



Policy No.	11001
Effective Date	2005
Revision Date	Aug. 2007
Revision No.	1

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Date: August 10, 2007

## **Publication Policy**

### **1.0 Purpose**

To inform the College community of the guidelines and procedures for producing official publications. The policy ensures that all publications meet the College's guidelines for accuracy, clarity, correct use of English and grammar, quality of design and consistency with College graphic standards and style.

### **2.0 Revision History**

This is a revision to a policy that has been in effect since 2005.

### **3.0 Applicability**

This policy applies to all LFCC employees and students.

### **4.0 Policy**

#### **• Publications Intended for External Distribution**

- Any publication intended for distribution to an external audience and/or that bears the name or logo of Lord Fairfax Community College must be produced by the Office of College Advancement. The responsibilities and procedures outlined in sections 6.0 and 7.0 should be followed. An example is a postcard being mailed to high school seniors in the LFCC service area.
- Any publication intended for distribution to an external audience that is sponsored by an external organization, that bears the name or logo of Lord Fairfax Community College and/or that is designed by an organization other than LFCC must be reviewed and approved by – but not designed by – the Office of College Advancement. Examples are the Summer Slammer marketing pieces designed by the Society for Human Resource Management in partnership with the Office of Workforce

Services and Continuing Education. These pieces should include the logos of all the partners and/or sponsors.

- It is strongly preferred that the Office of College Advancement produce publications intended to be distributed externally. Their staff has the experience and knowledge in regards to the proper guidelines and state requirements involved in producing, mailing and distributing a large variety of publications. However, in the event that a publication request is unable to fall within the necessary timeframe required to be produced by the Office of College Advancement, the publication requestor may proceed with handling the production. Publication requests that are handled directly by the requestor will be reviewed for accuracy and appropriateness by the appropriate Cabinet member's designee and will not be reviewed or fall under the responsibility of the Office of College Advancement.

- **Publications Intended for Internal Distribution**

- Publications intended for internal distribution do **not** have to be routed through the Office of College Advancement. These publications are to be distributed **only** among the three LFCC locations for the purpose of communicating information solely to employees and students.
- **These publications will be reviewed for accuracy and appropriateness and approved by the appropriate Cabinet member's designee.**

- **Templates**

- To facilitate the ability of individuals and units to produce consistent high-quality materials in compliance with these standards, the Office of College Advancement has created Microsoft Word templates of the most commonly-needed publication requests. These templates are available on the College's intranet.
- The templates are designed to enable individuals and units to quickly and easily create effective publications. Use of the templates helps streamline the approval process. They contain elements that should be consistent throughout the College and spaces that allow for customization with appropriate photographs and text.
- **These publications do not have to be routed through the Office of College Advancement. However, they will be reviewed for accuracy and appropriateness and approved by the appropriate Cabinet member's designee.**

- **Publication and Visual Identity Standards**

- For all publications, whether or not they are reviewed and/or designed by the Office of College Advancement, text should be written in accordance with the College's Communication and Style Guide. All publications should be designed in accordance with the College's Visual Identity Standards. Both documents are available on the College's intranet and from the Office of College Advancement.

## **5.0 Definitions**

A publication is defined as any printed piece produced by the College.

## **6.0 Responsibilities**

To request to have a publication designed by the Office of College Advancement, a completed graphic design request form must be submitted to the project coordinator. This form is available on the intranet.

### **Required Elements**

These items are required in College publications:

- Contact information such as department name, a telephone number to call for more information and the College's Web address.
- Nondiscrimination statement (amplified statement required in the class schedule, registration announcement postcards and College catalog)
- The LFCC logo. The LFCC logo should not be included on publications produced by students or student organizations. The Office of College Advancement will approve the use of the College logo and remind the requester to adhere to the Visual Identity Standards. The requester will be asked to forward a copy of the final piece to the Office of College Advancement.

### **Prohibited Items**

These items are prohibited in College publications:

- Stock photographs (generic images purchased from professional photographers) and clip art (exceptions to stock photographs and clip art will be made only when no other photograph is available or appropriate)
- Cropped and color corrected photography is allowed. However distorted, blurred and/or manipulated photographs are unethical and therefore forbidden.
- Per Virginia Community College System policy, "Each college is prohibited from using public funds for the development, preparation, dissemination or presentation of any material intended or designed to induce students to attend by exaggerating or extolling the college's virtues, faculty, students, facilities or programs through the use of hyperbole. Artwork and

photographs which exaggerate or extol rather than supplement or complement permissible information are prohibited.”

### **Filing of Publications**

Electronic copies of all publications will be posted on the intranet and stored on the Office of College Advancement shared computer drive. Only the most recent version of a publication should be kept in these places.

## **7.0 Procedures**

### **Requesting a Publication**

Please refer to the graphic design request form for procedures. The form is available on the intranet.

## **8.0 Sanctions**

Individuals who fail to comply with the terms of this policy will be subject to disciplinary action, as determined by their immediate supervisor.

## **9.0 Interpretation**

Authority for interpretation of this policy rests with the vice president of college advancement or the director of public relations and marketing.

## **10.0 Authority/Reference**

The Office of College Advancement staff developed this policy based, in part, on the Virginia Community College System (VCCS) Policy Manual, Sections 7.3 and 7.4.