



Operating Protocol & Procedure

Details:

Number: 701

Title: Marketing and Communications Guidelines

Category: Marketing and Communications

Office of Primary Responsibility: Marketing & Communications Department

Approval Date: 8/31/15

Effective Date: 8/31/15

Revised: 1/15/18, 12/9/24

Reviewed: December 2024

Purpose:

To facilitate and protect the college's image and provide consistency in its brand and messaging.

Applicability:

All employees and student organizations

Definitions:

Collateral materials, for the purposes of this operating protocol, are defined as marketing materials used in formal communication, advertising, or promotion on behalf of the college and its branch campuses, divisions, departments, student organizations, and programs. Collateral materials include, but are not limited to, invitations, brochures, pamphlets, books, postcards, flyers, ads, signs, posters, certificates, business cards, reports, social media, email, online communications, and/or PowerPoint presentations.

References:

[PCC Communications and Graphic Standards](#)

Attachments or Related Forms/Documents:

None

Operating Protocol:

It is the responsibility of the Marketing & Communications Department to oversee the branding of the college as well as to promote its academic offerings, initiatives, and activities and to ensure consistent messaging. The Marketing & Communications Department is responsible for all of the college's advertising, promotions, and communications, except for those regarding personnel needs (Human Resources).

Any print or electronic collateral material representing the college that is created by students, faculty or staff for college or public distribution and has a design, messaging or PCC brand component must be reviewed by the Marketing & Communications Department.

Any advertising or promotion done on behalf of the branch campuses, departments, divisions, special courses, student clubs and organizations, and auxiliaries, in the form of collateral materials or social media, must be managed or pre-approved by the Marketing & Communications Department.

For materials such as signs, certificates, letterhead, newsletters and PowerPoint presentations that are not to be widely distributed and are mainly for internal use, templates are available to staff, faculty, and student organizations and saved to the [U: drive](#) in the PCC Templates folder.

All collateral materials must adhere to the PCC Communications and Graphic Standards set by the Marketing & Communications Department. These standards are posted to the Portal and can also be found on the [U: drive](#).

Any collateral materials that do not meet the necessary standards will be pulled immediately from use.

Procedure:

It is required that the Marketing & Communications Department produce collateral materials for the college and its presentations. To request materials or design work, set up an appointment with a marketing staff member or email PCCCommunications@pueblocc.edu. When possible, plan four weeks out before the material is needed.