

Items that do not require a college logo or a marketing request and can be submitted via printing request to printing.printing@indianhills.edu:

- Syllabi or anything directly related to course material (e.g. handouts, workbooks, etc.)
- Announcements specific to dormitory residents that will ONLY be hung in the residence halls for short periods of time (e.g. dorm checkout dates, last minute announcements)

Items that require a college logo and must follow the approved college format, but can be submitted via printing request directly to printing.printing@indianhills.edu:

- Envelopes
- Letterhead
- Business cards
- Thank you notes
- Athletic rosters
- Update of preexisting signage (exe: name plaques, room #s) – must be approved by a department chair or dean
 - All new signage must be requested via the Marketing Request Form

Items that require a college logo and must meet brand standards and should be submitted using the Marketing Request Form located in School Dude:

- All college vehicles
- All new signage – both interior and exterior
- All college publications (exe: viewbook, cowboy cards, programs, etc.)
- All college print and television ads
- All posters hung on campus or in the community promoting a college event or college-sponsored initiative
- All mailings (including email attachments) to prospective students, current students, alumni or community members (exe: newsletters, invitations, postcards, etc.)

Items that will be posted on campus or in the community or mailed from a college division or department, BUT include pre-designed branding standards for a performance, event or initiative will maintain both the brand standards of the piece as well as the brand standards of Indian Hills Community College (e.g. plays – Cats, Lion King, A Midsummer Night’s Dream; Artists Works – photography, painting ceramics; National Initiatives – Domestic Violence Awareness Project, Alcohol Awareness Month, grants with specific marketing standards):

- Items with pre-established marketing standards should be submitted using the Marketing Request Form and include the pre-designed marketing piece or logo as well as any information regarding upholding the brand standards for the item (e.g. style guide, usage agreements, etc.).
 - Items with pre-established marketing standards will be designed so that approximately 2/3 of the item is reserved for the pre-designed work from the play/artist/initiative and approximately 1/3 of the item will be reserved for IHCC branding and will meet all college branding standards. The IHCC branding section may appear on the top, bottom or side of the marketing piece and will include the Indian Hills logo, correct fonts and the Indian Hills designated color scheme.
 - If you should have questions about your desired marketing piece and are unsure if it does come with pre-established marketing standards, please contact the marketing director at x5302 or make note of your uncertainty on the marketing request form.
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Email Signatures

- All Indian Hills email signatures should reflect the following format:
Name
Title/Position
Indian Hills Community College
525 Grandview Ave, Ottumwa, IA 52501
Phone: 641.683.XXXX
Cell/Alternate Phone (only if desired)
www.indianhills.edu
- All emails and email signatures should be sent using the approved Georgia 11 point font.
- For directions on updating your email signature, please see the document in Staff Resources.

Business Cards

- All Indian Hills business cards should reflect the following format:
Name
Title/Position
Email address
525 Grandview Ave
Ottumwa, IA 52501
641.683.XXXX
800.726.2585, ext. XXXX
Fax: 641.683.5184

Ordering Promotional/Monogrammed Items that require the Indian Hills logo

The marketing department appreciates your desire to add the college logo to a promotional or clothing item for your department or event. In order to do so, please contact the marketing director (x5302 or Bianca.myers@indianhills.edu) and she will email the logo and style guide to the company of your choice.

The marketing department does have a variety of promotional items on hand that you may be able to use (and save your budget), so it may serve you well to check the marketing supply before ordering promotional items.

T-shirts

- Indian Hills has purchases a large quantity of shirts in an approved design at the beginning of the academic year to use for specific events throughout the year. That number is predetermined by each Dean and should provide enough shirts for each department to use for events during the year. Should you need additional shirts, please contact your Department Chair or Dean about placing a reorder for shirts.
- All t-shirts paid for by a college budget code will need to be preapproved and will require a Marketing Request Form.
- All t-shirts paid for by a college club or by individual students must be approved by the Department Chair, Dean or Marketing Director.
- All t-shirts that include the college logo must be approved by the marketing director regardless of who is paying for the shirts.

Indian Hills Community College Marketing Checklist

- Does this piece use the approved college fonts (i.e. Clio, Gotham Narrow, Stone Serif, Blackjack)?
 - Letters or pieces produced in Microsoft Word should use the alternative fonts (i.e. Tahoma and Georgia)
 - Does this piece use the approved college colors?
 - Maroon – Pantone 202C
 - Gold – Pantone 137C
 - Dark Gray - Pantone 404C
 - Light Gray - Pantone 400C
 - Does the majority of the piece meet the approved color standards – maroon, gold, white, black, gray or tan?
 - Accent colors and accent items in colors outside of the colors listed above can and will be used as needed for the item
 - Is the logo portrayed correctly (options below)?
 - Standard maroon and gold
 - Outlined maroon and gold – The logo may be outlined in white when placed on a maroon, gold or dark background)
 - Black – The black logo should only be used when a 1-color process is required and when placing the logo on a white or light colored item
 - White – The white logo should only be used when a 1-color process is required and when placing the logo on a maroon or dark colored background
 - Horizontal – The horizontal logo can be used when deemed necessary to fit on specific promotional items (i.e. pens, pencils, etc.) or on specified marketing material
 - **If at all possible, the traditional stacked logo should be used on all marketing and promotional material**
 - The logo will not be created or used in different colors (other than those specified above) for any reason
 - Is the logo size a minimum of one inch?
 - This can be waived for some promotional pieces
 - Please consult the marketing director for questions concerning the use of the logo under one inch in size
 - Does the logo have an “N” space around it?
 - To ensure the integrity of the logo, it should have a space the size of the “N” in “Indian Hills” around the logo
 - This “N” space can be decreased slightly to accommodate the needs of the marketing piece, but a border of some size should be maintained at all times
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