



TITLE: ADMINISTRATIVE PROCEDURE NO. 6003

PRINTING SERVICES

All printed College publications used for public distribution are to be coordinated through the Marketing and Public Relations Office for design, editing, writing of specifications to the printer, and for control of production.

Production of Publication

1. The department or division requesting the publication will work with the appropriate staff members in the Marketing and Public Relations Office regarding printing, layout and design to obtain a quality publication at the lowest possible cost. A publication planning timeline and requisition draft will be prepared at this time.
2. It is desirable that the copy/content of the publication be submitted in an electronic format, preferably in Microsoft Word (R).
3. The department or division initiating the publication is solely responsible for proofreading the publication prior to printing. Each proof must be signed to avoid any miscommunication. Proofs must be returned promptly for production timelines to be met.
4. Whenever possible, the Marketing and Public Relations Office will have publications printed in the College's Print Shop. This will allow for cost savings for the departments. If the publication is to be printed off-campus, the appropriate Marketing and Public Relations staff member will work with the Purchasing Department to secure bids for printing vendors.

Official Trademarks

1. The official colors for Oklahoma City Community College are royal blue and ruby red. The specification for royal blue is "Pantone 295 blue." The specification for ruby red is "Pantone 200 red." Variations from official College colors will not be allowed.
2. In order to maintain a consistent brand image, all publications will use a pre-designed template determined by the Marketing and Public Relations Office. Choice of photos will be determined by the requestor of the publication.
3. The official College logo must appear on the front, back or title page of all publications and printed materials. It is not acceptable for any element of the

- official College logo to be used alone or as an element of another logo. It is not acceptable for any department or division to create a logo or emblem which represents the department or division.
4. The College seal for Oklahoma City Community College is reserved for official publications, degrees, certificates and legal documents. The College seal may only appear on documents issued by the President and Regents of the College. The official College seal must not be used for advertising purposes or in publications that publicize a facility, event or services of the College.
 5. The official college name is "Oklahoma City Community College" and shall appear on all publications as such. For promotional publications the abbreviated form, "OKC Community College," is appropriate on subsequent references.

Stationery

1. All stationery items must be purchased through the Bookstore. Guidelines concerning design formats have been standardized to ensure a consistent college image presented to the public.
2. Any alterations pertaining to letterhead, envelopes or business cards must be approved by the Marketing and Public Relations Office.

Equal Opportunity Statement

The complete text of the College regents' official policy on equal opportunity at Oklahoma City Community College must be included in all academic bulletins as well as publications which describe or explain in detail college policies, academic programs, activities or facilities. The policy is as follows:

This institution, in compliance with Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 503 of the Rehabilitation Act of 1973, Section 402 of the Readjustment Assistance Act of 1974, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, or status as a veteran in any of its policies, practices, or procedures. This includes, but is not limited to, admissions, employment, financial aid, and educational services.

In publications with limited copy areas (pamphlet-type brochures, flyers, posters, etc.) the following statement may be substituted:

Oklahoma City Community College is an equal opportunity institution.

Cost Disclosure Statement

As authorized by Senate Joint Resolution No. 20, a cost disclosure statement containing the following information must be included on reports and regulations in book or booklet format that are published for members of the public.

Sample: "This publication, printed by (name of vendor) is issued by Oklahoma City Community College. _____ copies have been prepared and distributed at a cost of \$_____ to the taxpayers of the State of Oklahoma.

Revised: 12-03-2001