

**AIKEN TECHNICAL COLLEGE
PROCEDURE**

Procedure Title:	BRANDING AND IMAGE	Procedure Number:	2-4-101.1
Institutional Authority:	Chief Advancement Officer		
Associated SBTCE Policy/Procedure:			
Governing ATC Policy:	2-4-101		

Approved:


President


Chief Advancement Officer

Date

Adopted: 08/10/2009

Date

Revised: 07/25/2022

DISCLAIMER

PURSUANT TO SECTION 41-1-110 OF THE CODE OF LAWS OF SC, AS AMENDED, THE LANGUAGE USED IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT BETWEEN THE EMPLOYEE AND THE AGENCY.

The Office of Marketing and Communications (MarCom) will approve all external communications (physical and electronic) intended for promoting the College or providing information about the College and all internal (physical and electronic) communications related to campus ceremonies or events for which the public is invited. Physical communications include all printed or otherwise reproduced promotional and informational items intended for distribution outside the classroom. Electronic communications include all promotional and informational items intended for distribution outside the classroom using, but not limited to, e-mail, websites or other internet-based utilities. Automatic calls ("robo calls") and text messaging are managed by individual departments, except in case of emergencies or crisis (these messages are managed by MarCom and the emergency response team).

- MarCom will approve informational and promotional items in the initial planning stages.
- MarCom will designate layout and design criteria, including an approved template as appropriate.
- All photos and graphics used in the College external communications (physical and electronic) intended for promoting the College or providing information about the College must be approved by MarCom.
- A final copy of any informational or promotional item must be provided to MarCom for approval prior to production or electronic distribution.