

Category: Operational

Policy Title: ADVERTISING, MARKETING, AND BRANDING

Policy Number:

Policy Statement:

Garden City Community College Marketing & Public Relations Department is the custodian of GCCC's brand. In order to maintain a consistent brand, and concise message, and effectively promote our brand, the GCCC Marketing & Public Relations Department provides branding guidelines and procedures so that GCCC maintains credibility, consistency, and a brand that is easily recognized. For more information about the GCCC Marketing & Public Relations policies and procedures, please visit:

https://www.gcccks.edu/about_gccc/marketing_and_pr/default.aspx .

Procedures:

ADVERTISING, PROMOTION, & MARKETING

Advertising placed on behalf of Garden City Community College shall be arranged by or completed in consultation with the Marketing & Public Relations Department.

- All work relative to the promotion of programs, marketing, special interest stories, pictures, and recruitment material, with the exception of athletics, should be coordinated through the Marketing & Public Relations Department. The individual program, club, or group sponsors and leaders are encouraged to utilize the college's Canva Pro design account to create their own flyers, posters, and social media posts. Please contact the Marketing and Public Relations Department for login information. Other programs such as Microsoft Publisher, LucidPress, AdobeSpark, etc. are also approved if design principles and branding standards are used appropriately.
- All design, marketing, event coverage (photo, video, promotion), social media, press releases, and print requests should go through the Marketing & Public Relations department's work order system, which is located on the department's webpage.
https://www.gcccks.edu/about_gccc/marketing_and_pr/submit_a_request.aspx
- Items designed by outside departments will be proofed for accuracy, proper branding, and clarity of message by the Marketing & Public Relations Department prior to printing or posting on social media, BusterBiz, and/or on-campus digital screens. All branding, grammar, spelling, or other errors must be corrected by the requestor prior to printing.
- More complex design projects including, but not limited to: brochures, banners, viewbooks, folders, videos, business cards, postcards (and other mailings), motion graphics, and advertisements (printed and digital), will be created only by the Marketing & Public Relations Department in consultation with the requesting department.

Reviewed	Revised	Review/Revised	Reviewed/Revised
07/01/2015		10/26/2022	05/24/2023

- Funding for advertising, promotional, and recruiting materials are to be paid for in part by requesting departments if funds are available. The Marketing & Public Relations Department will assist with funding for advertising and promotional materials as needed and if funds are available.
- The Bronbuster Bookstore has special permission to use the GCCC logo and mascot to produce any promotional products for retail sale within their store without approval from Marketing & Public Relations Department. The Bookstore staff may request design assistance from Marketing & Public Relations Department when needed.
- GC3 Media is not regulated by the GCCC Marketing and Public Relations Department.

ON-CAMPUS ADVERTISING POSTING - INTERNAL & EXTERNAL

All documents, posters, and flyers posted in campus buildings must be approved as noted below.

- GCCC clubs, student organizations, and external entities - all materials created by an internal club, group, or organization, as well as external organizations or businesses, must be stamped by building secretaries.
- GCCC internal department or program – as noted above, all materials created by an internal department or program must be approved by the Marketing & Public Relations Department prior to print and posting. The Marketing & Public Relations Department will affix a stamp upon the printing of the document.

Materials should be delivered to building secretaries or designated individuals to be posted on building bulletin boards or other program or department bulletin boards. MATERIALS MAY NOT BE POSTED ON ANY WINDOWS OR DOORS and will be removed by the date specified by the affixed stamp by building secretaries or custodial representatives.

BRANDING & USE OF COLLEGE LOGO & MASCOT

The official emblem or logo of GCCC is the power G with the wordmark. The official mascot is the cowboy-on-horse Bronbuster. The official colors are Bronbuster Gold and Bronbuster Brown (codes can be found in the official branding guide). Official college fonts are also suggested in the branding guide. https://www.gcccks.edu/about_gccc/marketing_and_pr/branding_guide.aspx

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- Use of the GCCC logo and the Broncbuster image for commercial or non-profit purposes requires approval by Marketing & Public Relations Department and must reflect positively on the College.
- GCCC reserves the right to require compensation for commercial use of either image and to deny use if deemed appropriate.
- Department logos will only be created by the Marketing & Public Relations Department.