



Rowan College
at
BURLINGTON COUNTY

VISUAL IDENTITY GUIDE

Revised January 2026

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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.

OUR TEAM

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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.

QUESTIONS?

Questions about any of the topics covered in this guide or general questions can be addressed to:

Office of Strategic Marketing and Communications

Rowan College at Burlington County

Mount Laurel Campus | Evans Hall | 900 College Circle | Mount Laurel, NJ 08054

marketing@rcbc.edu

MARKETING AND COMMUNICATIONS OVERVIEW

MARKETING

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

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

COMMUNICATIONS

creates 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

engages audiences and reinforces 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 LOGO 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.



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 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, Vertias, Lux” which translates to Knowledge, Truth, Light.



COLLEGE BRAND LOGO USAGE AND GUIDELINES, *continued*

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 mark, updated in 2025, consists of a mortarboard and tassel above RCBC Foundation.



OFFICE OF STUDENT LIFE

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. In 2025, the logo colors are now RCBC BOLD colors. *RCBC Office of* hugs the top, left of a blue circle that reads *Student Life* in white and teal. 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.



COLLEGE BRAND LOGO USAGE AND GUIDELINES, *continued*

RCBC LOGO 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 LOGO



PRIMARY INVERTED BLACK AND WHITE LOGO
(Displayed on background color for visibility.)

RCBC LOGO 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.



INCORRECT LOGO USAGE

Examples include, but are not limited to, these shown below. If you're unsure, email marketing@rcbc.edu.



Do not use any Burlington County College logos.

Do not enclose logo within a box; pinch, stretch, or squeeze; or change the color.

Do not use the mobius alone, use a drop shadow, incorporate with another university's name, or place the logo over busy image backgrounds.

COLLEGE BRAND LOGO USAGE AND GUIDELINES, *continued*

When using **primary, secondary, or accent colors in branding** for Rowan College at Burlington County, 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

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.

RCBC SECONDARY COLORS

The secondary color palette (blue, teal, and yellow) 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.

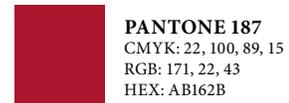
RCBC ACCENT COLORS

The accent palette presents two neutral colors (gray and black) 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.

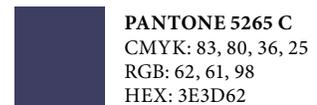
Adhering to these guidelines will ensure that our branding efforts for RCBC remain consistent, engaging, and appropriate for the context.

COLOR USAGE PALETTE

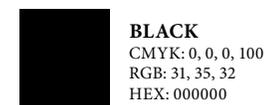
PRIMARY COLOR INFORMATION



SECONDARY COLORS



ACCENT COLORS



TYPOGRAPHIC USAGE

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

COLLEGE BRAND LOGO USAGE AND GUIDELINES, *continued*

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 four 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, they can be used in countless ways.

TYPOGRAPHIC USE

RCBC BOLD is set in the LTC Squareface Regular typeface.

INCORRECT LOGO USAGE

Examples include, but are not limited to, these shown below. If you're unsure, email marketing@rcbc.edu.



MEDAL



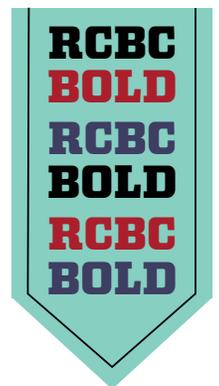
SHIELD



TRIAD



BANNER



COLLEGE 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 pronouns, 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

COLLEGE 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 NAME

- Set your **Name** and **Rowan College at Burlington County** in bold type, single-spaced, flush left.
- 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.

PLANNING YOUR DESIGN PROJECT

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. Graphic design work for internal RCBC staff and faculty is no charge; for RCBC grant projects or external not-for-profits, design bills at \$80.00 per hour.

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.

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).

REVISIONS

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.

PLANNING YOUR DESIGN PROJECT, *continued*

STATIONERY

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 of business cards, envelopes, or letterhead.

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.

RCBC 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 at printshop@rcbc.edu.

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 and to ensure the college has legal permission for graphics used.

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.

RCBC PHOTOGRAPHY

The Office of Strategic Marketing and Communications is the college's primary resource for photography for publications, social media, and the RCBC website. RCBC 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.

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. 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.

To submit a photography 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.

RCBC now maintains an official [Flickr account](#) featuring high-quality, shareable photography from community-wide events throughout the academic year, including Commencement, Welcome Back BBQ, and other signature campus experiences. This curated library captures the energy, pride, and spirit of Baron life across our campuses while serving as an image-sharing resource for RCBC. Photos are publicly discoverable and can be easily linked or embedded to support marketing and public relations efforts. Additionally, the images posted to RCBC's Flickr account allow students, staff, and the broader community to use select photos for personal purposes while maintaining proper attribution and brand integrity.

COLLEGE 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.

For guidance on webpage maintenance, email marketing@rcbc.edu.

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.](#)

HOMEPAGE 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.

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.

SOCIAL MEDIA GUIDELINES, *continued*

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. 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 EVENT

CHECK FIRST

Review the [college calendar](#) and [25Live](#) to avoid conflicts.

ROOM SCHEDULING

All **college events** must be submitted through the [Event Request Form](#) in Etrieve.

The form collects key details, including:

- Event date/time
- Location (*building/room type*)
- Setup requirements
- AV needs
- Website listing request

Once submitted, the form automatically creates:

- A 25Live scheduling request (*for Facilities*)
- A SchoolDude work order (*space setup*)
- An AV support request
- A marketing request (*for website promotion*)

Note: The [Event Request Form](#) is for college events only. Use [25Live](#) for meetings, open labs, external events, or non-event activities.

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 about it. A full list of communications channels is available on the intranet.

Please note: we don't accept third-party-created materials for promotion.

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 buildings is everyone's responsibility; however, an official in each building shall assign someone to make a weekly round.

What is permitted? Generally, material must be appropriate for an institution of higher education, timely, comply with all college policies, and have 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 marketing@rcbc.edu.

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.