

# Asheville-Buncombe Technical Community College (A-B Tech) Policy Manual

## Policy 701: Branding, Marketing and Communications

It is the policy of the A-B Tech Board of Trustees that the Community Relations and Marketing Department shall be responsible for all branding, marketing, external communications and official internal communications efforts for the College, its departments, programs and activities. All activities and products shall be coordinated, designed and/or reviewed in advance of implementation by the Community Relations and Marketing Department.

No marketing consultants, marketing research firms, social media consultants, advertising agencies or graphic design firms may be engaged without prior approval from the Community Relations and Marketing Department.

Printing of any items that promote the College, affiliated units or events must be approved prior to being purchased or submitted for procurement.

Approval is required for any Online Marketing of the College, its affiliates or activities, including external websites and social media accounts (Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.) that are affiliated with A-B Tech or use the A-B Tech name and logo or the Trailblazer mascot name and logo, including any divisions of A-B Tech that have received prior approval for separate branding. Approval of social media accounts and guidelines for their use are coordinated by the Community Relations and Marketing Department to ensure that all units and staff of the College use these forums effectively, to protect the College’s reputation and enhance its image, and to help units and staff follow College policies online and within social media forums.

## Scope

This policy applies to all departments, sites, programs, events, activities and budgetary units of the College.

## Definitions

### Branding:

1. Logo and identity for College and units or Trailblazer mascot logo
2. Graphic design
3. Approved colors

### External Communications:

1. Marketing
2. Print, broadcast, digital and outdoor advertising
3. Promotional publications, brochures, fliers and posters
4. Promotional videos
5. College website, including home page, calendar, first-level department and program web pages
6. External websites
7. Public Relations
8. Media relations
9. Social media
10. External events
11. Political events or activities involving the College

### Internal Communications:

1. Official College and Presidential communications
2. Campus television/digital screens
3. Tech Talk
4. Official Department e-newsletters, such as Student INBox, Continuing Education, Advancement, etc.

## References

Reviewed by Executive Leadership Team, August 27, 2014, and June 27, 2018

Reviewed by the College Attorney, August 29, 2014

## Owner

President and Executive Director of Community Relations & Marketing, ex. 7117

Approved by the Board of Trustees on July 30, 2018.