Title of Proposed Procedures: College Style Guide Compliance

Applies to (check all that apply):
Faculty ____  Staff____  Students ____
Division/Department: ____  College_x____

Topic/Issue:
Compliance with Standards Established in College Style Guide

Background to Issue/Rationale for Procedure:

- 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 Web site publications.

- It is the objective of Baltimore City Community College to establish a college-wide Style Guide and designate the Office of Communications and Research to oversee compliance with its requirements. 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):
(For procedures, cite appropriate approved College Policy addressed)
Proposed Procedural Language:

1. The Office of Communications and Research shall develop and post on the College intranet (bccccenter) the BCCC Style Guide, which will include templates and samples for the most common college-generated internal and external communications formats (such as signs, posters, fliers, banners, programs, certificates, bookmarks, postcards, save-the-date notices and Web site announcements).

2. All written, graphic and video materials are to be prepared in compliance with the Style Guide by faculty and staff for college-wide or external distribution.

3. The Office of Communication and Research shall, upon request, assist faculty and staff in the review of certain materials that have been developed in compliance with the Style Guide.