VISUAL & IDENTITY STANDARDS HANDBOOK

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Questions? Contact the Communications Department, 573-840-9660.

INTRODUCTION

Three Rivers College has established Visual & Identity Standards to create a unified look and voice for communication materials to strengthen the College brand. The success of each part of Three Rivers contributes to the reputation of the whole institution, and the reputation of the institution affects the success and reputation of each unit. Therefore, it is in everyone's interest that marketing/promotional efforts present a consistent, high-quality image (College Policy: GAP 1310 College Communications).

This Visual & Identity Standards Handbook serves as a reference on such topics as the proper use of the College name and logo, the College's online and social media presence, and the College's communication efforts. These standards have been set to create a strong common identity for our diverse programs.

If you encounter a usage issue not covered by the Handbook, please contact the Communications Department, 573-840-9660. Together, we are the shapers and guardians of Three Rivers' public image.

The College President is the official spokesperson for Three Rivers College. No person is authorized to act as an official spokesperson for the College or present themselves as speaking for the College without the prior authorization of the College President.

APPROVAL PROCESS

The Communications Department must approve all informational/promotional College materials and paid announcements designed for public dissemination, not related to classroom assignments.

Approval must be obtained prior to printing and/or dissemination through electronic or other media. This includes print, video, audio, and/or digital versions of programs, posters, flyers, invitations, handbooks, manuals, direct mail letters, website information, promotional items, and other related materials that may be viewed by the College community and the general public.

To submit items for approval, thoroughly proofread the item, then submit along with a Communications Services Request form (available on the Employee Gateway under Communications). The Communications Services Request form must be signed by the requestor, supervisor, and cabinet member. By signing the form, you are verifying that the project has been proofread to check spelling, grammar, and punctuation; accuracy and alignment of content; appropriateness of photos; that links point to the correct location; and that item meets TRC Visual and Identity Standards.

Proofing Guidelines are on Gateway and are attached to the Communications Services Request form.

The Communications Department will also proof the item but is not responsible for the accuracy of dates, names, titles, and other content. In this final proofing process, Communications reserves the right to make changes for spelling, punctuation, and identity standards. High-profile items may go through additional proofing.

For questions or more information, contact the Communications Department, 573-840-9660.

THE COLLEGE NAME

In formal uses, including correspondence, documents, press releases, etc., use the following for the name of the College:

- Three Rivers College
- Three Rivers

The full name – Three Rivers College – should be used in the first reference. The abbreviated forms – Three Rivers and the College – are appropriate for subsequent references. College is capitalized when referring specifically to Three Rivers College.

The use of TRC is acceptable in informal/casual usage, including emails, Facebook posts, and flyers. Since there are many other entities that use the abbreviation TRC, be careful that the receiver of the message will know you are referring to Three Rivers College.

External Locations

In addition to the main campus in Poplar Bluff, Three Rivers has external locations throughout our service area.

Official ways to refer to external locations:
Three Rivers College - _____ (with a space on either side of the hyphen and name of town in blank)
Three Rivers - _____ (with a space on either side of the hyphen and name of town in blank)
TRC-_____ (no space on either side of hyphen when used with abbreviation)

Examples:
Three Rivers College - Sikeston
Three Rivers - Dexter
TRC-Kennett

LOGO

The Three Rivers logo should appear prominently on all marketing/public relations pieces. The Three Rivers College logo is available in 5 configurations (see below).

The logo must not be redrawn, reproportioned, recolored, or modified in any way. Use only the provided files of the original mark. If the size of the logo needs to be adjusted, do so to keep it proportional. Do not elongate, stretch, or squeeze as this distorts the logo. All previous logos are not to be used.

The Communications Department must approve the use of our logo on all materials (See Approval Process on Page 3). To request an Identity Standards review, faculty/staff should submit a Communications Services Request form, available on the Employee Gateway under Communications. Outside entities can call 573-840-9660 for information.

For the majority of uses on Three Rivers printed materials, use the "horizontal" logo sized to 3.5 inches wide. For other materials/projects or if you have questions about which configuration and/or size to use, contact the Communications Department.

All 5 configurations are available in black and white and color and in a variety of formats. These can be downloaded for authorized uses from the Logos Page, **trcc.edu/identity/logo**.

The 5 configurations of the TRC logo are:

TRC horizontal logo

TRC stacked horizontal logo

TRC vertical logo

TRC stacked vertical logo

THREE RIVERS COLLEGE

TRC circle only logo

Spacing
The logo must be given sufficient visual space so that its impact is not degraded. Items such as text, images, or other graphic elements should be kept away from the logo by a minimum distance of the height of the capital "T" in the logo.

Backgrounds
When placing the logo on a colored, patterned, or photo background, use the PNG format, which has a transparent background.

 "Raiders," "3R"
There are images for the Raiders and 3R emblems used by the Three Rivers athletic teams. Consult with the Communications Department on these emblems.

Rocky Raider
The Rocky Raider image is maintained and provided by the Communications Department and is to be used "as is" (not modified in any way, no additions or deletions). Consult with the Communications Department for questions about the use of Rocky Raider.
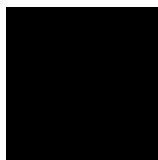
OFFICIAL COLORS

Using approved colors in our visual communications provides consistency across print, electronic, and web platforms and strengthens the Three Rivers College identity. The two official Three Rivers colors are "Three Rivers gold" and black.

Three Rivers gold:

Black:

The official Three Rivers gold can be matched using the Pantone Matching System (PMS) for print, CMYK for four-color printing, RGB for full-color monitor viewing, and HEX for use on the web.

- The official Three Rivers gold is: PMS 124C
- The official CMYK equivalent is: C=6 M=29 Y=95 K=0
- The official RGB equivalent is: R=239 G=182 B=42
- The official HEX equivalent is: #EFB62A

If you feel you are in a situation where the official Three Rivers gold cannot be matched exactly, contact the Communications Department.

Note: When working with third-party vendors, giving them this information will often allow them to match the official Three Rivers gold color exactly.

ADVERTISING

All advertising for Three Rivers College must be reviewed and placed through the Communications Department. This includes advertising on television, radio, social media, digital media, in newspapers, magazines, and any other external publications/platforms. The exceptions are employment advertising placed by the Office of Human Resources and Legal Notices placed by the Purchasing Department.

CORRESPONDENCE

A coordinated system of correspondence materials has been developed for College-wide use. Developing and using personal versions of these items is prohibited.

Fonts

Three Rivers College uses the Calibri font for all official correspondence. Consistent use of this font enhances the integrated family look across all materials.

Formatting

Official College correspondence should use the following formatting:
- Font is 12 point
- Alignment is "left"
- Line spacing is "single"
- Double space between paragraphs; do not indent.

Letterhead

It is expected that all College business will be conducted on official letterhead. Letterhead is to be used "as is." Do not modify with additional personal identifying information, quotes, slogans, etc.

Digital templates of official Three Rivers letterhead can be found on the Employee Gateway under Communications.

Business Cards

To maintain consistency and professionalism, College employees should only use official Three Rivers business cards. College entities or persons may not design their own business cards. Business Card Ordering Instructions can be found on the Employee Gateway under Communications.

Envelopes

To maintain consistency and professionalism, College employees should only use official Three Rivers envelopes. College entities or persons may not design their own envelopes.

For those needing a few envelopes, the Communications Department keeps a supply of logo envelopes of various sizes. For those needing large quantities of envelopes, ordering instructions/prices are on the Employee Gateway under Communications.

Fax Cover Sheets

Templates for fax cover sheets from Three Rivers have been created and must be used. When possible, these should be typed rather than handwritten.

Fax Cover Sheet templates can be found on the Employee Gateway under Communications.

Notecards

To maintain consistency and professionalism, College employees should use official Three Rivers notecards for thank you notes. The Communications Department maintains a supply of Three Rivers notecards for individuals and departments that need a few cards at a time. To order larger quantities, contact the Communications Department and request instructions/prices.

EMAIL

Font for email correspondence must be:
- Color: black
- Font: Calibri
- Size: 12 point

Do not use background images (for example, a spiral notebook or handprint stationary), clipart, or background textures or colors. These make emails difficult to read and detract from a professional image.

Email Signature

Use a "signature" in your emails to provide contact information to recipients. Make sure all means by which you send/access official Three Rivers email (i.e., Outlook, Outlook Web Access, MailApp, mobile devices, etc.) have your proper email signature set up.

Your signature should be set up as follows:

	(One blank line after end of message text before "Name.")
Name	(Your name, in bold. Do not use a larger font size.)
Title	(Your official job title on one line. Do not use two lines.)
Three Rivers College	(Do not use "Three Rivers Community College.")
### Nameof St.	(OPTIONAL. Use address number and name of street.) *
City, MO #####	(OPTIONAL. City, state, and ZIP Code.)
Email: xxxxxxx@trcc.edu	(The address should be in all lower case letters.)
Phone: XXX-XXX-XXXX xXXXX	(Do not use "Telephone." Include area code.) **
Cell: XXX-XXX-XXXX	(OPTIONAL. Include area code.)
Fax: XXX-XXX-XXXX	(OPTIONAL. Include area code.)
trcc.edu	(All lower case; do not use "http://" or "www.")
	(Blank line before quote, if using.)
"Quote." – A. Famous Guy	(OPTIONAL; omit this line if you do not use a quote.)

NOTE: If you choose to use a quote after your signature, put in quotation marks. Do not italicize. Quote should be short and appropriate to the mission of the College (as this is not your personal email account). Email signature quotes should be approved through the Communications Department.

* NOTE: Putting the street address is optional. If including a street address, BOTH the street address and city/state/ZIP lines must be used.

** NOTE: For your extension, follow the number with one space, a lowercase "x" and then four-digit extension.

PRINTED MATERIALS

Flyer/Poster Guidelines, tips, and templates for creating printed materials are on the Employee Gateway under Communications. The Guidelines can also be found at **trcc.edu/identity**.

All brochures, flyers, posters, and other printed materials produced by faculty/staff/student groups that will be posted/distributed around campus/locations or to the public must be approved by the Communications Department prior to distribution. See Approval Process on Page 3.

Flyers/posters for Student Groups

The faculty sponsors of student organizations are responsible for proofing flyers and other materials for student organizations and for submitting the flyers/materials to Communications for approval. See Approval Process on Page 3.

Outsourced Printing

Departments planning to have brochures, programs, etc., printed at an outside printing company must contact the Communications Department prior to contacting the printing company. The Communications Department will assist you in providing materials to the printing company that follow the College's identity standards.

Those having projects printed at an outside company must follow the same approval/proofing processes as those having projects printed in-house. See Approval Process on Page 3.

PROMOTIONAL MERCHANDISE

If approved in your budget, campus departments, offices, and program areas may purchase customized merchandise (such as T-shirts, pencils, promotional items) for the audiences they serve. These items must properly employ the Three Rivers Visual & Identity Standards, and the design must be approved by the Communications Department before the item is ordered.

Please contact the Communications Department when planning your purchase for assistance with providing graphics to the vendor that meet Identity Standards.

NEWS RELEASES/MEDIA CONTACTS

The College President is the official spokesperson for Three Rivers College. No person is authorized to act as an official spokesperson for the College, or present themselves as speaking for the College, without the prior authorization of the College President.

The Communications Department is responsible for Three Rivers' media relations, including fielding calls from the media and reporters regarding College activities, events, and issues.

All media inquiries should be directed to the Communications Department to arrange for providing information and scheduling interviews and responses as necessary.

All press releases (print, audio, and/or video) must be submitted to the media by the Communications Department. Individuals/departments can request that news releases and announcements concerning College personnel, departments, programs, events, and activities be sent to the media. To submit such a request, complete a Communications Services Request form (available on the Employee Gateway under Communications), including having it signed by the requestor's supervisor and cabinet member. Along with the request, send information to be included in the release. It is the responsibility of the requestor to ensure that all information provided is accurate. See Approval Process on Page 3.

WEBSITE

The official Three Rivers College website is maintained by the Communications Department. Individual departments cannot create their own websites.

Departments/Divisions are responsible for monitoring and providing updates for the information on pages for which they provide content (example the Financial Aid Department for Financial Aid pages).

To request changes for pages on the College website, complete a Communications Services Request form (available on the Employee Gateway under Communications), including having it signed by the requestor's supervisor and cabinet member. Send with the request a printout of the page with changes clearly marked and the page's web address. If changes are extensive (a sentence or more), type the revised text into a Word document and send with the request. It is the responsibility of the requestor to ensure that all information provided is accurate. See Approval Process on Page 3.

All Three Rivers employees are encouraged to report to the Communications Department possible errors or outdated information on web pages. If you are not responsible for that content, you can email or call without completing a form.

SOCIAL MEDIA

The College's official social media presence (including Facebook, Instagram, Twitter, and YouTube) is maintained by the Communications Department.

To request that programs, events, etc., be promoted on Three Rivers' social media platforms, complete a Communications Services Request form (available on the Employee Gateway), which requires signatures from your supervisor and cabinet member. Type the text for the post/event into a Word document and proofread and check for accuracy. It is the responsibility of the requestor to ensure that all information provided is accurate. See Approval Process on Page 3.

Faculty/staff, students, and others can submit photos of students and college-related activities for possible posting on social media to Communications without a Communications Services

Request form. Please include name(s) of students (checked for accuracy) and/or information about the activity. Email to avazquez@trcc.edu.

Departments/organizations wanting a social media presence must receive approval from the Communications Department and agree to follow certain guidelines. To make a social media request, complete a Communications Services Request form (available on the Employee Gateway under Communications), including having it signed by the requestor's supervisor and cabinet member.