



MISSOURI VALLEY
COLLEGE

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The purpose of this guide is to establish a consistency in all Missouri Valley College communications. The consistent standard will help the public become familiar with publications produced by the College.

Digital files may be requested by contacting jaecquesc@moval.edu.

All publications produced by Missouri Valley College faculty and staff for external use should be approved by the marketing and media relations director. Questions regarding publications should also be directed to the marketing and media relations coordinator.

The Missouri Valley College Office of Marketing Communications

The objective of the Missouri Valley College Marketing Communications Office is to inform the public, both internally and externally, about the happenings at MVC. The office will provide MVC, Marshall, and areas beyond with accurate and timely news about MVC. Faculty, staff and student accomplishments; campus news; and campus events will be publicized through this office. In addition, we will serve as liaisons between MVC and public entities—be it media, community members, MVC community members, etc.

Missouri Valley College Identity

Use of Missouri Valley College Name

To ensure recognition of Missouri Valley College beyond the surrounding region, first reference of the College's name should be "Missouri Valley College." References to follow may be "Missouri Valley," "MVC," "Valley," or "the College."

"Missouri Valley College" or "Missouri Valley" is the preferred usage of the College's name, and should be used in instances such as, but not limited to, answering phones, making speeches or presentations, e-mail signatures, in print publications, and stationery.

Logo Variations

Guidelines for the correct use of the logo are included in the following pages. The College's logos should not be altered in any way. Use of these logos should be limited to the variations shown.



Missouri Valley College Seal

The College seal is the official legal seal. The use of the seal should be restricted to official and legal documents, primarily generated by the president's office or and/or the Board of Trustees. The seal should have a limited role as the official logo, and should be used sparingly for merchandise.

The seal is restricted to the following variations: four-process (full color) black, white, purple, and orange.



Unacceptable Logo Uses

The logos outlined in this document have been created to establish a strong identity for Missouri Valley College. Under no circumstances should the logo be altered or distorted.

For use in one color print, black and white/ grayscale is acceptable.

The following are examples of acceptable and unacceptable logo usage.

Questions regarding logo usage for certain sports or groups should be directed to the marketing and media relations coordinator.

Unacceptable logos



Colors

The school colors for Missouri Valley College are purple and orange.

The uses of purple and orange are preferred in the following formats.

PMS = 258

R = 126
G = 66
B = 148

C = 51
M = 89
Y = 0
K = 0

PMS = 138

R = 219
G = 147
B = 59

C = 2
M = 49
Y = 92
K = 0

Stationery Package

Missouri Valley College letterhead, envelopes, business cards, note cards, and personalized note pads may be ordered through Ricoh printing services using the approved designs provided.

Any stationery items that do not adhere to these guidelines must be approved by the Marketing and Media Relations Director.

Communications Submission Guidelines

Following are general guidelines for submission of information related to news, events and activities. The action of the MVC communications office is described, however, exceptions may be made based on the news piece, event or activity.

In addition to the action below, events and activities may be included in the weekly President's Memo; Viking Views, the alumni and friends publication; a campus wide email; or other.

A press release is free, but not guaranteed. Publicity requests must be submitted 4 to 6 weeks in advance of the event (the communications office needs at least 2 weeks to process information and most media outlets request the information at least 2 weeks lead time). All events publicity requests must be submitted with a publicity request form found at www.moval.edu/aboutmvc/press.asp. Only events associated with MVC, its departments, students, faculty, staff, board of trustees, approved programs or approved student organizations are eligible for inclusion. Photos can be delivered or submitted electronically for consideration. Late requests will be accommodated based on department priorities. Contact ext. 4172 for ad pricing. Please be complete and accurate in providing information as the information sent to the communications office may end up going out that way. If you are requesting post-event coverage, please make request as soon as possible following event/activity.

Contact extension 4172 for questions regarding this form.

ACTIVITY

Departmental Events
Campus-wide Events
Student Activities
Student Awards/Accomplishes
College-Sponsored Speakers
Legislative/VIP Visits
Faculty Research/Grants
College Initiatives/Programs
College and Program Recognitions
College and Program Accreditation
Scholarship Awards Banquets News
Scholarship Lists
Deans and Graduation Lists
Major College announcements
Faculty/Staff life events

ACTION

Master Calendar, Media Calendar*
Master Calendar, Media Calendar, News Release*
Master Calendar, Media Calendar
News Release
Master Calendar, News Release*
Media Advisory, News Release*
News Release*
News Release*
News Release*
News Release*
Release to Local Newspaper
News Release to Local Newspaper
News Release to Local Newspaper
News Release*
Campus-wide e-mail

*Could also be included in President's Memo.

Graphic Design Job Request

To follow the MVC graphic identity standards, the office of communications is available to assist the campus community in graphic design projects.

A job start is available at <http://www.moval.edu/aboutmvc/press.asp>. All jobs require at least two weeks for design (some projects require more or less time) and 1-2 weeks for printing. Questions regarding graphic design projects should be directed to the office of communications.

Story Suggestion Form

A form is available at <http://www.moval.edu/aboutmvc/press.asp> to suggest a story. This forms should be used for “feature” stories—not timely news—regarding MVC students, alumni, departments, faculty and staff members, etc.

Each submission will be handled based upon department priorities.

Publicity Request Form

A form is available at <http://www.moval.edu/aboutmvc/press.asp> for publicity requests. More information on page 11 of this document.

Graduation lists and dean's lists

Graduation lists and dean's lists will be sent to students' hometown papers that the students have listed (permanent address) with the registrar's office. Information will not be submitted if students do not have a hometown newspaper listed with the registrar's office or if they do not wish to have this information released.

If a student wishes to have their information sent to a different newspaper, he/she must contact the registrar's office to have their information updated.

Graduation List

Within two weeks after graduation, the registrar's office will provide the MVC communications office with a list of graduates including degree earned and honors. A list of graduates will be released to hometown papers within two weeks of graduation.

Dean's List

At the end of each semester, the education dean's office will provide a list of students who earned a spot on the dean's list within one week of the end of the semester. The list will be submitted to students' hometown papers within three weeks of end of the semester.

MVC Publicity Advisors

As certain groups and departments on campus hold events and activities, as time permits, the office of communications will serve as a publicity advisory team.

This team will meet with individuals planning the activity or event and make recommendations to achieve desired goals.

Email Signatures

Email signatures should follow the format of the Missouri Valley College business cards.

The signatures should be in black type, with the exception of the individuals name, which can appear in purple if preferred.

Your Name

Title

Missouri Valley College

P (660) 831-XXXX F (660) 831-XXXX

www.moval.edu

Century Gothic 12 pt. Bold

Century Gothic 10 pt. Regular