
**LAKE-SUMTER STATE COLLEGE
ADMINISTRATIVE PROCEDURE**

TITLE: MARKETING AND BRANDING POLICIES

NUMBER: PRO 2-04

REFERENCE: BR 2.09
BR 4.06
AP 2-20
AP 4-15
AP 5-25
Florida Statutes 1004.726

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I. PURPOSE

The purpose of this policy is to ensure consistency, professionalism, and adherence to branding standards across all marketing materials and communications produced by Lake-Sumter State College. Consistent branding helps in establishing and maintaining the college's identity, reputation, and credibility.

II. RESPONSIBILITY

The Associate Vice President of Marketing is responsible for the development and adherence to the College branding standards across all marketed materials and communications.

III. SCOPE

This policy applies to all faculty, staff, students, and approved third-party entities who produce or distribute materials or content utilizing the College name, image, likeness, and symbols, including but not limited to print, digital, video, social media, and other multimedia platforms.

This policy shall also apply to associated brands such as LSSC Athletics and the LSSC Foundation, as well as any separately branded programs established by the College.

IV. STATEMENT OF POLICY

A. Brand Standards

- a. All communications, posters, flyers, brochures, posters, wall graphics, banners, displays, apparel, and other materials produced for use in any College capacity must apply with the brand standards published at www.lssc.edu/brand
- b. Only authorized logos, images, and other brand assets provided by the College should be used in marketing materials.

- c. Any use of the college's name, logo, or trademark must adhere to the guidelines established by the Marketing Department.
- B. Use of LSSC Name, Symbols & Branding
 - a. Use of the LSSC name, image, likeness, and related symbols, must meet the brand standards and be approved as outlined in Section V. This requirement applies to any internal or external use of these elements.
 - b. These uses must be approved by the Office of the President, Office of Marketing, or designee.
- C. Commercial uses of LSSC Name and Symbols
 - a. Any commercial use of the Lake-Sumter State College name or symbols by any person, group, or entity must be approved in advance by the Office of the President, Office of Marketing, or designee.
 - b. Commercial uses will be evaluated to consider the relationship of the use to the College's mission, relationship between the College and the proposed user, nature of the proposed use, duration of use, College rights to terminate proposed use, and liability issues.
 - c. The College reserves the right to deny any commercial use proposal.
- D. Sponsors or Affiliated Relationships
 - a. Sponsors or affiliated relationships shall mean third party persons or entities outside of the College that wish to state publicly a relationship with the College.
 - b. This shall also include any relationships seeking to be established with College Athletics or the LSSC Foundation.
 - c. All partnerships and any related public statements, graphics, logos, materials, whether print, digital, or other, must be approved in advance by the Office of the President, Office of Marketing, or designee.

V. DESIGN AND CREATION

- a. The Office of Marketing has primary responsibility for the creation of print and digital marketing materials for use by all entities across the College.
- b. Departments, programs, and other entities who desire marketing materials should request their creation by contacting the Office of Marketing or submitting a work order to Helpdesk@LSSC.EDU. The creation of an expense or the purchase of materials without approved graphics is strictly prohibited and subject to disciplinary action.
- c. Timelines for development are outlined at www.lssc.edu/brand.
- d. Individuals who wish to create their own materials must use the College's platform. All designs require approval before use.
- e. Student clubs, including the Student Government Association (SGA)
 - i. These clubs may request the services of the Office of Marketing utilizing the work order system.
 - ii. All promotional materials created by these clubs should display the College's full name consistent with the branding standards.

VI. BRANDING APPROVAL PROCESS

- A. College Departments
 - a. College departments and programs must submit materials utilizing the College name and symbols for approval to the Office of Marketing by work order email prior to any use of the materials.
 - b. Departments may not place any orders for materials, apparel, or other items covered by this policy without prior approval.
 - c. The Office of Marketing also serves in a consultative role to assist with the sourcing, design, and ordering of these materials.
- B. Student Clubs & SGA
 - a. Student Clubs and SGA materials created for internal or external distribution must utilize College branding elements and must be submitted for approval to the Office for Marketing.
- C. External Entities
 - a. External entities that wish to use the College name, symbol, or branding, including sponsors and affiliated relationships, should contact the Office of Marketing for approval at marketing@lssc.edu.
- D. Created using the College's Platform
 - a. Designs created using the College's platform must be submitted for approval using the built-in approval request feature within the platform.

VII. PRINT AND ORDER APPROVALS

- a. The print and order approval process is designed to ensure that all College materials meet the branding .
- b. Any print order or an order of another product (including but not limited to apparel, posters, flyers, and banners) utilizing the College name, symbols, or brand must be reviewed and approved by the Office of Marketing prior to order.
- c. The Office of Marketing also serves in a consultative role to assist with the sourcing, design, and ordering of these materials.

VIII. VIDEO AND PHOTOGRAPHY

- a. Film (Video) and photography are often important tools at the College for Employees and their work. For these reasons, filming and photography are permitted at the College so long as it does not interfere with normal college operations, conflict with the College's values or pose a security or safety risk, and so long as the necessary approvals as set out herein have been obtained.
- b. Any capturing of Campus Images, taking pictures or videos on the campus, except for news reporting, for any purpose where the College won't own the copyright requires permission from the Marketing Department. This includes activities like releasing a film commercially, using the images for business purposes (e.g., trade shows, advertisements), making music videos, or any non-LSSC student filming. Permission is necessary for these uses. (External Use)
- c. In simple terms, any picture or video taken by a College employee, student, or affiliated contractor, where the College has artistic or creative control, and the intention is to use it for academic, informational, promotional, or other college-

related purposes, requires permission from the Marking Department. This also covers student filming or photography for academic purposes. (Internal Use)

IX. ENFORCEMENT

Failure to comply with this policy will result in the rejection of the materials and other disciplinary actions outlined in AP 4-15 and 5-25 for students and employees.

NEW: 1/8/24