



COLLEGE of
CENTRAL
FLORIDA

COLLEGE of CENTRAL FLORIDA
ADMINISTRATIVE PROCEDURE

Title: Editorial and Graphic Standards	
Page 1 of 2	Implementing Procedure for Policy # 3.06
Date Approved/Revised: 4/19/16, 4/7/21	Division: Marketing and Public Relations

Marketing and Public Relations, as designated by the college president, shall be responsible for maintaining editorial and graphic standards for all collaterals that serve to market, promote and inform about College of Central Florida, its programs, events and processes.

Print or digital materials, including posters, flyers, brochures, programs, bookmarks, forms, T-shirts and any material that might be viewed externally shall be submitted to Marketing and Public Relations for review and approval. Review includes materials created by CF team members at Ocala, Citrus, Levy, Hampton, the Foundation, Vintage Farm and Appleton Museum, as well as outside vendors and community partners.

Marketing and Public Relations will review for:

- consistency in editorial style and accuracy of internal references including building names, telephone numbers, etc.
- alignment with college branding, including proper use of logo and college colors
- acceptable design style
- inclusion of Statement of Nondiscrimination according to state and federal guidelines
- accurate representation of college academic programs, financial charges and employability of graduates according to college procedure on Prohibition of Misrepresentation to Students and Others
- proper representation of the college accrediting organization, the Southern Association of Colleges and Schools Commission on Colleges
- and more as applicable

Materials created by student leaders for student events shall be reviewed by the vice president of Student Affairs or a designee when the events are for current students only. While they may not be designed to reach the public, they still reflect the college brand and, as such, require a measure of oversight. Materials will be submitted to Marketing and Public Relations for review when the student events are open to the public or distributed off campus.

Marketing and Public Relations' review includes forms, which are to be maintained within the department. MPR team members will assign a tracking number to each form and update as requested to ensure that all college team members are working with the current document.

The College of Central Florida Brand and Style Guide will be the basis for Marketing and Public Relations review and is available at Inside.CF.edu. Marketing and Public Relations offers Brand and Style Guide workshops, as well as team and individual training sessions, to support the editorial and graphic standards.

Vice President, Institutional Effectiveness & College Relations		Date:
Approved by President		Date: