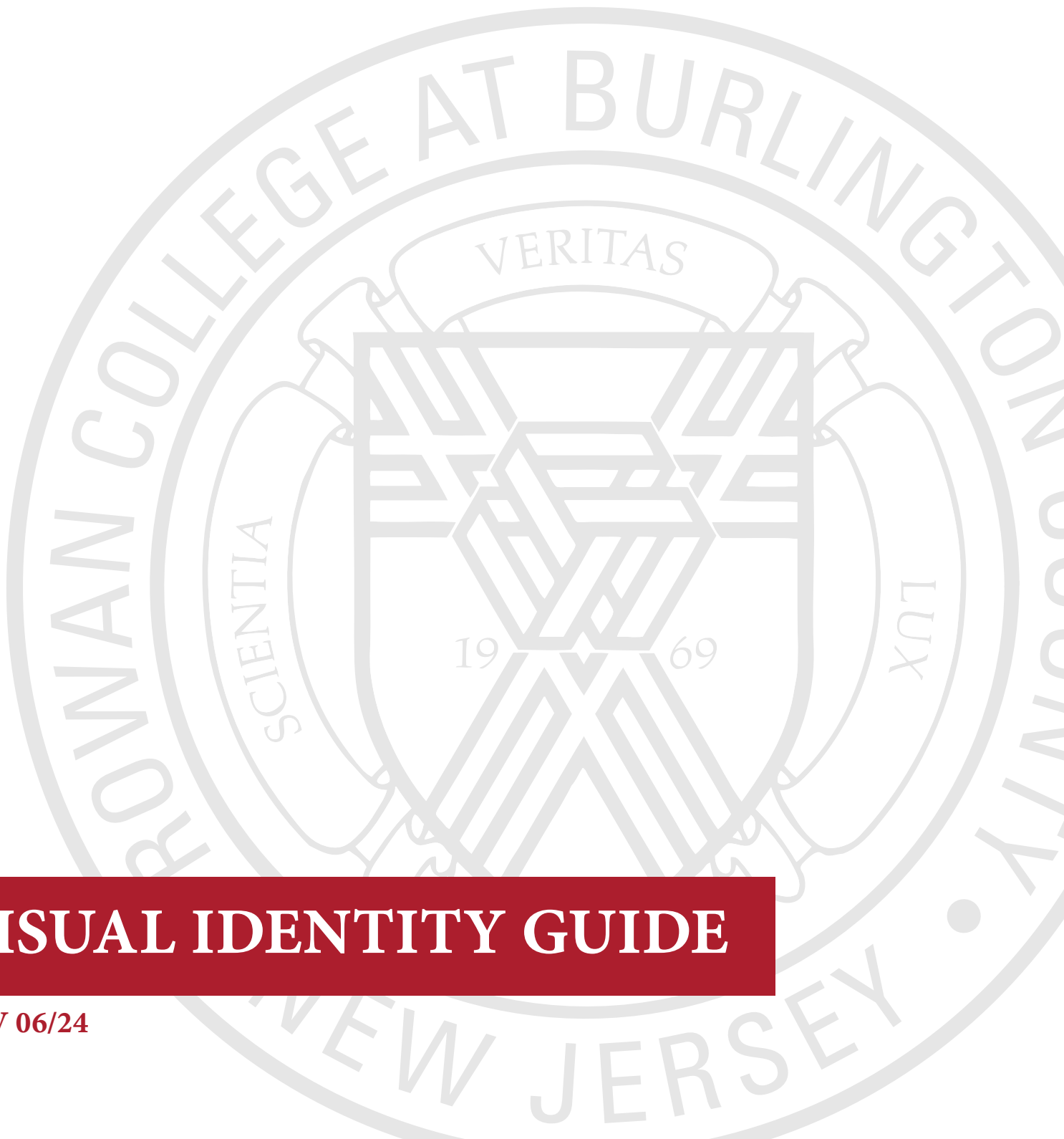




Rowan College
at
BURLINGTON COUNTY



VISUAL IDENTITY GUIDE

REV 06/24

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INTRODUCTION

The Office of Strategic Marketing and Communications works closely with the president and all college departments to direct internal and external college communications and marketing. The office is responsible for the college's branding, website, social media, media relations, emergency notification, photography and publications.

With specific questions or concerns, please contact the Office of Strategic Marketing and Communications at marketing@rcbc.edu.

MISSION STATEMENT

Communicate clearly and effectively throughout all media to promote Rowan College at Burlington County and the president's vision, support enrollment growth, and cement our brand as the premier destination for a high-quality affordable education and workforce development in Burlington County and the surrounding region.

MARKETING AND COMMUNICATIONS OVERVIEW

Marketing is a one-way channel to push out accurate, persuasive information.

- Advertising
- Websites – Internal/External
- Campus TV Monitors
- Promotional Events Calendar
- Publications/Print Material
- Graphic Design
- Photography
- Email Blasts – External

Communications creates an emotional engagement and drives consistent information points.

- Press Releases
- Media Relations
- Newsletter – Internal/External
- Social Media
- Email Blasts – Internal
- Emergency Phone Calls
- Emergency Text Messages

Webpages key content (mission, program and departmental information) discoverable online for the community

- Websites – internal/external
- College Events Calendar

RCBC Podcast Network engaging audiences and reinforcing branded messaging through digital podcasting.

- Event Promotion
- College Program/Student/Faculty News and Updates
- Public Service Announcements
- Promotional Sponsorships

While the channels listed above are available they may not be used in every situation. Each promotion is evaluated for the best method. For more information about the Office of Strategic Marketing and Communications, please contact marketing@rcbc.edu.

COLLEGE BRAND USAGE AND GUIDELINES

Rowan College at Burlington County's strong visual identity builds alignment and community loyalty. Correct application of the RCBC logo strengthens the RCBC brand. Use of the RCBC logo and any of the brand's defining elements is restricted to official communications that represent Rowan College at Burlington County.

Please refer to our [RCBC Brand One Page Style Guide](#) for the proper usage of the main RCBC logo, including color and proper typographic information.

The college contracts with CORE81 through CLC, the nation's leading collegiate trademark agency, to manage its trademark licensing program. Vendors interested in producing products with RCBC's name, logos, and imagery must be officially licensed through the CORE81 platform. For any questions please visit: core81.com/get-licensed or contact licensing@CORE81.com.

OFFICIAL LOGO:

The primary college logo is to be used in most instances to visually represent the college. The mobius, a continuous ribbon-like strip that represents education as a lifelong, never ending experience, is encased in a red circle. The college name is displayed to the right of the mobius.

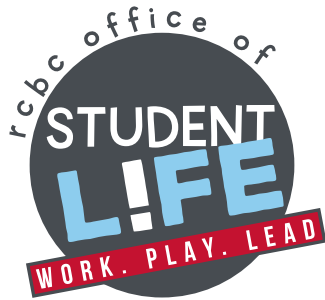
COLLEGE SEAL:

The college seal is used to provide authenticity to official documents (ex: graduation). The shield encompasses the college's opening year, mobius, and the inscription "Scientia, Veritas, Lux" which translates to Knowledge, Truth, Light.

STACKED LOGO:

The college's stacked logo may only represent the college in instances where the logo imprint or display size is restricted to a square. The use of the stacked logo is intended to increase font legibility.





COLLEGE SUB-BRANDS

RCBC FOUNDATION:

The RCBC Foundation mark is used to identify the college's tax-exempt 501(c) 3 that raises funds to support student scholarships, college programs that enrich the campus experience and facilities and equipment to facilitate learning. The words Rowan College at Burlington County and Foundation are set in white text on a black background that wrap around a white mobius set in a red circle.

OFFICE OF STUDENT LIFE (OSL) LOGO:

The OSL mark is intended to bring distinct brand identity to on-campus events and programs for current students offered by the Office of Student Life. RCBC Office of hugs the top, left of a gray circle that reads Student Life in white and baby blue. A red bar intersects the bottom, right of the circle reading Work. Play. Lead. In white.

DEPARTMENT SPECIFIC LOGOS

Departments may obtain a department sub-brand logo for use on giveaway and promotional items only. It is important that the department consider the imprint size on the item they are purchasing.

If the department logo cannot fit on the specific type of giveaway, no variations will be created and the department will need to substitute the official college logo or stacked logo.

No department logos will be placed on publications.

RCBC Logo

GENERAL USE REQUIREMENTS

In order to create a strong brand at Rowan College at Burlington County, the logo must remain consistent in all internal and external usages. Never alter the logo or present it in a way where the text becomes illegible.

PRIMARY FULL-COLOR LOGO



PRIMARY INVERTED FULL-COLOR LOGO



PRIMARY BLACK-AND-WHITE LOGOS



(Displayed on background color for visibility.)

SPACING REQUIREMENTS

The logo should occupy a clear area. The height of the capital “R” found in the word “Rowan,” should fit on all sides of the logo. No other graphic or words should encroach on the logo in this space.

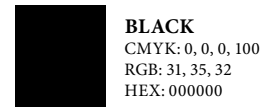


COLOR USAGE PALETTE

PRIMARY COLOR INFORMATION



PANTONE 187
CMYK: 22, 100, 89, 15
RGB: 171, 22, 43
HEX: AB162B



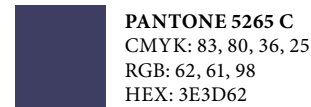
BLACK
CMYK: 0, 0, 0, 100
RGB: 31, 35, 32
HEX: 000000

ACCENT COLOR



PANTONE 428
CMYK: 2, 0, 0, 18
RGB: 207, 212, 216
HEX: CFD4D8

SECONDARY COLORS



PANTONE 5265 C
CMYK: 83, 80, 36, 25
RGB: 62, 61, 98
HEX: 3E3D62



PANTONE 571 C
CMYK: 47, 0, 29, 0
RGB: 134, 207, 193
HEX: 86CFC1



PANTONE 136 C
CMYK: 1, 25, 96, 0
RGB: 251, 194, 31
HEX: FBC21F

TYPOGRAPHIC USAGE

The RCBC logo is set in modified Minion and Minion Pro typefaces.

INCORRECT LOGO USAGE



Do not use any Burlington County College logos



Do not enclose the logo within a box



Do not pinch, stretch, or squeeze



Do not change the colors



Do not use the mobius alone.



Do not use drop shadows



Do not combine university and college branding



Do not place logo over busy image backgrounds

GUIDELINES FOR PRIMARY AND SECONDARY BRAND COLORS

PRIMARY BRAND COLORS

Primary brand colors are the main, consistent colors used in all graphics, publications, signage, etc. They rarely change because they are central to our brand's visual identity.

The primary brand color can be tightly associated with the logo. A great example of this is Coca-Cola. When you think of Coca-Cola, what color comes to mind? Chances are, you thought of red. Red is the primary brand color for the Coca-Cola Company and is used consistently and frequently in all of the brand's marketing.

SECONDARY BRAND COLORS

Secondary brand colors complement the primary brand colors. They are updated more frequently and often change to reflect strategy trends and marketing goals. For example, the Coca-Cola brand's secondary colors are Diet Coke Silver and Caffeine Free Gold, and they work to support those specific product initiatives.

For example, when targeting younger clients, such as college students, we adjusted our secondary color palette to reflect current trends that appeal to this demographic. The secondary brand colors are used throughout our website, social media, and student-centric promotional materials.

COLOR APPLICATION

- Print – Use CMYK values for printing.
- Digital – Use RGB values for web and social media.
- Fabric and plastic materials – Give your vendor the appropriate color swatch to ensure that the end product will match RCBC's brand as closely as possible. Contact marketing@rcbc.edu to obtain a swatch packet.

HOW OFTEN DO WE CHANGE BRAND COLORS?

Brand colors rarely change. Primary brand colors remain the same, and secondary colors only change to accommodate new branding goals, such as targeting new customers or marketing initiative.

RCBC BRAND COLOR OVERVIEW

When using primary, secondary, or accent colors in branding for Rowan College at Burlington County (RCBC), it's essential to understand the purpose and context of each type of color. Here's a breakdown of when to use each:

RCBC PRIMARY COLORS (RED)

Rowan College at Burlington County has a long history with the color red, which ties into Burlington County's proximity to the Pine Barrens nearby cranberry bogs. Our primary red color, Pantone 187, should always be prominently featured, acting as the college's identifying color.

Primary red and accent grey, Pantone 428, work well together as the signature color palette. Primary red lends to more formal or serious applications, including official documents, formal communications, main website elements, and key marketing materials. Accent grey can highlight our red with uses such as a border.

SECONDARY COLORS (BLUE, TEAL, YELLOW)

The secondary color palette provides creative flexibility and complements the primary red, adding modern energy to the college's traditional colors. Secondary colors should be used occasionally and are best for less formal materials such as student activities and outreach.

ACCENT COLORS (GREY, BLACK)

The accent palette presents two neutral colors that should highlight essential features or visual style elements, such as illustrations and typography accents. Used sparingly relative to the primary red, accent colors should not overshadow them.

Adhering to these guidelines will ensure that our branding efforts for RCBC remain consistent, engaging, and appropriate for the context.

SECONDARY COLOR PALETTE

GENERAL USE REQUIREMENTS

In order to create a strong brand at Rowan College at Burlington County, the secondary color palette and icons must remain consistent in all internal and external uses.

ICONS

There are several icons to choose from for BOLD promotions. The medal is our primary icon, use this like you would a logo or for awards and recognition. The banners are secondary, you can use just one or all 4 side by side, ideally as a header or in the background. The triad and shield are tertiary, the triad is more for pattern use or an accent to typography. The shield can be used for events with an emphasis on Barry. Overall the use is relatively flexible, as long as the core elements aren't altered these can be used in countless ways.

TYPOGRAPHIC USE

RCBC BOLD is set in the LTC Squareface Regular typeface.

MEDAL



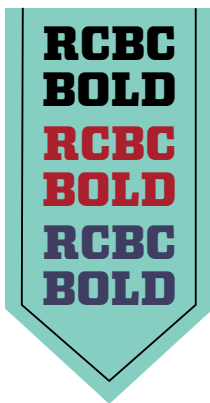
SHIELD



TRIAD



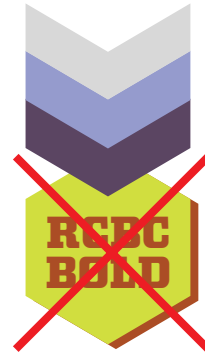
BANNERS



INCORRECT USAGE



Do not pinch, stretch or squeeze



Do not change the colors



Do not use light text on a light background



Do not flip or rotate

RCBC EMAIL SIGNATURES

In an effort to be consistent with email, all RCBC employees are asked to follow the same standardized format for email signatures as outlined below:

- Set your **Name** and **Rowan College at Burlington County** in bold type, single-spaced, flush left.
- If you would like to indicate your preferred preference, please place them in italics under your title. This option is part of the college's Preferred Name initiative to support students in expressing their identities.
- Set the rest of the type in regular type, single-spaced, flush left.
- Always begin with your full name, title, Rowan College at Burlington County, address, phone, fax, phone number/extension, and your email address.
- Insert a line space between groups of information as shown.

Note: Images, aside from the specifically formatted logo, and personal quotes or idioms should not be used in RCBC email signature as these do not represent Rowan College at Burlington County's strategies, beliefs, and/or opinions.

The logo has been specially formatted for usage with email. Re-sizing it or using it for something other than email will result in unacceptable distortion of the image.

The URL to add the logo to your email signature is available on the RCBC intranet under Enrollment Services, Marketing and Communications Department, and Marketing Resources. To view the Marketing Resources page, please [click here](#).

EXAMPLE:

Firstname Lastname

Title

Preferred Pronouns: she, her, hers, he, him, his, they, them, their

Rowan College at Burlington County

900 College Circle

Mount Laurel, NJ 08054

Phone: (XXX) XXX-XXXX, ext. XXXX

Email: flastname@rcbc.edu

Website: rcbc.edu



Rowan College
at
BURLINGTON COUNTY

RCBC EDITORIAL GUIDELINES

In most instances, RCBC follows the AP Stylebook for editorial preferences when preparing marketing materials. If you have a question particular to a specific RCBC program or event, please contact the Office of Strategic Marketing and Communications at marketing@rcbc.edu.

USE OF THE COLLEGE'S NAME

- Always use “Rowan College at Burlington County”; “RCBC” may be used on second reference.
- When the word “college” is referring specifically to Rowan College at Burlington County or another university, please lowercase.
- Never partially abbreviate the college’s name
e.g. Rowan College @ BC

ACADEMIC DEGREES

- Use periods when abbreviating an academic degree.
- Do not follow the abbreviation with the word “degree.”
- When referring to degrees in general, use lowercase, but when referring specifically, use uppercase.
- Capitalize subjects only when referring to a program or degree or when the subject is a language.
- Use an apostrophe when writing bachelor’s degree or master’s degree.
- Use associate degree. Do not use associate’s degree

Please refer to the [RCBC Editorial Guidelines](#) located on the MyRCBC intranet for a complete list of formatting preferences.

GRAPHICS GUIDELINES

Graphics is a part of the Office of Strategic Marketing and Communications and is responsible for the design and illustration of most college publications and marketing materials.

The department is staffed by three graphic designers, with editing and proof-reading support from the Office of Strategic Marketing and Communications.

To submit a request online, please visit rcbc.edu/graphic-request.

- All projects must meet the college's brand standards.
- All copy should be submitted with the job request.
- All copy should be proofread and vetted by the appropriate supervisors.
- Content should appear in the order by which you want it to appear on the printed material.
- Submit only the copy, do not design your project in Word, Publisher, or any other program.
- Any supplied images and graphics that do not originate from Graphics needs to be high quality (300 dpi).
- The college should own the copyright to the images provided or have written consent from the copyright owner.
- Do not submit images found on Google Search or the internet.
- A signed consent form must be sent to Graphics for photography featuring non-RCBC students and minors.
- All revisions must be submitted to the designer in one concise email or document.
- All request must allow for at least two weeks.
- If a request requires more than two rounds of revisions, the job will be moved down in priority and may not meet the requested due date.
- Any delays in the project will result in an adjustment to the final print date.

SPONSORSHIP ADS

If you purchase an ad or are given an ad in-trade, please contact the Office of Strategic Marketing and Communications so the creation of the ad is in line with other marketing initiatives. Like any other Graphics Requests, the designers will need a reasonable amount of time to create the ad.

PRINT SHOP

After the final design is approved, the publication files will be sent to the college Print Shop. Any updates on the status of your request can be directed to the Print Shop staff.

PLANNING

Two weeks are required for the average graphics request job; longer when the workload dictates. Some jobs take considerably longer. Projects such as brochures and booklets are examples of jobs that may take longer than the standard two weeks.

For these projects, contact the Office of Strategic Marketing and Communications in advance to help with the early planning process. We will assist in making determinations before a request is submitted. The Print Shop can provide a quote for your project upon request.

Some things to consider:

- What are you promoting?
- What is the overall communication strategy for this piece?
- What is the primary goal?
- Who is your target audience?
- What is the key message to be communicated?

Graphics can help lead with determining design, branding, format, use of art and photography, stock and ink.

PRODUCTION SCHEDULE DEADLINES

Production schedules for major publications will include a series of deadlines for submitting text, proof-reading, review, etc. If these dates are not kept, the Office of Strategic Marketing and Communications cannot guarantee projects will be completed on time. If copy is submitted late, or another deadline is missed, the final due date will be rescheduled accordingly to current workload and priorities.

SUBMITTING COPY

Copy should be submitted electronically and attached to your online request. Proofread your text! Ensure your text is accurate and complete prior to submission. We will not be held responsible for any typographical errors on your submitted copy. We only accept Word documents as text (no Publisher files).

SUBMITTING ORIGINAL ARTWORK

Graphics will gladly work with original artwork you supply for your project (i.e. illustrations, photographs, etc.), either by scanning it in or by recreating it. We cannot use artwork or logos pulled from the web. The quality is too poor for printing production, and there may be copyright issues as well. We subscribe to several clip art services and can usually locate a graphic that will suit your project.

REVISING EXISTING PUBLICATIONS

If you are submitting an existing publication for minor revision, simply mark revisions on a copy of the current publication. You do not need to resubmit the text electronically. If revisions are extensive, but most of the current text is to be retained, submit the copy with your request and *clearly* indicate where it is to be inserted on the current publication. Do not submit a corrected file of the entire publication, simply create a separate file of just the revisions and submit it with the marked copy of the publication.

REPRINTS

Please do not go directly to the Print Shop for reprints. Graphics maintains files of original publications; therefore, when reprints are needed, please submit a Graphics Request Form and mark the project type as a Reprint (Without Changes).

BUSINESS CARDS, LETTERHEAD, AND ENVELOPES

All official college collateral has standard brand templates. To request these items for your office, be sure to supply the appropriate office information in your Graphics Request.

Digital versions of official RCBC letterhead are available on the MyRCBC intranet.

Please note: the aforementioned materials have been carefully designed in an effort to reinforce, support and maintain the brand identity of Rowan College at Burlington County. For this reason, departments can only approve the content which was provided and cannot request changes to the overall design or layout.

DOING IT YOURSELF

Rowan College at Burlington County publications are **ONLY** produced by the Office of Strategic Marketing and Communications. These publications are targeted for a college-wide or public audience and as a result editorial and design consistencies must be maintained. We highly discourage “do it yourself” projects; however, anything created outside of the Office of Strategic Marketing and Communications Department **must be** reviewed by the Office of Strategic Marketing and Communications **before** it is submitted to print to ensure it maintains brand and editorial standards.

The Office of Strategic Marketing and Communications can supply the official college logo for your publications, but the use of the logo must adhere to our brand standards.

PHOTOGRAPHY GUIDELINES

The Office of Strategic Marketing and Communications is the college's primary resource for photography for publications, social media, and the RCBC website. Departments are encouraged to make an appointment to review the college's collection of photography archives. If a department takes their own photographs, steps must be made to ensure Graphics has a copy of all copyright releases and consent waivers.

If there are no consent/release forms available, the image may not be used in or on any RCBC publication, social media site, or website.

To submit a request online, please visit rcbc.edu/graphic-request.

PHOTOGRAPHY GUIDELINES

- All requests must be made 2 weeks in advance of the event.
- A separate form must be completed for each event.
- There is no charge for photography request.
- All photography requests are limited to one hour.
- If a photographer is required for more than one hour, written justification must be submitted to the Office of Strategic Marketing and Communications specifying the additional time, why the additional time is needed, what the photos are being used for and how they related to the college's strategic plan.
- The Office of Strategic Marketing and Communications will make the final determination and approval on all photography requests based on news worthiness, college mission and available resources.

ON-CAMPUS PHOTOGRAPHY

Rowan College at Burlington County is a vibrant campus community whose students, faculty and staff, and facilities lend themselves to photography that captures the college's spirit to showcase to the community.

As an open campus, the Office of Strategic Marketing and Communications will document campus life with images that may be used in several promotional media such as print, web, social media, newspapers, magazines, etc.

Students and community members who see a photographer nearby and do not wish to have their picture taken, should just mention it to the photographer. If you have further questions, you may email marketing@rcbc.edu.

PHOTOGRAPHY PRINTS

Graphics does not provide photo prints automatically; a separate graphics request must be submitted. A CD or DVD can also be made upon request. Contact sheets can be reviewed in the Graphics Department and you can provide a list of selected photos for a digital CD copy.

CONSENT AND GENERAL RELEASE

A Consent and General Release Form gives the college permission to use a photograph. This form must be completed for all minors under the age of 18, expressing consent from their parents, and by anyone who is not an RCBC student or employee. The release is required even if you are taking your own photos. No photographs of minors can be published without a signed release from their parent or guardian.

This form can be obtained from the MyRCBC intranet, under Forms and Graphics. A signed copy must be kept by the Office of Strategic Marketing and Communications.

WEBSITE GUIDELINES

- Every section of the Rowan College at Burlington County website is assigned a department content owner.
- Each content owner is responsible for the upkeep and general maintenance of their web content.
- Out-of-date material must be removed immediately upon expiration.
 - Website event calendars are excluded from this rule for historical purposes.
- All website content must be reviewed by the Office of Strategic Marketing and Communications in order to ensure that it aligns with college communication objectives prior to being updated.
- All images being used on the RCBC website must be approved by the Office of Strategic Marketing and Communications.
- No “under construction” or “coming soon” pages can be published in lieu of completed material.

PROMOTIONAL CALENDAR

The promotional calendar is used to track and ensure all events are properly shared on the college website(s) and through social media.

Please fill out the Promotional Calendar Event Form to submit your events to be added to this calendar. It is the responsibility of each department to notify the Office of Strategic Marketing and Communications of their events, in order for it to be shared online.

To submit an event to the promotional calendar, please fill out this form by [clicking here](#).

HOME PAGE FEATURES

Some important student messages or notices may be placed on the front page of the website for a short period of time in either the news section or the rotating banner. All requests must be sent via email to the Office of Strategic Marketing and Communications at least one full week before the notice is to be placed on the website. All related information must be in the request including any links needed or supporting documents.

The Office of Strategic Marketing and Communications reserves the rights to edit any message and will have the final approval on what messages get placed on the website. A submitted request does not guarantee your content will be featured on the homepage.

All other website updates and content for the website is approved through the Office of Strategic Marketing and Communications.

RCBC FACULTY GOOGLE SITES

RCBC Faculty, full-time and adjuncts, may maintain an online presence that relates directly to the classroom. These sites will be built in a Google page builder platform using an RCBC approved template. Any Faculty member that opts-in to using Google Sites will be 100% responsible for the implementation and maintenance of these sites.

Faculty sites must also adhere to the following guidelines:

- Content must relate to the classroom and be academic in nature
- Content must adhere to any RCBC Board of Trustees approved college policy
- Content must be kept up-to-date each semester
- Any images or content used must have the appropriate copyright permissions and cannot be taken from online web/image searches
- All sites must use the pre-approved design template

The Office of Strategic Marketing and Communications and the Office of Information Technology reserves the right to take down any faculty Google site that does not comply with these guidelines.

To opt-in to an RCBC Faculty Google Site, please fill out this form by [clicking here](#).

SOCIAL MEDIA GUIDELINES

These guidelines apply to existing pages, and any new ones created both on existing social media services and those that have not yet been contemplated.

Any new social media service cannot be tested or implemented as a function of the college without previous approval from the Director of Strategic Marketing and Communications.

Any site that generates revenue for users must be specifically approved by the Chief Financial Officer and the Director of Strategic Marketing and Communications to ensure financial controls, and oversight of advertising content is in place. The college reserves the right to remove any advertising it deems inappropriate.

No job postings or internships may be broadcast on social media unless both the employer and job posting have been approved by RCBC's Career Services and posted on the college's online job board.

Maintain Confidentiality: Never post confidential or proprietary information about Rowan College at Burlington County, its students, its alumni, or fellow faculty and staff. Be reminded of RCBC's policies as well as the Family Educational Right and Privacy Act (FERPA) regulations.

Maintain Privacy: Whatever is posted on social media instantly becomes public. Never post private information without the proper consent beforehand. As a guideline, do not post anything that you would not present in ANY public forum.

Posting as an Individual: If you decide to post from your personal account, be authentic and honest about your identity. If you share your own beliefs, be sure to identify those are your thoughts and not those of Rowan College at Burlington County. Use a disclaimer such as: "The postings on this site are my own and do not represent RCBC's strategies and/or opinions."

Correct Mistakes: Be up front and quick with any mistakes. If you make any changes—be clear that you have done so.

Maintain Transparency: It should always be clear that you work for Rowan College at Burlington County if you are posting as part of your job. Be mindful about your post's content and be reminded of your potential audiences. If you post about RCBC on your personal time or account, identify yourself as an RCBC faculty or staff member. Also, be clear that you are sharing your personal views, not as a representative of Rowan College at Burlington County.

Be Accurate: Make sure anything you post is factual. If you aren't sure, do some research before posting. Cite and link your sources when necessary.

Be Timely: Have time standards for postings, updates, and responses. Followers will stop paying attention if they are overloaded with too much of the same information. Followers will also stop paying attention to a page that doesn't consistently post. Infrequent posting will cause your content to stop appearing on followers' timelines as the algorithm will suppress your posts. RCBC Facebook and Instagram pages should post at least once a day and Twitter accounts should post at least 2-3 times a day. If you cannot maintain the minimum posting schedule then managing an individual account is not for you or your department. Followers also feel respected when their questions and concerns are addressed in a timely manner. All approved RCBC staff members using social media accounts are to respond as quickly as possible during work hours, checking several times throughout the day. They are also to check at least once a day on non-work days for anything that may need an immediate response.

Be Respectful: If you find yourself disagreeing with others, always keep your responses appropriate and polite when representing Rowan College at Burlington County. Avoid becoming defensive with students, alumni, and fellow employees through any RCBC social media platform or on your personal social media pages.

Use Proper Grammar: Always maintain proper syntax and punctuation. Continued mistakes might cause readers to stop reading your posts. Content should also be kept short and simple, with an ideal post having only a few sentences as well as a link and picture.

Disclaimers: All Facebook pages and groups representing the college must have disclaimers. For proper disclaimers, please contact the Office of Strategic Marketing and Communications at marketing@rcbc.edu.

SOCIAL MEDIA POSTING

Getting Involved: All RCBC faculty and staff members must seek approval from the Office of Strategic Marketing and Communications before posting on behalf of the college on any social media outlets. The creation of social media pages representing the college must be pre-approved, at least one member of Strategic Marketing and Communications must be added as an additional administrator, and the individual managing the account must fill out the Social Media Acknowledgement form on the MyRCBC intranet.

Club Facebook: Any RCBC clubs utilizing Facebook should be using a FB group and should go through the proper approval process by the Office of Student Life.

Posting Requests: All requests for event or program posts should be done through the Office of Strategic Marketing and Communications.

PROMOTING YOUR COLLEGE EVENTS CHECKLIST

CHECK!

Check the college calendar for conflicting events.

COMPLETE!

Fill out the application forms listed below. This should occur two months before your event for proper planning and promotion. Make sure you have funding in place for any expenses.

- Facility reservation – rcbc.edu/facility-rentals or email events@rcbc.edu.
- Notify public safety, logistics, facilities via email for staffing scheduling, planning purposes and list on Calendar.
- Graphics and Photography request. Must give at least two weeks to complete, design and print. If printing anything other than mounted posters, contact Stephen Amitrano at samitrano@rcbc.edu to confirm pricing, material and deadlines.
- Facility set up
- Audio/visual requests

PROMOTE!

Strategic Marketing and Communications reviews all calendar requests to determine whether an event warrants publicity. We base decisions on news worthiness, timeliness in relation to other messages, and relevance to the college's mission, priorities and goals.

The most important step is placing your event on the calendar. If it's not there, we don't know it exists. A full list of communications channels is available on the intranet.

LITERATURE DISTRIBUTION ON CAMPUS

Distribution, placement, and posting of external literature or signage anywhere on any college location, including bulletin boards and campus roadways, is prohibited unless specifically authorized through the college with approval from the Rowan College at Burlington County Office of Strategic Marketing and Communications. Organizations and/or representatives are not permitted to impose literature upon any student or employee and are not permitted to stand at building entrances or distribute literature in campus parking areas. Organizations and/or representatives are prohibited to approach any student or employee in any form of harassing manner. Organizations are reminded Rowan College at Burlington County is an institute of higher education and will observe proper decorum while on the college campuses.

Literature must meet the following guidelines:

- Must be appropriate for an institution of higher education
- Must comply with all college Board approved policies
- Must not advertise or promote a service that costs money
- Must not solicit students
- May only be posted on specified college bulletin boards
- Organizations and/or their representatives are solely responsible for removing their literature in a timely manner

Any literature that does not meet these guidelines will not be permitted. Any organizations and/or their representatives that do not comply with these guidelines will be prohibited from distributing their literature at the college in the future.

The Office of Strategic Marketing and Communications has final approvals on all literature distribution requests.

Any violation of the aforementioned regulations and restrictions will result in a warning from Rowan College at Burlington County's Public Safety Department. If after receiving warning, any further violation will result in removal from the college campus.

ON-CAMPUS FLYER DISTRIBUTION & CLEANUP

Premise: Although, flyer distribution is a staple of on-campus marketing, too many inappropriate materials left around can leave the impression of litter and disregard for our facilities.

With some cooperation, we can keep our facilities clean and ensure appropriate flyers are not lost in the shuffle.

Who: Removing dated or inappropriate material from our building is everyone's responsibility, however, an official in each building shall assign someone to make a weekly round of their building.

What is permitted? Generally, material must be appropriate for an institution of higher education, timely, comply with all college policies and has approval from either the Office of Student Life (for student organizations) or the Office of Strategic Marketing and Communications for off-campus organizations.

What is *not* permitted? Anything that is out-of-date, solicits students, promotes a commercial product, event or service that costs money, job postings, political, etc. If in doubt, contact Greg Volpe at gvolpe@rcbc.edu or ext. 2514.

Repeat offenders: If someone posts a flyer, it is their responsibility to remove it after the event. If you see outdated posters from the same organization, please contact Strategic Marketing and Communications.

GRAPHIC DESIGN PRICING CHART

<u>SERVICE</u>	<u>CHARGE/FEE</u>
Graphic Design	
Internal RCBC Clients	\$40.00 per hour
External Clients	\$60.00 per hour
Processing Digital Photo Files	
<i>(Internal Clients only)</i>	\$40.00 per hour
Large Format Posters (<i>printed only</i>)	
24"x36"	\$18.00
24"x32"	\$16.00
23"x33"	\$15.80
22"x28" (<i>lucite frame size</i>)	\$13.00
18"x24"	\$9.00

Other sizes available – please contact Graphics for pricing.

The RCBC Print Shop has the ability to print your poster directly onto foam board (and can add an easel)!

For pricing, please contact the Print Shop directly.

PHOTOGRAPHY PRICING CHART

<u>SERVICE</u>	<u>CHARGE/FEE</u>
Photographer	No Fee
Processing Digital Photo Files	
<i>(Internal Clients only)</i>	\$40.00 per hour
Photo Prints (<i>Standard Sizes 4"x6", 5"x7", 8"x10", 11"x14"</i>)	
Standard Sheet (<i>8.5"x11"</i>)	\$1.00 per sheet
Large Sheet (<i>11"x17"</i>)	\$2.00 per sheet
Contact Sheets	\$1.00 per page
CD	\$1.00 per disc
DVD	\$2.00 per disc

Please note: These prices are accurate to the date of publication and prices may vary.

Questions about any of the topics covered in this guide or general questions can be addressed to the Office of Strategic Marketing and Communications.

Office of Strategic Marketing and Communications

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