AIKEN TECHNICAL COLLEGE
PROCEDURE

<table>
<thead>
<tr>
<th>Procedure Title:</th>
<th>BRANDING AND IMAGE</th>
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<td>Procedure Number:</td>
<td>2-4-101.1</td>
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Institutional Authority: President

Associated SBTCE Policy/Procedure:

Governing ATC Policy: 2-4-101

Approved:

President

Date Adopted: 08/10/2009

Date Revised: 06/03/2019

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 Marketing and Public Relations (M&PR) Office 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.

- The M&PR Office will approve informational and promotional items in the initial planning stages.
- The M&PR Office 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 the M&PR Office.
- A final copy of any informational or promotional item must be provided to the M&PR Office for approval prior to production or electronic distribution.