

Section: Communication Guidebook
Subject: Publications and Printing
Approved by: Cabinet
Applies to: Faculty, staff, students, volunteers
Effective date: Jan. 11, 2005

COLLEGE POLICY

LaGrange College's publications are among the most effective means of creating and shaping the image of the institution. Because of this vital role, it is essential that College publications reflect high standards in writing, photography and design.

Publications include magazines, brochures, newsletters, flyers, posters, programs, invitations, catalogs, cards, post cards and other miscellaneous materials such as tickets, folders, table tents and certificates.

Likewise, the use of the College's official trademarks in these publications must also reflect the high standards of the institution. The College's logos and seal are valuable visual assets that must be used carefully and consistently.

To ensure that publications and the official symbols reproduced within them reinforce our institutional identity, LaGrange College places conditions and guidelines on them. The LaGrange College Communications and Marketing Office is responsible for setting and administering these conditions and guidelines.

PROCEDURE

Style Guide

To assist those preparing College publications in providing a consistent message to the wide range of College audiences, a style guide has been prepared. It provides direction for written communication and also helpful facts about the institution. The guide can be found at <http://www.lagrange.edu/communications> and is attached to this policy.

Visual Identity Program (Official Marks)

The College's logo (wordmark), seal and athletics logo are essential components of its institutional identity. Proper and consistent use of each is vital to the institution's branding and marketing efforts.

College logo (wordmark)

Proper use of the College logo (wordmark) is described in detail in the Visual Identity Program guidebook [found here](#).

Licensing

LaGrange College's name is registered through the state of Georgia and is a legally owned trademark. Accordingly, the College is required by law to control the use of its name or risk losing ownership of it. To accomplish this, a centralized graphic review policy has been developed.

Any intended use of the LaGrange College name or logo on *merchandise*, whether it is to be sold or given away, must be approved by the Communications and Marketing Office. This policy applies to all College departments, alumni and student groups. Approval artwork may be e-mailed, faxed or personally delivered to the Assistant Director for Publications in the Mitchell Building. Call 880-8247, or fax 880-8763 or e-mail sgorman@lagrange.edu.

The Assistant Director for Publications also is the custodian of the LaGrange College logo library and will share artwork as needed with the College community and constituents.

All merchandise imprinted with a LaGrange College logo must feature a trademark emblem (™) below and slightly to the right of the logo. Contact the Assistant Director for more information regarding trademark symbol placement.

College seal

The current College seal first appeared in the 1916-17 catalog. Translated from Latin, the motto encircling the globe reads, “Greater than the body are the pleasures of the mind.”

The LaGrange College seal should be reserved for use on official documents (such as diplomas) and on documents originating in the President’s and Registrar’s offices. The seal should not be used as the primary identifier on stationery or business cards.

Athletics logo

The LaGrange College Panther is the identifying mark for the College’s athletics programs. Guidelines for proper use of the Panther are being developed and will be added to this policy when complete.

Creative Services

Ideally, the Communications and Marketing Office would provide editorial, design and photographic services to meet all campus needs. Staffing and workload, however, make that impossible. As a result, the following guidelines are used to prioritize projects undertaken by the office.

The Advancement Division and the President’s Office are the primary clients of the Communications and Marketing Office. Projects for other campus groups will be evaluated on a case-by-case basis, and a decision to undertake them will be made based on current work load and the strategic benefit to the institution.

If printed materials are developed by outside vendors, they must follow the guidelines outlined below.

Copy/Mail Center and Outside Printing Vendors

The **Copy/Mail Center** is the *only approved source* for College stationery, business cards, name tags and shipping labels. The Center also can provide College note cards, labels and related supplies. Contact Copy/Mail at 880-8765 to request such items.

The Copy/Mail Center also provides some design assistance and production/assembly of simple printed materials.

If printed materials must be designed by **outside firms**, it is the responsibility of the College department contracting the work to ensure that Visual Identity Program guidelines are followed. Contact Communications and Marketing for a copy of program guidelines to provide to vendors. Two LaGrange-area printers are well-acquainted with VIP guidelines: Stephens Printing (706-884-8730) and Classic Design Printing (706-884-1417).

Any printed items mailed off campus (except those on stationery) or those handed out to an external audience (not faculty, staff or students) must be approved by Communications and Marketing before printing. Submit a final proof before printing to the Assistant Director of Publications (fax: 880-8763 or e-mail sgorman@lagrange.edu). Approval will be given within 48 hours (business days) of submission.

Such approval will pertain to the College Visual Identity Program and style guide and will not imply sanctioning of all content.

For more information on the guidelines outlined above, contact the Communications and Marketing Office.

SUMMARY

Since they are among the most effective means of creating and shaping the image of the institution, College publications must reflect high standards in writing, photography and design. The Communications and Marketing Office maintains a Style Guide (written communication) and Visual Identity Program (official marks) to help accomplish that goal. Both can be found online at www.lagrange.edu/communications. The Copy/Mail Center is the only approved source for College stationery, business cards, name tags and shipping labels. Other printed items to be mailed or given to an external audience must be approved by Communications and Marketing *before* printing. All official publications of the College, such as admission materials, bulletins, advancement materials and similar items must be reviewed prior to publication by the Director of Communications and Marketing for consistency in design and appearance.