



Operating Standard

Title: Branding

Number: A8000.00

Type: Administrative

Responsible: ED, Public Information & Marketing

Related Policies: [A8000](#)

Linked Operating Standards:

Related Laws: None

Related External Standards: American Marketing Association (AMA)

HLC Criterion:

1.0 Statement

Branding is more than visual design—it expresses Shawnee Community College’s mission to deliver accessible, high-quality education and build meaningful community relationships. Consistent branding enhances trust, recognition, and institutional pride while promoting clarity, professionalism, and inclusivity across all channels.

As a reflection of the College’s Strategic Plan, branding serves as a unifying force that communicates our commitment to student success, community engagement, and institutional excellence. Whether promoting academic programs, public events, or support services, branded materials must embody the College’s strategic priorities—fostering visibility, trust, and a shared sense of purpose across the region we serve.

2.0 Purpose and Scope

This operating standard ensures that all internal and external communications consistently reflect Shawnee Community College’s identity and values. It applies to all College departments, employees, student organizations, and affiliated partners who develop or distribute branded content on behalf of SCC.

All employees are responsible for ensuring that communications representing the College—whether digital, print, or verbal—align with SCC’s approved brand standards. This includes outreach materials, event promotions, presentations, and routine communications that may be directed to internal or external audiences. The Office of Public Information and Marketing (PIM) is available to assist employees with branding questions and provide approved templates or guidance as needed.

Student organizations are likewise expected to follow SCC branding guidelines when creating promotional content or public-facing materials. The Office of Student Affairs serves as the primary liaison to support student groups in submitting branding requests, accessing templates, and ensuring compliance with these standards.

3.0 Visual Identity Standards

All official communications must comply with the following branding elements:

- **Approved Logos:** Use only logos and wordmarks issued by the Office of Public Information and Marketing (PIM). Do not alter, recolor, or combine with other elements.
- **Color Palette:**
 - Primary: Maroon (#820124), Medium Gray (#a09f9f)
 - Accent: Warm Gold (#c9a227), Slate Blue (#4a637d), Soft Taupe (#d6cfc7)
- **Typography:**
 - Lucida Bright and Lucida Sans are the official fonts for printed and digital communications. Substitutions require prior approval.
- **Templates:** PIM-approved templates must be used for marketing collateral, including flyers, brochures, slide decks, and announcements.

4.0 Tone and Messaging

All SCC communications should be clear, professional, and reflective of the College's student-centered, inclusive, and community-focused values. Messaging must be:

- Warm and welcoming
- Aligned with SCC's mission and strategic goals
- Written in accessible and inclusive language

5.0 Imagery Guidelines

- Use high-quality, authentic images featuring SCC students, employees, and campus environments.
- Avoid stock photography that misrepresents the diversity or facilities of SCC.

6.0 Request Types and Definitions

Type	Examples
Digital Media	Social media graphics, email campaigns, digital signage, web banners
Printed Materials	Flyers, brochures, posters, postcards, banners, promotional items (including t-shirts, stickers, cups, etc.)
Photography/Videography	Event coverage, headshots, interviews, promotional video content
Press Relations	Press releases, public statements, media advisories
Website Updates	Content changes, event listings, feature stories
Campaign	A coordinated multi-platform initiative over time (e.g., enrollment push)

Project	A standalone deliverable or communication (e.g., one-time flyer)
Rush Request	Any project requiring completion in fewer than three (3) business days
Standard Turnaround	Typical timeframe based on request type (see below)

7.0 Submission Process

All requests must be submitted through the Help Desk portal on **mySCC**. You will receive a return notification confirming that your request has been received and that work on the project has begun.

Please include:

- Requesting the department and the point of contact
- Project goals and intended audience
- Desired delivery or launch date
- Budget (if applicable)
- Supporting materials (copy, images, logo files, etc.)

8.0 Approval Process and Workflow

The PIM Office reviews and prioritizes requests based on:

- Strategic impact
- Institutional deadlines and events
- Coordination with key departments, including:
 - Information Technology (IT) - web and digital infrastructure
 - Enrollment Services - recruitment and outreach
 - Student Affairs - internal student communications

9.0 Timelines and Turnaround Expectations

Request Type	Estimated Turnaround
Social Media Posts	3–5 business days
Printed Materials	2–4 weeks
Video Projects	4–6 weeks
Full Campaigns	Minimum 6 weeks lead time

Event Promotions Submit at least 2 weeks prior

Larger or institution-wide initiatives may require extended lead times and planning meetings.

10.0 Roles and Responsibilities

- **PIM Executive Director:** Oversees strategic planning, brand adherence, and final approvals
- **Requestor:** Provides goals, assets, and timely feedback for successful project execution

11.0 AI Usage and Logo Integrity

To protect SCC's visual identity and intellectual property:

- Do not upload, recreate, or manipulate SCC logos, seals, or wordmarks using AI tools (e.g., Canva AI, DALL·E, Adobe Firefly) without prior approval.
- Do not generate approximated or altered branding via AI platforms.
- Any AI-generated design or content must still comply with official brand standards, tone, and accessibility expectations.

Violations may result in rejected materials or restricted design privileges.

12.0 Brand and Messaging Compliance

To ensure institutional consistency:

- All communications must adhere to SCC's brand style guide and operating standards.
- Use inclusive, equitable, and professional language in all content.
- Unauthorized or off-brand materials may be subject to revision, removal, or distribution denial.

Repeated non-compliance may result in mandatory branding training or additional oversight.

13.0 Crisis and Emergency Communications

The Office of PIM handles all urgent communications—closures, safety alerts, emergency notices—in coordination with Campus Security and the Office of the President.

14.0 Metrics, Evaluation, and Feedback

The effectiveness of SCC's branding and marketing efforts will be regularly evaluated using both quantitative metrics and qualitative feedback. Key performance indicators (KPIs) include:

- **Social Media Engagement**
 - Follower growth, likes, shares, comments, and reach
 - Target: ≥10% year-over-year increase in engagement

- **Email Campaign Performance**
 - Open rates, click-through rates (CTR), and conversions
 - Target: ≥25% open rate and ≥5% CTR for external campaigns
- **Website Activity**
 - Unique visits, page views, bounce rate, time on site
 - Tracked quarterly via Google Analytics
- **Event & Campaign Impact**
 - Attendance numbers, registration rates, lead generation
 - Post-event satisfaction surveys, when applicable
- **Content Quality Feedback**
 - Informal input from campus stakeholders
 - Periodic surveys to assess awareness, message clarity, and satisfaction

Marketing performance will be reviewed at least twice per year and shared with the President's Cabinet to guide continuous improvement. Results may inform resource allocation, content strategy, and campaign planning.

Feedback and suggestions are welcome at any time via marketing@shawneecc.edu.

15.0 Exceptions and Escalation

Exception requests may be submitted to the Executive Director of Public Information and Marketing. Consideration is based on:

- Urgency
- Strategic relevance
- Project feasibility

Unresolved or high-impact issues may be elevated to the President's Cabinet for review.

16.0 Oversight and Review

This operating standard is reviewed annually to ensure alignment with Shawnee Community College's evolving strategic priorities, branding goals, and community needs.

Change Log		Governance Unit: Executive Council	
Date	Description of Change		
7.24.25	Initial Adoption		

Appendix A: Branding Quick Reference Guide

Use approved branding when:

- Promoting College events (flyers, posters, banners)
- Sending communications to the public or media
- Creating presentations or reports shared outside your department
- Designing items for recruitment, outreach, or giveaways
- Posting on official College social media channels

Key Contacts

- **Marketing Requests & Approvals:**
Submit through the Help Desk on mySCC
- **Student Organization Support:**
Contact the Office of Student Affairs for assistance with branding and guidance on submitting your work.

Visual Identity at a Glance

- **Approved Fonts:** Lucida Bright, Lucida Sans
- **Primary Colors:**
 - Maroon: #820124
 - Medium Gray: #a09f9f
- **Accent Colors:** Warm Gold #c9a227, Slate Blue #4a637d, Soft Taupe #d6cfc7
- **Logo Use:**
 - Use only official logos
 - Do not stretch, recolor, or add elements
 - Do not use AI-generated variations

Request Types & Timelines

Request Type	Typical Turnaround
Social Media Post	3–5 business days
Printed Materials	2–4 weeks
Video Projects	4–6 weeks
Full Campaign	Minimum 6 weeks
Rush Request	< 3 business days

Common Branding Mistakes to Avoid

- Using old or outdated logos
- Skipping the Help Desk request process
- Using stock photos that don't reflect SCC
- Editing logos or colors without approval
- Submitting incomplete or last-minute requests

Need Help?

For branding guidance, templates, or review of a draft design, contact the Office of Public Information & Marketing at any time.