



**Title of Policy:** Style Guide Compliance

**Applies to (check all that apply):**

Faculty  Staff  Students

Division/Department Communications & Research

College

**Topic/Issue:**

Compliance with consistent editorial and graphic standards for College communications materials that project the public image of a high-quality institution of higher learning.

**Background to Issue/Rationale for Policy or Procedure:**

**(For procedures, cite appropriate approved College Policy addressed)**

- It is the objective of Baltimore City Community College to maintain and enhance its image, reputation and brand by ensuring that all College-generated external and internal (college-wide) communication adhere consistently to established standards of style for graphic and editorial content in print and website publications.
- It is the objective of Baltimore City Community College to designate the Office of Communications and Research to oversee compliance with the Style Guide. Compliance with the Style Guide shall ensure that the College speaks with a consistent and distinct voice to all its constituencies and uniformly applies a visual and editorial standard for usage of proper grammar, logo placement and other stylistic components.

**State/Federal Regulatory Requirements (cite if applicable):**

**Policy Language:**

It is the policy of Baltimore City Community College to require all College-generated publications for external and college-wide distribution to meet certain standards regarding editorial and graphic style, and consistency with the College's brand as defined by its established Style Guide. In order to ensure that BCCC presents a consistent positive image to all constituencies and ensure that its image is continually enhanced, the Office of Communications and Research, shall offer guidance and services to aid departments and offices in the preparation of communications materials. This policy applies to communications such as signs, posters, fliers, banners, programs, certificates, bookmarks, postcards, save-the-date notices and Web site announcements.

**Proposed Implementation Date: Upon Board Approval**

**Date of Board of Trustees Approval: October 28, 2008**

**Originator/Division: Office of Communications and Research**