

Louisiana Delta Community College Publication Policy

The purpose of this policy is to ensure that all publications of the college are consistent, accurate, and represent Delta in the most professional manner possible. Any printed or electronic information that is intended for distribution to an audience beyond LDCC faculty, staff, and currently enrolled students, whether it directly or indirectly implies a product or service of Delta, must be approved by the Office of Public Relations. The Office of Public Relations, along with the Publications Team, bears the responsibility of interpreting and implementing this policy. Authority for design and format of publications rests with the Office of Public Relations. Thus, the Publications Team and the Office of Public Relations review the content, design, purpose, and printing format of all College publications.

I. Publications to be reviewed include, but are not limited to:

1. Newsletters
2. Academic bulletins and departmental brochures
3. Recruitment materials for students and faculty
4. Covers, folder and invitations for special events
5. Posters
6. Electronic communications such as web site materials

Additionally, if you have letters or other documents you wish to have reviewed prior to release, Public Relations will be glad to assist.

II. Services of the Office of Public Relations

1. Letterhead: If you need letterhead, we have a standard template available that is easily adaptable to your individual department.
2. Envelopes: For official college correspondence, use envelopes with Delta logo/return address. A template is available for your use if you don't have pre-printed envelopes.
3. Business Cards: Place orders with the Office of Public Relations. We have a standard template. Costs are billed to your department.
4. Photography: We will take photos of any class, club, or college activity. Please give us at least a one week notice when possible. Electronic copies of photos may be obtained from this office. Professional photo printing is not normally a service of this office. However, if an urgent need arises for photo printing, we will do our best to accommodate. Any photos we take may also be used in college publications and promotions. Photos featuring one or two individuals may require release forms to be signed. Copies of those forms are available in Public Relations.

5. **Media coverage:** If you have an event for which you would like media coverage, we will arrange it for you. If necessary we will also write press releases and distribute them to the appropriate media. Please give at least two weeks' notice if you want the media present. Remember, there is no guarantee that the media will cover an event.
6. **Media inquiries:** All media inquiries should be directed to the Office of Public Relations. If the inquiry concerns a request for a specific person, Public Relations should be advised of the time, place, and expected content of the interview. Public Relations will determine whether the individual to whom the request has been made should respond directly, or whether, depending on expected interview content, the interview should be with someone else within the organization. If you hear of anything that may provoke media interest, please let Public Relations know as soon as possible so that we may gather information and be prepared to respond.

III. Publication Guidelines

1. **Delta Logo:** All external publications must include the official Delta logo. The logo may not be altered in any way, including changing color or font. It may not be stretched disproportionately, nor may elements be added or removed. The tag line "More than a place...it's an attitude" may be included where appropriate. Electronic copies of the official logo are available from the Public Relations Office. The official logo is pictured below. Variations currently in use should be discarded. Exceptions made be made only when reproduction of the official logo is unclear or unsuitable for the format, such as return address on envelopes. The proliferation of individual logos is discouraged. New or re-designed logos must be submitted to the Office of Public Relations, along with an explanation of the need for it and how it will be used. Logo requests must ultimately be approved by the College Council.



The college logo should always appear on the following publications:

- Recruitment material for students
- Catalogs and class schedules
- External publications
- College and department newsletters
- Forms
- College policy publications
- College stationary and business cards
- Recruitment materials for faculty and staff
- All advertising

2. **College Seal:** The college seal is a symbol reserved for the most official documents of the college: diplomas, certificates, commencement materials, major publications, special academic events, and others determined by the Office of the Chancellor. The seal may not be used in promotional publications. Consult with the Office of Public Relations before applying the seal to any publication.
3. **Official Colors:** Burgundy: Pantone 1815C (Hex Code 79181A)
Gray: Pantone 877C (Hex Code 84888B)
Solid black or “Delta” gray or burgundy logos are acceptable alternatives.
4. The words, “Louisiana Delta Community College” should always be prominently displayed on the cover of any printed piece. The name of the academic or college unit can be the same size or smaller, but never larger than “Louisiana Delta Community College.”
5. Any special logos for colleges, departments, clubs or organizations must be approved by the Office of Public Relations. Special logos should not be used on college letterhead and, when used on other publications, should be secondary to the LDCC logo.
6. The *Associated Press Stylebook* is used in matters of editorial style. A copy of the 2007 edition is available in the Office of Public Relations.
7. Only *Times New Roman* and *Arial* fonts may be used in college publications. For readability, font size should be at least 10-point.
8. Graphic elements that add nothing to the design or distract from the message will not be incorporated into college publications. In all publications, a clean, professional image will be used. White space is an invaluable element of an attractive design. It calls attention to the most important elements of the publication.
9. Your input and design suggestions are welcomed at the beginning of a project. Minimal design edits will be made after the basic concept is established. Our goal is to produce the best possible design in the first proof.
10. Generally, work requests will be fulfilled on a first-come, first-served basis. Thus, the sooner you submit a request, the more quickly that request will be expedited. Requests for work that is more immediately urgent may be filled ahead of your project. Work request forms are available in the Office of Public Relations.

11. When you need a publication, only the copy, format, and price/design limitations need to be submitted.
12. Requests for web page additions or alterations may take additional time as such work must be coordinated with the Department of Information Technology.
13. Delta's website is considered an official college publication. Thus, web pages or sites that link from Delta's home page must conform to the approved web policy. Copies of the web policy are available in the Office of Public Relations.
14. All content within any official Delta web page must adhere to all laws governing copyrights, intellectual property, libel, and privacy. Content shall not violate any regulation or policy of Delta. Commercial content is prohibited.
15. The Equal Opportunity Statement in its full or abbreviated form should appear on all college publications. See the Office of Public Relations for exact text of the statement.
16. In the event of an emergency or crisis, defined here as any situation that requires immediate and coordinated action, and which has a significant impact on the college's operation or image within the community, a team of key personnel, under the direction of the Chancellor, will handle communications.
17. Deadlines: If you need the services of Public Relations, please make your request as early as possible. Ideally, you should request services as soon as you know you'll need them. Understand that last-minute requests may not be fulfilled.