



POLICIES AND PROCEDURES COMMITTEE
Procedures Development Template

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)

Style Guide Establishment and Compliance

Proposed Procedural Language:

- 1. The Office of Communications and Research shall develop and post on the College intranet (bcccenter) 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.**