



College of The Albemarle Procedure

Procedure Number: 2.3.6.1

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Title: College Publications

Related Policy: 2.3.6 College Publications

Division of Responsibility: Communications and Marketing

- A. The director of communications and marketing shall review before distribution all official College publications. Such publications include but are not limited to: advertisements, catalogs, brochures, flyers, manuals or handbooks, leaflets, news releases, special reports, newsletters, schedules, posters, displays, multimedia presentations, memos, or mass-mailed letters. The director of communications and marketing may establish liaisons within the College who are knowledgeable of the approved use of the logo and required branding and may create social media content, posters, displays and flyers related to their program.
- B. All publications must have prior approval of the respective project/program supervisor, be coherent in design and presentation, adhere to the College's brand guidelines and convey a positive image that supports the College's mission.
- C. All College publications and advertisements printed with state or local funds should carry the statement that the College is an equal opportunity employer and does not discriminate in its educational programming.
- D. College employees involved in creating or producing any official or divisional publications should familiarize themselves with intellectual property and copyright laws before using another person's material in a publication.

June 13, 2023

June 13, 2023

N/A

Date Approved by President's Leadership Team

Date of Last Review

Date of Last Revision