at the direction of the President of the College, the Vice President for Institutional Advancement is the official spokesperson for Tougaloo College. In the event both the President of the College and the Vice President for Institutional Advancement are unavailable (for instance, traveling on College business and not reachable immediately), the Director of Communications and Public Affairs serves as the official spokesperson for Tougaloo College. All media interviews are coordinated through the Office of Communications and Public Affairs in the OIA. The subject matter and contents of the interview should be contextual with the College disciplines. A disclaimer or distinction should be made between personal comments or when speaking on behalf of the College. All other Tougaloo College employees must make a disclaimer or distinction between personal comments and/or speaking on behalf of the College.
- 3.2 Unscheduled interviews or statements** - No unscheduled interviews or statements should be made to the media regarding Tougaloo College without the prior approval of the President of the College or the Vice President for Institutional Advancement or the Director of Communications and Public Affairs. When an unscheduled request is made, it should be coordinated through the Office of Communications and Public Affairs in the OIA. No administrator, faculty, staff member, or student has the authority to make official statements to the news media without the approval of the President of the College or in his/her absence, the Vice President for Institutional Advancement. This in

no way impinges upon one's right to make personal statements as long as they are understood to be personal statements and it is understood that these statements do not necessarily reflect the views of Tougaloo College. **Please note, however, that at no time should the media's access to the College be denied without the prior approval of the President of the College or the Vice President for Institutional Advancement or the Director of Communications and Public Affairs.** Denying access implies that the College has something to hide.

**3.3 Publications, promotional and marketing materials and brochures** - All publications, promotional and marketing materials and brochures must be consistent with the thematic emphasis of the College's generic documents (statistics, achievements, highlights, historical background) with documented accuracy and adhere to the standards of grammatical excellence and completeness that reflect positively on Tougaloo College. A copy of these documents will be kept on file in the Office of Institutional Advancement for reference and will be updated as needed.

**3.4 Statistical information** — The Office of Institutional Research will serve as the official clearinghouse for the College's statistical information. Statistical information may be obtained from the Official College Factbook.

**3.5 Internal communications** - Flyers and other internal communications are to be cleared through the Office of Communications and Public Affairs and are to be kept on file. The following criteria must be met for postings on college bulletin boards. Please note that all flyers and internal communications memos must be:

- Reviewed by the Office of Communications and Public Affairs
- Stamped for approval by the Office of Communications and Public Affairs in the OIA. If documents are posted prior to approval, they may be removed.

Additionally, any items to be posted on the website are to be cleared through the Office of Communications and Public Affairs. If you have content for the site, please forward for review **at least one week prior** to the date it needs to be posted.

**3.6 Photographic Services** – The Office of Communications and Public Affairs coordinates photographic services. Requests for photographic services must be submitted to the Office of Communications and Public Affairs to allow adequate time for scheduling. In the event that the OIA's photographic services are not available, sectors may contract with a recommended photographer. [It is important that sectors complete the proper request form before contacting a photographer on an individual or a personal basis.] **(2-3 weeks in advance)**

**3.7 Stipulations for Use of Logo and Seal**

**Tougaloo College Logo**

**Tougaloo College Seal**

Colors:            Pantone Blue 072            Pantone Red 032  
Font:             Times New Roman

The name of the institution, Tougaloo College, seal (based on the College's founders and founding date), and logo of Tougaloo College cannot be used to imply or suggest endorsement of any product or service not provided by Tougaloo College.

**At the direction of the President of the College, no publication or communication should ever refer to Tougaloo College as "Tougaloo".** When referencing or mentioning the institution, state the full name "Tougaloo College." Individuals and organizations outside the College who wish to use any of the official marks (seal or logo) must obtain written permission to use the official marks by contacting the Director of Communications and Public Affairs in the OIA at (601) 977-7870. Use of the approved college logo, eagle graphic, and/or seal for commercial use will be negotiated and managed by the Office of Institutional Advancement.

Neither part of the logo (eagle graphic and logotype) may be manipulated or changed. An approved logo or seal should appear on all publications, at the opening of a film, video or official college World Wide Web site and on every print advertisement. These marks are registered and protected by law. Authorized camera-ready copies of the logo and seal are available through the Office of Institutional Advancement.

No academic or administrative unit or department should have its own logo. Tougaloo College strongly discourages the proliferation of secondary images so that Tougaloo College can maximize the impact of a single graphic identity for the institution as a whole. However, certain nonacademic centers, institutes and quasi-institutional programs housed (i.e. the Tougaloo Art Colony) at Tougaloo College may develop their own graphic symbol when such units have a strong public outreach. Such logos SHOULD NOT appear next to the College logo or on the same page.

No competing logos from centers or other units or programs may appear on official Tougaloo College letterhead or business cards.

The College logo may appear with other logos on publications for cooperative programs (e.g., a joint program with the United Negro College Fund).

- 3.8    Stipulations for Tougaloo College Stationery and Business Cards** - Stationery is one of the most visible and most frequently used forms of communication. Stationery provides an introduction, an impression and a point of contact for internal and external constituents. All Tougaloo College business cards, stationery and envelopes must be designed and typeset by a vendor approved by OIA. This

is to ensure that the branded image of Tougaloo College will be presented in a consistent manner.

**3.9 Approved Vendor** - Tougaloo College's vendor for all stationery and business cards is

Quality Printing, Inc.  
P. O. Box 8338  
Jackson, MS 39284-8338  
Contact: Beth Mahaffey  
Phone Number: (601) 960-3661

All off-campus printing projects must be reviewed and approved by the Office of Communications and Public Affairs in the OIA.

**4.0 Unauthorized Use** — The use and duplication of the official Tougaloo College letterhead, envelopes, and business cards, and other institutional stationery is prohibited without the consent and approval of the Office of Communications and Public Affairs in the OIA. All College letterhead, envelopes, and business cards are to be standardized to provide a consistent institutional identity.

## PROJECT APPROVAL AND ACKNOWLEDGEMENT FORM

**Name of Project:**

---

**Department/Unit:**

---

Name of Principal Contact Person: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Project Information:

**Briefly describe the project: (i.e., brochure, audience for project, quantity):**

---

---

---

---

Project Timeline:

**Start:** \_\_\_\_\_ **Finish:** \_\_\_\_\_ **Date project is due to printer:** \_\_\_\_\_

Office of Institutional Advancement:

**Approval: Yes** \_\_\_\_\_ **No** \_\_\_\_\_ **Forwarded to President's Office** \_\_\_\_\_

**Approved:** \_\_\_\_\_

**Vice President for Institutional Advancement      Date**

Date Returned to Office of Institutional Advancement: \_\_\_\_\_



## PROJECT REVIEW FORM

Name of Employee: \_\_\_\_\_

Campus Sector: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

Title of Task/Project: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Contact Fax: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_ - \_\_\_\_\_

Project Timeline: START DATE: \_\_\_\_\_ DUE DATE: \_\_\_\_\_

**Approved** ☐    **Disapproved** ☐    **Resubmit with recommended changes** ☐

Recommended Changes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date	Signature
------	-----------

**Office of Institutional Advancement**  
500 W. County Line Road, Tougaloo, Mississippi 39174

## **Tougaloo College**

### **Publicity and Photography Release**

By submitting or taking the attached photograph you grant Tougaloo College the right to publish, distribute, archive, and otherwise use the photograph and information in whole or in part in print, electronic or any other media for informational and or promotional purposes related to Tougaloo College.

In addition, you represent that you have the right to authorize Tougaloo College to use the photograph and or information you are submitting. I understand and agree to the terms outlined.

---

Signature

---

Date