

Trinidad State

Marketing and Communications Manual



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Introduction

The primary goal of Marketing and Communications is to support the mission of Trinidad State and to enhance its image in the community, region and nation. In doing so, it's important to provide all constituents with the proper means to positively portray the brand of Trinidad State. Creating a powerful and consistent brand for Trinidad State results in greater brand recognition and positive reinforcement, allowing the College to move progressively in serving its communities.

The brand is not only logos and official colors. It is the essence of the college and the overall perception of Trinidad State by all audiences. As important members of the campus community, faculty and staff mold the brand of Trinidad State through both professional and personal interactions. Therefore, we all have a responsibility to build the college's brand awareness and reputation.

This manual is designed to serve as a guide to assist you in portraying a clear and consistent message about Trinidad State through simple actions such as proper use of the logo, being accurate and informative in your actions and words, and understanding the proper channels of communication.

Objectives

Successful branding of Trinidad State serves the following purposes:

- Increase awareness of Trinidad State's unique and nationally-recognized programs
- Communicate a brand that makes a positive first impression and builds a positive local, statewide and national reputation for the college
- Establish a clear connection between the education provided at Trinidad State and the impact on the community and state
- Develop a positive image of Trinidad State programs and learning environment that is embraced by all members of the campus community.

The Trinidad State Name

In strengthening the brand, it's important to be consistent in how we refer to the institution, through written and verbal communications. "Trinidad State" or "Trinidad State Junior College" should be used, with "Trinidad State Junior College" the preference for formal reference. With the exception of internal audiences, "TSJC" should be avoided due to multiple incidences of the letters being publicly mixed-up. Also abstain from using other variations on the name, such as "Trinidad College," "Trinidad Junior College," "Trinidad State JC," etc.

Appropriate Use of the Name

Trinidad State
Trinidad State Junior College



Official Logos

The official Trinidad State logo was replaced and updated in June of 2013. There are two forms of the logo, registered as trademark with the State of Colorado. Both forms consist of an interlocking T and S and the words Trinidad State. Faculty and staff can access logos from the T:Drive, located under the "LOGO" folder, "TS Square Logo" and "TS Colorado Logo" folders. Official logos can also be downloaded from www.trinidadstate.edu/administration/marketing-and-communications.



This logo is the official and original logo for Trinidad State, and will be referred to as "TS Square logo"



This logo form should be used to identify Trinidad State with Colorado and will be referred to as "TS Colorado logo"

Logo Variations

The two official Trinidad State logo forms are available in various color variations, including black and white, gray scale and one-color versions, and various file formats, and can be accessed by faculty and staff from the T:Drive, located under the "LOGO" folder. Or, they can be downloaded from www.trinidadstate.edu/administration/marketing-and-communications.

Other approved variations of the logo, include Valley Campus logos, and logos specific to college departments and divisions, such as Gunsmithing and the Educational Foundation. To request a custom logo variation for your department or division, or for a color or file format not available online or in the T:Drive, contact the Communications and Marketing Department. A staff directory can be found on page 10 of this document.

Color variations of TS Square logo



Color



Gray scale



Black and White



One-Color

Color variations of TS Colorado logo



Color



Black and White



Gray scale



One-Color

Other Approved Logo Variations

Other approved logo variations should be used instead of the official logo forms only when appropriate. For example, if you are creating a publication specifically for the Valley Campus, you should use the Valley Campus logo, the Gunsmithing logos should only be used when the material being produced is directly related to Gunsmithing, etc. All logo variations incorporate elements of the official logos, including the interlocking T and S and text Trinidad State. In addition to the logo variations shown below, faculty and staff can access other approved logo variations in the T:Drive, located under the "LOGO" folder.

NOTE: To request a custom logo variation for your department or division, or for a color or file format not available online or in the T:Drive, contact the Communications and Marketing Department at tsjc.marketing@trinidadstate.edu.

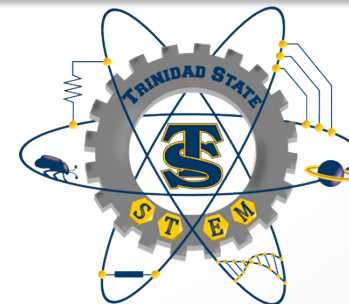
Valley Campus Logos



Gunsmithing Logos



Educational Foundation Logo



STEM Logo

Guidelines of Usage

In keeping with a professional and unified look, please keep in mind the following guidelines when using the official logos:

- Only use official logos obtained from the T:Drive, LOGO, or from the Marketing Web page at www.trinidadstate.edu/administration/marketing-and-communications
- Delete any old logos from your files and replace them with new logos
- When creating a new document for internal or external use, include the logo
- When updating an old document, replace the old logo with a new one
- Do not stretch or squish the logo - this can be avoided by holding down the shift key when resizing the logo
- Do not rotate or reverse the logo
- Please do not create your own logos; contact Marketing for custom logo variations
- The Colorado Community College System has requested that the interlocking TS symbol not be used without Trinidad State included
- Avoid layering the logo and keep the logo clear from clutter by providing adequate space around the logo
- Make sure the logo appears clear; do not use a scanned logo or copy and paste the logo from the Website
- Ensure the text on the logo is visible; it should be no smaller than ½" wide
- Use an appropriate logo for the intended audience; for example, if you're creating something that will be seen regionally or nationally, use the TS Colorado logo so that the audience will know we are located in Colorado
- Ensure the logo is visible on the background you are using; if the background is dark, use a gold logo
- For most purposes, use a jpg file of the logo. If you are placing the logo on a colored background, use a .png file of the logo (provided in the T:Drive) so that the background of the logo is transparent with your background
- To ensure the best print quality, use a black and white or gray scale logo when printing on a black and white printer
- For best results, consult with the Marketing Department on outside print or advertising projects
- The logo should not be used by non-college entities to imply a relationship with the Trinidad State, unless permission is specifically granted from Trinidad State

Trinidad State Colors

The official colors for Trinidad State are navy and gold. The exact CMYK combinations and Pantone or PMS codes are listed below. Color variations are to be expected based on different printers and colors available from vendors. However, when options are limited, you should find the closest color match to official navy and gold school colors. For assistance, contact the Marketing Department.



Trinidad State Navy

CMYK:

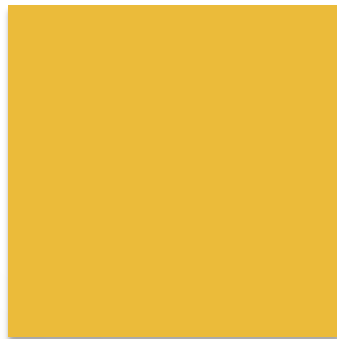
C = 98

M = 61

Y = 8

K = 51

Pantone: 302



Trinidad State Gold

CMYK:

C = 5

M = 24

Y = 93

K = 0

Pantone: 116

Stationary and Business Cards

The official Trinidad State stationary and business cards were updated in July 2013 to reflect the new logo.

The various forms of letterhead and envelopes available for faculty and staff to use include color, one-color blue and black and white – all are available as Trinidad Campus, Valley Campus or both campuses. Official letterhead should be used when conducting business on behalf of Trinidad State. Letterhead and envelopes can be purchased from the Bookstore or you can print your letters with the letterhead using the templates available in the T:Drive, LOGO, Letterhead and Envelopes. For mass quantities, upgraded paper or customization on the stationary, contact Marketing at tsjc.marketing@trinidadstate.edu for advice.

Business card layout designs are available for Trinidad Campus, Valley Campus and both campuses. To order business cards, contact Kim Niccoli at kim.niccoli@trinidadstate.edu on the Trinidad Campus, or Molli McBride at molli.mcbride@trinidadstate.edu on the Valley Campus.



600 Prospect Street • Trinidad, CO 81082
www.trinidadstate.edu



1011 Main Street • Alamosa, CO 81101
1-800-621-TSJC

Athletic Logo and Official Trojan

The Trojan mascot represents Trinidad State athletics. The illustrations below depict the official Trojan mascot for Trinidad State and various forms of the logo. The Trojan logo should be used in conjunction with official college colors – navy and gold – to accurately represent Trinidad State. Faculty and staff can access these logos in the T:Drive, LOGO, Trojan Logo, or these logos can be downloaded from www.trinidadstate.edu/administration/marketing-and-communications.



College Seal

The College Seal was updated in September 2013 to accurately represent both the Trinidad and Valley campuses. The seal is typically used in formal communications; for example, presidential letterhead and commencement programs. The illustrations below depict the official college seal and a black and white variation. Faculty and staff can access the seal and its various forms in the T:Drive, LOGO, Seal, or these logos can be downloaded from www.trinidadstate.edu/administration/marketing-and-communications.



Obsolete Logos – DO NOT USE

The logos depicted below are obsolete and should not be used. Old logos should be replaced as documents and promotional materials are updated.



Note: While this logo looks similar to the official logo, there are subtle changes that were made to this logo to create the official logo. You can identify the obsolete logo by the thicker yellow outline around the interlocking T and S and the bump on the S (identified in the circle)



Communications

Publications

For best results, consult with Marketing on your print publications. College publications, such as viewbooks and schedules, are created with a consistent look for Trinidad State. Marketing can provide photographic, layout and wordsmithing advice for custom publications.

****Every college publication should be proofread and free from spelling or grammar mistakes when published. As an institution of higher education, mistakes in spelling or grammar could be perceived as a reflection of the education provided here. Every employee of Trinidad State should be responsible for proofreading their own publications or asking someone else to double check their work.***

Signage

Campus signage is designed through Marketing for consistency purposes.

Merchandise and Promotional Products



For best results and pricing, coordinate merchandise and promotional orders through the Bookstore or Marketing. This also ensures consistent branding when promoting Trinidad State and its programs. Promotional items should include an official logo and feature colors that are appropriate for the college.

Email Signatures

An email signature is the contact information listed below an email that automatically inserts into emails sent. Your email signature offers an effective route to extend the Trinidad State brand to everyone you communicate with via email. Your email signature should identify you, your department, Trinidad State and include contact information, so that the recipient can easily get in touch with you and know that your email is legitimate communication from Trinidad State. In short, it should be professional and informative, but simple.

Here are some suggestions for an appropriate email signature:

- Include your name, Trinidad State or Trinidad State Junior College, your title and/or department, and your office phone number
- You can also include a campus address and/or cell phone number, if relevant
- If you choose to include a URL, such as www.trinidadstate.edu, be sure it's not too lengthy
- Include a logo, if you wish, but keep it reasonably sized to not overwhelm your email communications

- Avoid using colors, fonts or graphics that are distracting, difficult to read, and/or unrelated
- You may also choose to include a linked icon to the Trinidad State Facebook page

Here's an example of a simple, yet effective email signature:

Your First and Last Name
Trinidad State Junior College
Your Title and/or Department
(719) ###-####
www.trinidadstate.edu



Correctly sized Trinidad State logos and Facebook emblem can be found in the T:Drive, LOGO, New Logos 2013, Email signature.

If you need assistance creating your custom email signature, contact Marketing at tsjc.marketing@trinidadstate.edu

Social Media Guidelines

Trinidad State is represented on Facebook as Trinidad State Junior College and on Twitter at Trinidad State. The social media pages allow the College to provide timely updates and relevant information to students, while also promoting the Trinidad State to prospective students.

Administrators of the Trinidad State Junior College Facebook page should seek to post information that is timely, relevant and appeals directly to either students, alumni or prospective students. Posts must follow all College rules, including those pertaining to copyright, FERPA, conduct and conflict of interest.

Even if you are not an administrator of the Trinidad State Facebook page, you should be mindful of what you put on your personal Facebook page. Here are a few guidelines to keep in mind:

- Consider adding this to your personal Facebook page: "While I am an employee of Trinidad State, my comments are my own and do not represent the college."
- Employees must not represent personal opinions as those of the College or System
- Employees must not imply a personal social media

page is associated with the College

- Faculty members should consider ethical ramifications of their interactions with students on social media sites
- Faculty members should not attempt to counsel students online, but instead refer them through proper channels
- Remember that messages you share with one group may not be appropriate for another
- Social media users must remember posts can have an impact on your career and life



Bottom line?

Don't write anything on a social media page that you wouldn't announce in front of a large crowd.

Website

The Trinidad State Website is an important communication tool for various audiences, including: current students, prospective students, alumni, members of the community, and faculty and staff. Therefore, it is critical for information posted on the Website to be relevant, up-to-date and accurate.

Each department is responsible for providing content about their programs for the Website. The information should be reviewed and updated periodically for accuracy and geared toward prospective students.

Web updates and content should be sent to Mike Salbato, Web Master, at michael.salbato@trinidadstate.edu. If you need assistance creating or editing content for your program Webpage, contact Marketing.



About Trinidad State

Fast Facts

2 campuses:

Trinidad

Alamosa

Founded:

1925

President:

Dr. Carmen Simone

Signature programs:

Aquaculture

Gunsmithing

Diesel Technology

Heavy Equipment

Line Technician

Nursing

Welding Technology

Economic Impact = \$43.7 million annually

Fall 2013 Headcount Enrollment: 1,788

Part-time = 877 (49%)

Minority = 759 (42%)

Female = 981 (55%)

Hispanic-serving Institution

250 employees

Full-time faculty: 61 (51%)

Adjunct faculty: 58 (49%)

Service region

Alamosa, Conejos, Costilla, Huerfano, Las Animas, Mineral, Rio Grande and Saguache Counties, Colorado

Athletics

Baseball, Men's Basketball,

Women's Basketball, Golf,

Men's Soccer, Women's Soccer,

Softball, and Volleyball

Website:

www.trinidadstate.edu



Public Relations

Campus Events



Campus events that are intended for students or prospective students should always be posted on the event calendar on the homepage of trinidadstate.edu. This is the go-to place for students to know what is happening on either the Trinidad or Valley campuses. If you plan campus events often, you can request access to add events to the calendar from Marketing. Otherwise, contact Marketing to get your event on the calendar.

Additional publicity for your event can be coordinated and customized specifically for your event through the Marketing Department.

Media Relations and News

If the media contacts you directly for comments, notify the Marketing Department for guidance and assistance.

If there is something news-worthy happening in your department or program, contact Marketing for appropriate news coverage. Examples would be student success stories, exciting student projects, events, community outreach, or anything else that you think may interest the public. If there is something negative that you are aware of that could hurt the reputation of Trinidad State, Marketing should be notified.

Marketing Staff Directory

Marketing Office – Trinidad Campus Boyd Building



Greg Boyce Director of Marketing

(719) 846-5530

Greg.boyce@trinidadstate.edu

Kim Niccoli Marketing Assistant

(719) 846-5707

Kim.niccoli@trinidadstate.edu

Elise Russell Assistant Director of Marketing

(719) 846-5725

Elise.russell@trinidadstate.edu

Mike Salbato Web Master/Assistant Athletic Director

(719) 846-5653

Michael.salbato@trinidadstate.edu

Margaret Sanderson Marketing Assistant – Valley Campus

(719) 589-7090

Margaret.sanderson@trinidadstate.edu