Marketing and Public Relations Guide

For the purposes of consistency within messaging, promotions, and public relations, please follow the steps below for preparing and distributing print materials and other forms of promotion/marketing. Contact the Director of Marketing and Public Relations with any questions.

Mailed Correspondence and Contracts

Contracts, letters, and other mailed correspondence should be sent on official letterhead. An electronic version of the letterhead is available in K:/Public Relations Toolbox.

Flyers, Brochures, and Other Print Materials

Flyers, brochures, and other print materials announcing a program, event, etc. should include the following:

- Horizontal, two-color logo
- Website
- Contact information: Name, phone number (including area code), email address

Use the approved shade of red (below). Contact the Director of Marketing and Public Relations if you would like assistance with proofreading, editing, etc. or distribution.

News Releases

Any staff/faculty member may request to distribute a news release regarding a program, event, etc. Contact the Director of Marketing and Public Relations to confirm and set a date for distribution.

- Utilize the template in K: Public Relations Toolbox to prepare the release, and send the draft to the Director of Marketing and Public Relations.
  - Please give the Director of Marketing and Public Relations at least 3 business days to review and finalize news release drafts.
  - Note: local newspaper deadlines are Tuesdays at noon (for Thursday paper) and Fridays at noon (for Sunday paper).
- The final news release will be sent back to you. Distribution will take place through the Director of Marketing and Public Relations' office; please provide contact information (email address) for specific locations, individuals, etc. that should receive the release.

Social Media

Notify the DMPR if you would like information posted on the DCC social media accounts. Please notify the Director of Marketing and Public Relations at least 3 business days in advance of the desired posting date.

Colors

Red: RGB 174, 22, 43; CMYK 0, 87, 75, 32; Hex/HTML ae162b

Fonts

Utilize the fonts as embedded and placed in the templates, including size and spacing.
Calibri, 11pt, single-space, double-space between paragraphs, do not tab-indent paragraphs

Logos

Logos are available in K:/Public Relations Toolbox/Logos. Retain proportionality when resizing logos. Hold shift while clicking and dragging corner of logo to maintain proportionality.