

# VISUAL CUES

The Marketing & Media Newsletter of Alvin Community College



## What To Do When Contacted **by the Media**

**O**ur relationship with the media plays an important part in building and maintaining a positive image of Alvin Community College in the community. We are always excited whenever members of the media are interested in doing a story about the college, its students or staff.

Should you be contacted by the media via phone or email, or if a reporter shows up unexpectedly, please contact John Tompkins immediately. Media should not contact faculty or staff directly unless it has already been cleared through the Communications Department. Also contact John if you're a member of the ACC community seeking publicity for news or an event.

Additionally, please remember to request permission from the President's Office for any local lawmakers to appear at campus events. Contact Tammy Giffrow for more information. ■■

## CONTACTS

### **MEDIA CONTACT**

John Tompkins  
Communications Coordinator  
281.756.3551  
[jtompkins@alvincollege.edu](mailto:jtompkins@alvincollege.edu)

### **PRESIDENT'S OFFICE**

Tammy Giffrow  
Executive Admin Assistant  
281.756.3598  
[tgiffrow@alvincollege.edu](mailto:tgiffrow@alvincollege.edu)

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**Welcome to the first edition of Visual Cues Newsletter!** The purpose of the newsletter is to keep the ACC community aware of the College's current marketing efforts. We also want to share our thought processes so that you can understand why we do what we do. We'll talk about topics such as *advertising, branding, SEO (search engine optimization), inbound marketing, content strategy, and the latest trends in social media*. We'll also discuss our operations and how we can work together to promote your programs and events.

**Visual Cues** will be published every two months in digital format only. Feel free to send your comments, questions and suggestions to [visualcues@alvincollege.edu](mailto:visualcues@alvincollege.edu). We will do our best to make sure your feedback is addressed. ■■

# What's in a Brand?

## *The Power of Principles & Purpose*

*What comes to mind when you see the McDonald's logo with its famous golden arched "M"? How about Pepsi's swirling red, white and blue sphere or Nike's "swoosh" symbol? Whatever your personal opinions about these images are there is no denying that they have become global, iconic symbols of the companies they represent.*



Although the visual image of a company's logo may be what we most easily recognize, underneath the surface it is the promise of what that company delivers to its customers and employees that is most important.

For instance, Pepsi's guiding principles are as follows:

- Care for our customers and the world we live in
- Speak with truth and candor at all times
- Respect others and succeed together
- Sell only products we can be proud of
- Win with diversity and engagement
- Balance short-term and long-term

It is the sustained commitment to these types of principles that are the real backbone of a company or organization's success. The visual branding is the icing on the cake!

Alvin Community College is also an institution driven by principles and purpose primarily through our Mission and Vision statements. Here is a quick overview of ACC's brand promise:



# ***DEFENDERS OF THE BRAND!***

## ***Email Signatures***


As with all branding elements, your email signature is a representation of the College. For consistency, please refer to the following list of best practices to create your email signature.

**You may include** the following information in your email signature:

- Name
- Degree(s) and/or professional designation
- Title
- Phone numbers (office, fax and/or cell)
- Official ACC website and social media accounts
- Any official college message and/or disclaimer should appear under the email signature

**Do not** include these items in your email signature:

- Photos
- Background images and colors
- Links to personal websites, blogs, or social media accounts
- Animated gifs or other distracting images
- Literary quotes, political slogans, scriptures, or inspirational catchphrases

These items may be appropriate for personal emails, but are not appropriate for representing the College. Also, these items can be distracting, offensive and make the email signature appear too cluttered. The signature is for the purpose of providing contact information, not making personal statements. 



### **Need Help Setting Up Your Signature?**

Please refer to the reference guide provided at:

[g:/Marketing & Communications/Email Signature Guidelines](https://www.alvincollege.edu/Marketing%20and%20Communications/Email%20Signature%20Guidelines)



## **Creating Your Signature**

The following examples demonstrate the approved placement of the logo and contact information in email communications.

### **Option 1 - External Communication**

#### **Your Name**

Your Title

Department (optional)

Alvin Community College

3110 Mustang Road

Alvin, Texas 77511-4898

Tel: 281.756.xxxx | Fax: 281.757.xxxx

[www.alvincollege.edu](http://www.alvincollege.edu)

[yourname@alvincollege.edu](mailto:yourname@alvincollege.edu)



ALVIN COMMUNITY COLLEGE

### **Option 2 - Internal Communication**

#### **Your Name**

Your Title

Department (optional)

Alvin Community College

281.756.xxxx



ALVIN COMMUNITY COLLEGE

# What's in a **Brand?**

*Continued*


## **Mission**

*Alvin Community College exists to improve the lives of its constituents by providing affordable, accessible, high quality and innovative academic, technical and cultural educational opportunities for the diverse communities it serves.*

## **Vision**

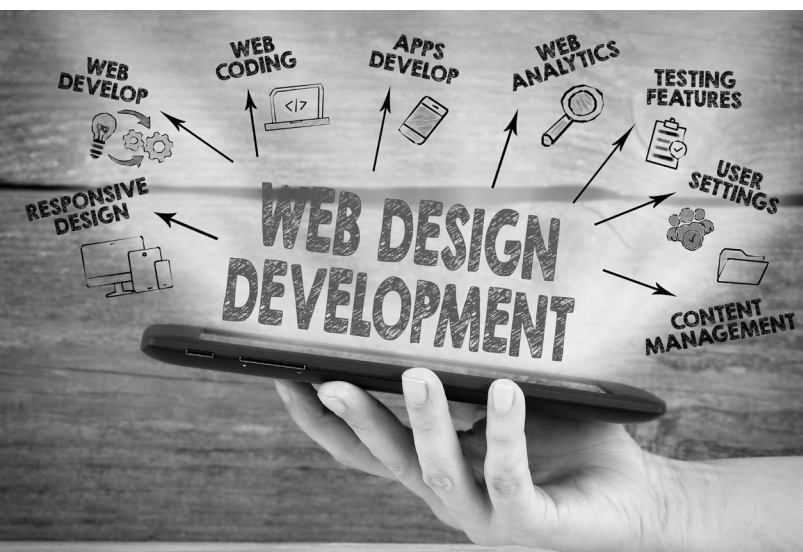
*As a premier college that provides high-quality academic, technical and cultural programs, Alvin Community College's focus will be to promote student success, enhance quality of life and support economic development.*

The visual branding scheme for Alvin Community College was designed to present one cohesive image of the College to all our stakeholders – students, faculty, administrators, staff, alumni, regents, and the community at large. Our visual identity consists of the ACC logo in all official configurations, a unique palette of colors, specific fonts and typographic treatments, and use of authentic photography.

Our consistency in using these elements properly serves to reinforce the principles we stand for. Become a **Defender of the Brand** by ensuring that your communications consistently represent the ACC Brand! 

To download a copy of the college's branding guidelines for use in developing your communications, please [click here](#).

For questions, concerns or assistance with marketing and/or branding for your program or event, call 281.756.3569 or email [marketingdepartment@alvincollege.edu](mailto:marketingdepartment@alvincollege.edu).



## ACC Website **Survey**

We need your feedback to help us improve our website. Please complete our online survey!

GO TO THE ACC HOMEPAGE  
CLICK **WEBSITE SURVEY** (under the promo box)

–or–

[CLICK HERE](#) TO ACCESS THE SURVEY NOW!

## The ACC Website **Face Lift**

The Marketing & Media Department has begun the process of redesigning [alvincollege.edu](http://alvincollege.edu), the public ACC website. We want to create a better experience for all users when interacting with our website.

We encourage you to participate in our website survey so that we can gain a greater understanding of how to improve its look, feel, and functionality. **The last day to complete the survey is March 9, 2017.**

### **The 4 primary goals of our redesign are as follows:**

1. Create a seamless, responsive experience when used via desktop, mobile or tablet.
2. Create a simplified, attractive homepage that easily highlights the information visitors desire most.
3. Ensure the website and its content is accessible to all users, especially those with various disabilities.
4. Employ a Content Management System (CMS) that is stable, well-supported and simple for non-advanced users to master.