

Virginia Highlands Community College

Publication Guidelines

The following guidelines were developed to create a standard of quality for all campus publications and to enhance Virginia Highlands Community College's public image. These guidelines should be followed for all official publications used to promote the programs and services of the College.

Planning Publications

Printed publications include such things as flyers, brochures, booklets, posters, handbooks, newsletters, and posters. With the proper planning, the Office of Institutional Advancement is available to help with the production of these materials. If you need assistance, please contact Public Relations/Marketing Specialist Anne Dunham (LRC-623; 276-739-2456; adunham@vhcc.edu) for guidance. In the event you are planning an electronic publication, please contact Nikelle King (OTC-1207; 276-739-2497; nking@vhcc.edu) for assistance. These staff members are available to guide you in the proper use of color, design, and fonts, and to help you deliver your message effectively.

Requests will be processed as quickly as possible, but careful planning will ensure quality publications that enhance the image of your program/service and the overall image of VHCC. Please allow at least 14 working days for publications that will be printed on campus. Additional planning is needed for those publications that will be printed off campus.

Materials produced by other offices should be submitted to the Office of Institutional Advancement for review prior to printing and distribution. Please allow time for a thorough review and to complete the needed changes to the final document.

Things to consider when planning publications:

- Purpose and audience
- Size and quantity needed
- Color or black & white
- Printed on campus or off campus
- Budget for printing and/or purchasing special paper
- Availability of quality photos
- Method of distribution

The following information should be included on all publications

- College name
- Mailing Address
- Telephone Number, including toll-free number where appropriate
- Web address

- Logo
- EEO statement (see below)
- Spanish statement (see below)

EEO Statement

It is important that this statement appear on all publications that will be viewed by students and the public. The type of publication dictates the most appropriate version of this statement.

1. Virginia Highlands Community College does not discriminate on the basis of race, color, sex or age (except where sex or age is a bona fide occupational qualification), religion, handicap, national origin, or any other non-merit factors in admission, access, treatment, or employment in its programs and activities.
2. Virginia Highlands Community College is an equal opportunity/affirmative action institution.
3. VHCC is an EEO/AA Institution

Spanish Statement

Dean Alma Rowland has agreed to assist Spanish-speaking students who require assistance enrolling or acquiring information about VHCC. The following statement should be used on publications:

Si necesita ayuda en español, marque el número 276-739-2436.

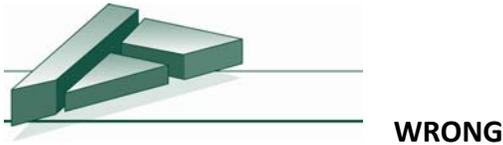
VHCC Logo

The VHCC Logo is registered with the Virginia State Corporation Commission as the official symbol of Virginia Highlands Community College and , therefore, **should not** be altered in any way. The official color of the VHCC logo is PMS 3435.



Proper Use

It is improper to change the color, to rotate the logo, or to resize the logo disproportionately. Additionally, because the VHCC name is part of the official logo, it should not be removed from the logo. If you have specific questions about the logo or its use on VHCC publications, contact Public Relations/Marketing Specialist Anne Dunham (LRC-623; 276-739-2456; adunham@vhcc.edu) for guidance. The following examples depict **IMPROPER** use of the VHCC Logo.



The logo is available in a variety of file formats, including a PDF that can be used when the method of reproduction will not allow shading (such as screen printing, embroidered items, etc.) The Office of Institutional Advancement can help you choose the format best suited for your needs. http://www.vhcc.edu/fac_staf/logo.htm

VHCC Tagline

The tagline, sometimes called slogan, often is used on publications in conjunction with the logo. Although VHCC has not registered an official tagline with the Virginia State Corporation Commission, the one currently being used is “Dedicated to Students. Committed to Excellence.”

Virginia Highlands Community College
Dedicated to Students. Committed to Excellence.

Model Release

When photographs of individuals are being used to promote the programs and services of VHCC, a model release form must be signed. Forms should be signed by the model and given to the Office of Institutional Advancement. A form is available at http://www.vhcc.edu/fac_staf/forms/releaseform.pdf

Electronic Publications

Email Publication Guidelines

- Never use images for important content like headlines
- Add a text-based link to a web version of your design at the top of your email. (follow Official VHCC Web Page guidelines listed below)
- Use alt text for all images
- Ensure your most compelling content is at the top.
- Include an email address to opt out of receiving future emails.
- Use Bcc for addressing bulk emails.

Official VHCC Web Pages

Official college Web pages are all Web pages that provide information about VHCC, the educational programs, services, personnel, and events offered by the College.

Official VHCC Web pages must be prepared using an approved College template and will be reviewed and approved by the webmaster for compliance with college policies and publishing guidelines.

The VHCC site should be considered a public place and should be designed to provide visitors with the same type of information and same level of professionalism that they would receive at the physical office.

Any content not accessible under Section 508, any infringement of applicable copyright laws and any posting of obscene, harassing, or threatening materials on the VHCC web server may be in violation of local, state, national or international laws and can subject the page authors to litigation.

Accessibility

In addition to ensuring that sites function properly, Web sites should follow accessibility guidelines. All organizational home pages — and within reason all other pages — must meet Section 508 accessibility compliance.

The VHCC site has tools to dynamically generate a text version of your site. A text site is a supplement, not a replacement for an accessible Web site.

For more information on Accessibility Guidelines you may contact the [VHCC webmaster](#) or see Rehabilitation Act - [Section 508 § 1194.22](#).

Web Design Guidelines

- All official college pages should be developed using the appropriate template(s) prepared by the college's webmaster. (Templates may include a graphic header, background, navigation, font style, color, or size).
- Do not rely on color to convey a message
- No alterations of the college logos are permitted. See VHCC Logo
- Titles and headings appear in upper and lower case letters, no all caps.
- Do NOT use blink or marquee (flashing or scrolling text)! If you need to emphasize something on your page try using color or a different font type. When all else fails contact the webmaster for assistance.
- Graphic images larger than 50K must be represented by a thumbnail image of less than 50K or a text link.
- Each page has a link to the VHCC homepage and/or the department main page.
- Suggested backgrounds should be white or light in color. Text should be black or dark in color.
- The font type is used consistently throughout the site.
- Site contains contact information.
- Pages have been spell checked.

Web Development Guidelines

- All images must include appropriate "alt" or "longdesc"
- Multimedia presentations on the web should contain captions or provide a text equivalent.
- Row and column headers shall be identified for data tables.
- Duplication should be avoided by providing links to files rather than recreating data already available.
- Copyrighted material of any kind may not be used without the copyright holder's written permission. [See the VHCC Faculty & Staff Manual Section 4.7 Intellectual Property \(Copyright & Patent\) Policies & Procedures](#)
- All Web pages must be consistent with the college computer security policy.
- Test your pages in multiple browsers such as Internet Explorer, Firefox, Netscape Navigator, etc.
- If a download (pdf files) requires a plug in or additional software, a link to download the required software should be provided.
- Any files linked from a page as a download (pdf files) should be indicated in parenthesis after the link.
- All pages have a title that accurately describes the page content.

Additional Tips when creating/editing a site

- Use only lowercase letters for all file references, file names, e-mail addresses, URLs, hrefs (links), https, and directory/subdirectory names.
- Use the shortest possible file name.
- Do not use special characters in file names such as spaces, -, &,*.
- Keep your web directory clean, keeping only current files on the server.
- Archive old files to your hard drive as you remove them from the server. Page has been checked in at least Firefox and and Microsoft Explorer. If possible, check in older versions of these browsers.