

VISUAL & COMMUNICATION

Style Guide





TEXAS SOUTHMOST COLLEGE
IS IN THE BUSINESS OF
selling hope.

- DR. JESÚS ROBERTO RODRÍGUEZ - **TSC PRESIDENT**

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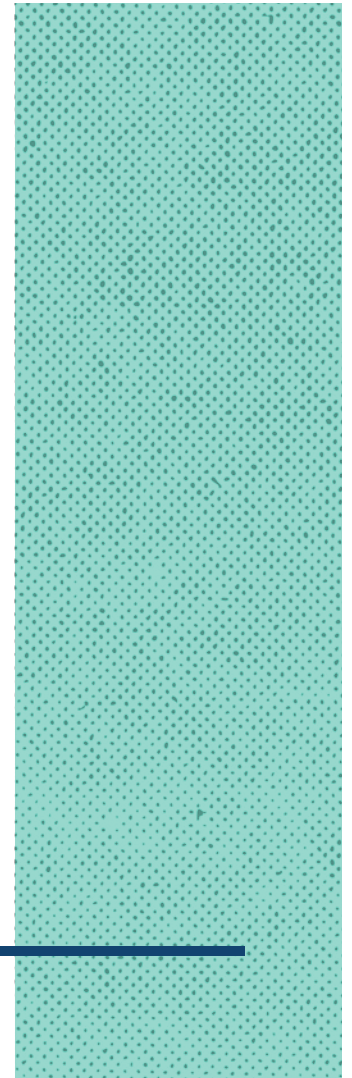
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BUILT IN 1846



HISTORIC
LANDMARKS

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IN CAMERON COUNTY

OUR BRAND IS *much more* THAN A LOGO.

The Texas Southmost College brand represents the mission, vision and values of a college. It tells the community who we are and who we want to become.

The brand is supported by a community that understands and believes in a unified TSC purpose of public service and educational excellence. Together, we are responsible for promoting TSC and its promise of a quality education and training through a cohesive look and feel that will inspire confidence in the work we do.

Every photo, video, graphic design, story, letter and postcard should reflect the TSC goals of student success, community connection and workforce development while honoring the college's rich history, tradition and diversity.

This Visual & Communication Style Guide will help you shape dialogue, outreach and marketing that is consistent with our TSC values and shared identity.

MISSION

Transforming our communities through innovative learning opportunities.

VISION

Texas Southmost College will be a premier community college dedicated to student success.

COLLEGE VALUES

INTEGRITY
ACCESS
SERVICE
EXCELLENCE
INNOVATION
SUCCESS





01

.....

the
BRAND

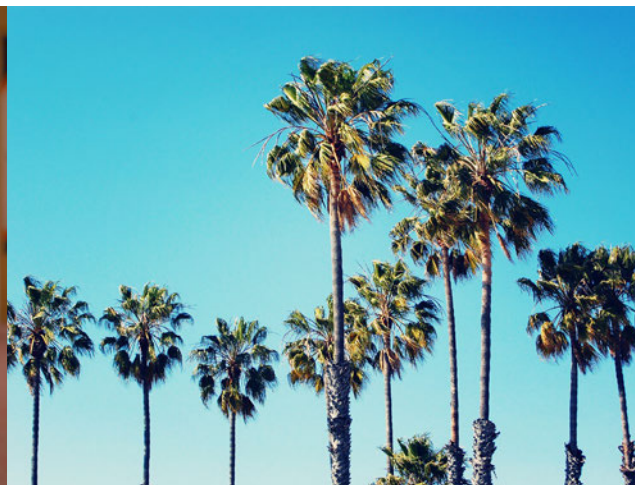
OVERVIEW + *Values*

Connected to a rich historic past and with a vision for the future, Texas Southmost College delivers life-changing hope and opportunity through student success.

Historic
Hopeful
Tradition
Community
Service
Success
Innovation
Unique

MOODBOARD







02

.....

LOGOS

PRIMARY + SECONDARY

The primary logo is the main identifier for our institution and should be used on all external marketing, college documents and branded and/or licensed merchandise. In order to maintain a consistent brand presentation, the logo should also be used to promote college programs and brand content meant for students and internal audiences.

Use of any TSC logo on materials created outside of TSC Creative Services must be approved by the Marketing Leads.

All TSC logos consist of the orange scorpion and navy text. The colors are a representation of the original colors assigned to the original institution, Brownsville Junior College, when it was granted independent governance under the Board of Trustees of the Southmost Union Junior College District in January 1950.

The college name font is Trajan Pro Bold. This font was selected to represent long-standing tradition and excellence, and to compliment the aesthetics of the historic campus and buildings.



PRIMARY LOGO



SOLID COLOR BACKGROUND



SECONDARY LOGO

CLEAR SPACE + MINIMUM SIZE

CLEAR SPACE

To ensure legibility and to enhance our logo's visibility, a minimum amount of clear space must be applied around the logo.

The X-Height of the uppercase "T" can be used as a measuring tool to help maintain the correct space distancing.

MINIMUM SIZE

To ensure full legibility never reproduce the logomarks smaller than 0.75 inches for the primary logo or 1.5 inches wider for the secondary logo.



SINGLE COLOR USAGE

WHITE BACKGROUNDS

When necessary, a single-color reproduction of the primary logo is permitted. On white backgrounds the primary logo can only be reproduced in black.

SOLID BACKGROUNDS

When presenting the primary logo on a solid colored background, the background colors are limited to TSC Texas Blue (PMS 541c) or TSC Scorpion Orange (PMS 151c) with the logo shown in white.



BACKGROUNDS

SOLID COLOR BACKGROUNDS

It is preferred that the primary logo be reproduced on a white background in its original form. The logo may be placed on a solid color background. The preferred background color is TSC Texas Blue (PMS 2767c) with the logo mark in TSC Scorpion Orange (PMS 158c) and the logo type in white.

Alternative options are single color white logo on TSC Texas Blue (PMS 541) or TSC Scorpion Orange (PMS 151c).



BACKGROUNDS

PHOTOGRAPHIC & ILLUSTRATIVE USE

When applying the primary logo to a photographic or illustrative background, make sure the logo is highly visible and not obstructed by the image. In most cases use a single- color variation, but if the background is light enough, the primary logo can be used in its original two-color form.



LOCK UPS

WEBSITE LOCK UP

When displaying the TSC web address (tsc.edu) use the primary logo lockup. Do not add the web address or create it using another typeface. Follow clear spacing guidelines.



ACRONYM LOGO

LIMITED USE ONLY

The acronym logo must be limited for use only on apparel and merchandise intended for a local audience or presentation materials used in conjunction with the primary/secondary logo, such as video content or subpages of PowerPoint presentations.



THE SEAL

SEAL

The official seal of Texas Southmost College features the Gorgas Hall Complex which was built in 1868 and is the most iconic building on the historic campus. Distinguished by its spacious arcades and graceful arches, the complex originally served as the hospital for the historic Fort Brown military post and is now the site of the offices of the President, Vice Presidents, Executive Directors, their staffs and the Board of Trustees meeting room. This seal is exclusively reserved for use on official TSC documents signed by the TSC President or the Board of Trustees.







03

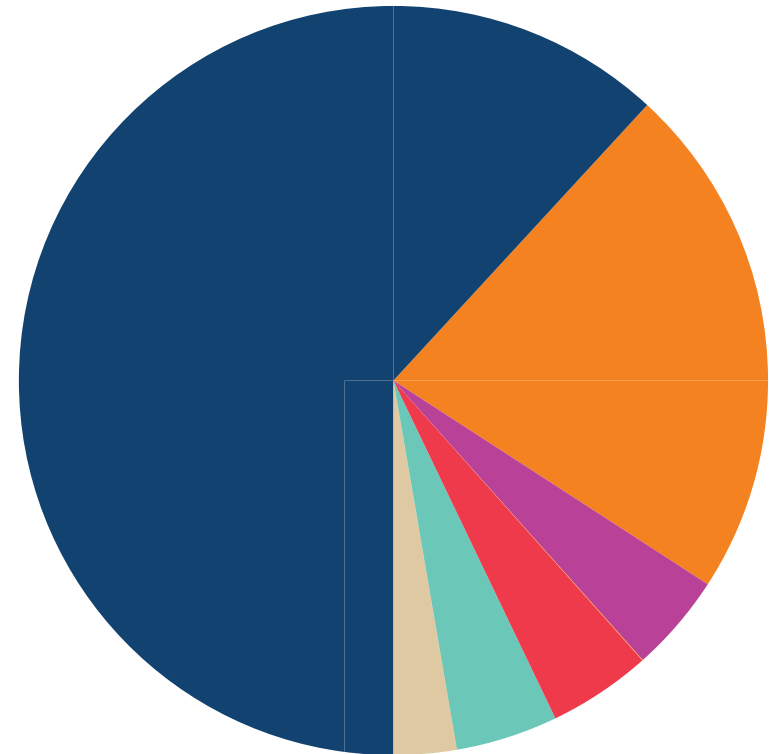
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COLORS

COLOR BALANCE

To balance color usage correctly in all branded materials, use the color ratio chart shown here.

Branded assets that do not meet the color ration are considered to be off-brand and should not be used.



COLOR PALETTES

PRIMARY

Colors are what make a brand identity, they build brand recognition, college spirit and must be applied consistently across all visual applications.

Our brand colors are divided into two color palettes, primary and secondary. The primary colors must be visible in all visual applications and must be used in accordance to the color ratio.

The secondary palette, reflective of TSC's identity and cultural diversity, is only to be used to compliment the primary palette. These accent colors should never be the dominant color scheme of any visual communication.

Tints of 75%, 50% and 25% are allowed to be used for all brand colors.

PRIMARY COLORS



TEXAS BLUE
PMS 541 C



SCORPION ORANGE
PMS 151 C

SECONDARY COLORS



PMS 570 C



PMS 1787 C



PMS 246 C



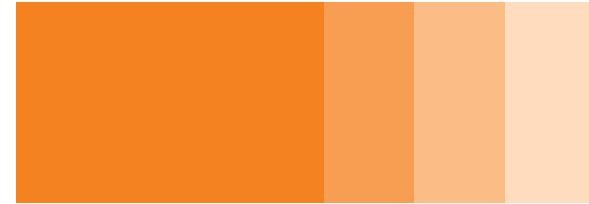
PMS 468 C



PRIMARY TINTS



TEXAS BLUE - PMS 541 C | Tints - 75%, 50%, 25%.

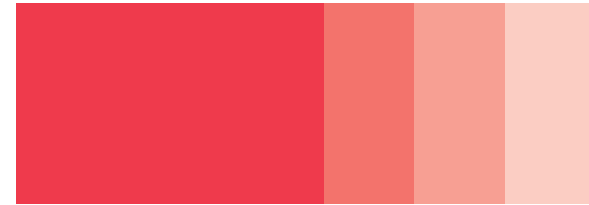


SCORPION ORANGE - PMS 151 C | Tints - 75%, 50%, 25%.

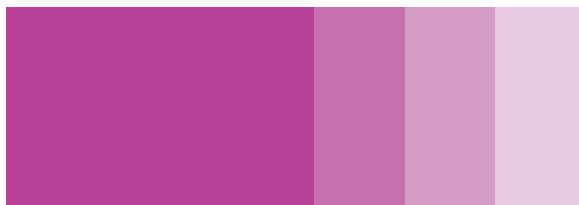
SECONDARY TINTS



PMS 570 C | Tints - 75%, 50%, 25%.



PMS 1787 C | Tints - 75%, 50%, 25%.



PMS 246 C | Tints - 75%, 50%, 25%.



PMS 468 C | Tints - 75%, 50%, 25%.



04



TYPOGRAPHY

TYPOGRAPHY

Avenir Next and Baskerville are the approved font pairing to be used in all collateral.

Baskerville is a transitional typeface and was created in the 1750s by John Baskerville. It is commonly used in combination with Avenir Next, created by Adrian Frutiger in 1988, and the two fonts compliment each other due to their contrasting period font designs. The two typefaces are both great for blocks of copy and headlines.

AVENIR NEXT | Created by Adrian Frutiger in 1988.

Aa

Avenir Next Ultral Light
Avenir Next Regular
Avenir Next Medium
Avenir Next Demi Bold
Avenir Next Medium
Avenir Next Heavy

BASKERVILLE | John Baskerville created the transitional typeface Baskerville in the 1750s.

Aa

Baskerville Regular
Baskerville Semi Bold
Baskerville Bold



05

.....

PHOTOGRAPHY

PHOTOGRAPHY

Images and photographs used to represent the TSC brand should be chosen thoughtfully and carefully to reflect the authenticity of our students' experience on our campus and in the Rio Grande Valley.

We aspire to a consistent look and feel in imagery that reflects the photography values listed here. Above all, TSC photography should mirror the brand promise and experience we hope to deliver.

To promote the TSC brand, follow these photography guidelines:

- Use composition guidelines, the Rule of Thirds.
- Use imagery that shows students in their learning environments, participating in active learning.
- Always be inclusive and make sure the subjects reflect the diversity of our TSC community.
- Subjects should look comfortable, natural and relatable.
- Avoid overly staged photos.
- Take advantage of historic buildings and iconic campus landscape.
- Use natural lighting when at all possible.

VALUES

Inspiring
Innovative
Relatable
Authentic
Emotive
Unique
Dynamic

PORTRAITS



ACADEMICS



STUDENT LIFE



GRADUATIONS





06



BRAND
ELEMENTS

BRAND ELEMENTS

Use branding elements to build TSC branded collateral. All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.

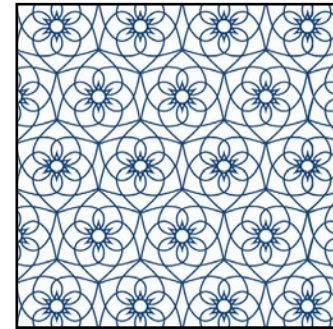
The only time TSC branded collateral does not need to meet the color ratio is if the subject matter for that design is an alert message or a seasonal event such as Halloween.

The branded assets that are available to use have been classified into the following categories: Flat Colors, Patterns, Textures, Frames, Photography, Display Typography, Ornaments and Iconography.

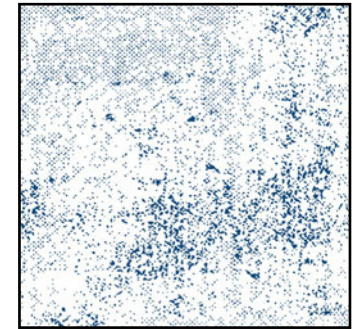
ELEMENTS



FLAT COLORS



PATTERNS



TEXTURES



FRAMES



PHOTOGRAPHY



DISPLAY TYPOGRAPHY

BRAND ELEMENTS

FLAT SOLID COLOR BACKGROUNDS

Use solid colored background elements to build TSC branded collateral.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.



PMS 541 C



PMS 151 C



PMS 570 C



PMS 1787 C



PMS 246C



PMS 246C

BRAND ELEMENTS

PATTERNS

Use pattern elements to build TSC branded collateral.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.



PMS 541 C GRATE 98%



PMS 541 C GRATE 8%



PMS 151 C GRATE 97%



PMS 151 C GRATE 10%



PMS 151 C FLOWER 95%



PMS 151 C FLOWER 10%



PMS 541 C FLOWER 97%



PMS 541 C FLOWER 8%

BRAND ELEMENTS

ORNAMENTS

Use ornaments to build TSC branded collateral.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.



BRAND ELEMENTS

FRAMES

Use frames elements to build TSC branded collateral.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.



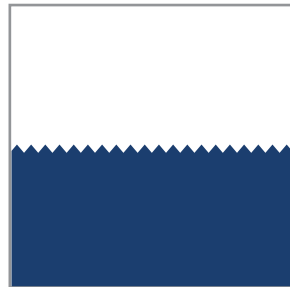
PMS 541 C GEOMETRIC



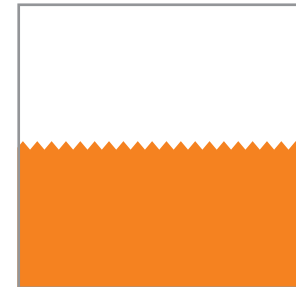
PMS 151 C GEOMETRIC



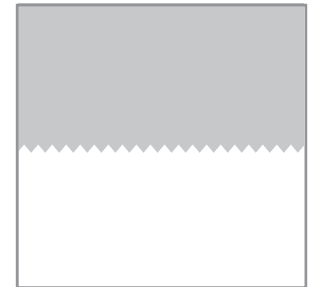
WHITE GEOMETRIC



PMS 541 C TEETH



PMS 151 C TEETH



WHITE TEETH



PMS 541 C WAVE



PMS 151 C WAVE



WHITE WAVE



BRAND ELEMENTS

TEXTURES

Use texture elements to build TSC branded collateral.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.



PMS 541 C HALFTONE 97%



PMS 541 C HALFTONE 5%



PMS 541 C HALFTONE 90%



PMS 541 C HALFTONE 7%



ROLLER MULTIPLY 15%



ROLLER MULTIPLY 8%



ROLLER MULTIPLY 15%



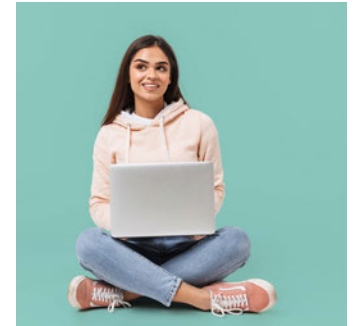
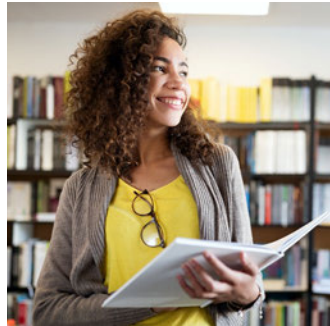
ROLLER MULTIPLY 8%

BRAND ELEMENTS

PHOTOGRAPHY

Use color or grayscale photographic elements to build TSC branded collateral. Photography must adhere to TSC's photography guidelines (see chapter 5).

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.



BRAND ELEMENTS

DISPLAY TYPOGRAPHY

Combine one font from the list of approved display fonts for headlines when building TSC collateral. ONLY one display typeface can be used and preferably use it for headlines.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.

Texas Southmost College

PACIFICO

Texas Southmost College

MILKSHAKE

TEXAS SOUTHMOST COLLEGE

HOMESTEAD INLINE

Texas Southmost College

KLINIC SLAB

TEXAS SOUTHMOST COLLEGE

BEBAS

BRAND ELEMENTS

ICONOGRAPHY

Use icons from the list of approved icons when building TSC collateral.

All final designs must meet the color ratio, if they do not they are considered off-brand and cannot be used.

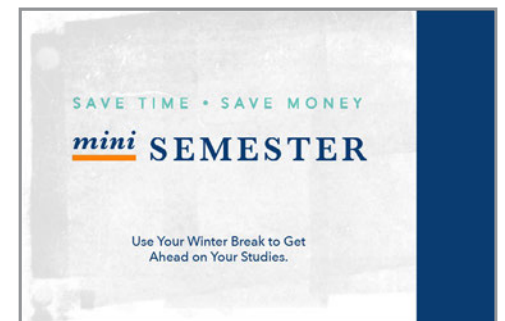


TEMPLATES

TEMPLATES IN ACTION

The following templates represent a small sample of the many hundreds of possible design combinations that can be created using the TSC branded elements.

Digital versions of these templates are available in Adobe Illustrator and Photoshop and have been set up for collateral pieces: Web Banners, Flyers, Social Media Posts, Social Media Stories, Postcards, Posters, Billboards, Digital Signage, Rack Cards, and Invitations.



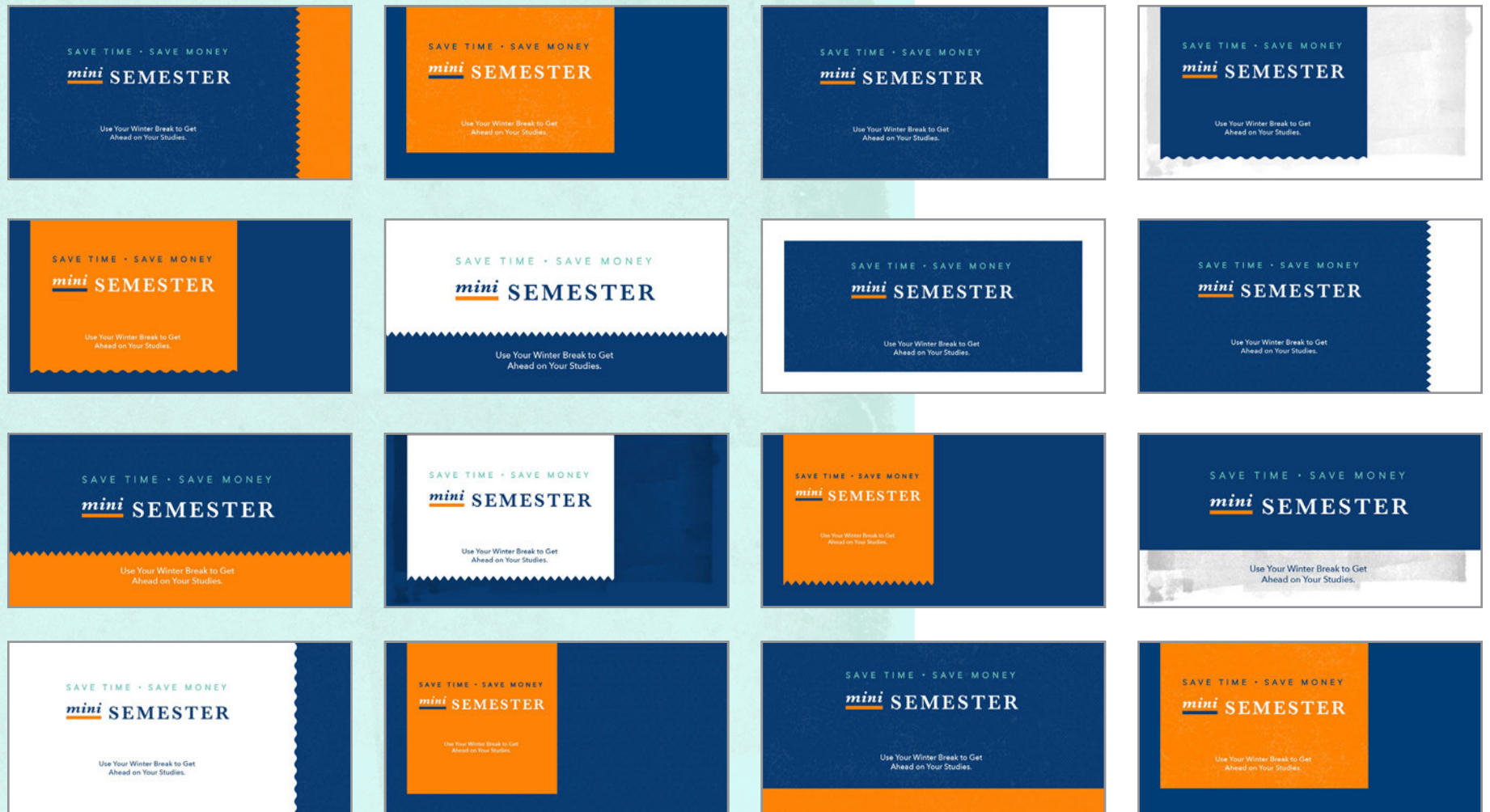
TEMPLATES

WEB BANNERS



TEMPLATES

WEB BANNERS



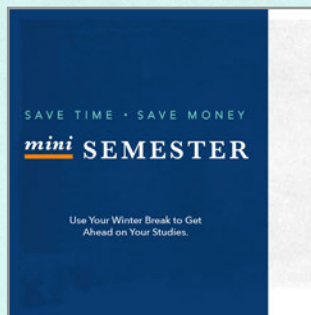
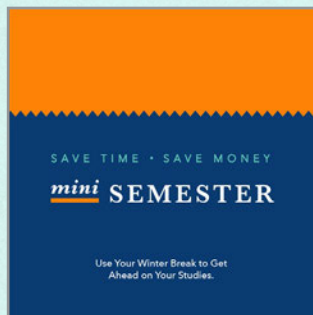
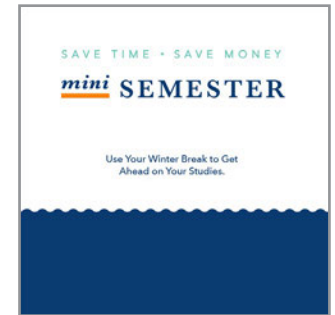
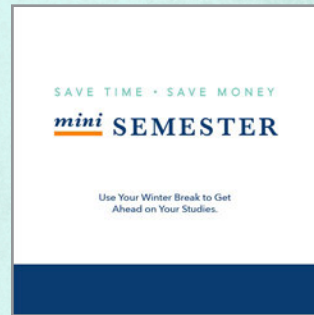
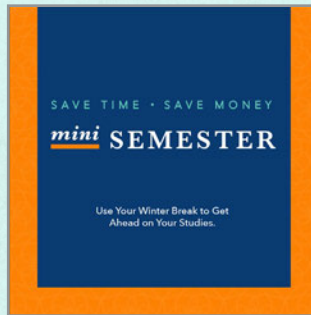
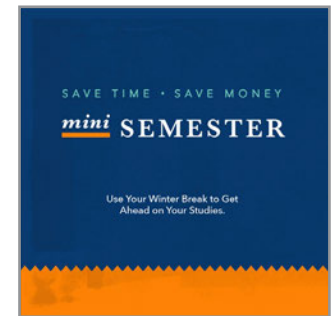
TEMPLATES

SOCIAL POSTS



TEMPLATES

SOCIAL POSTS



TEMPLATES

SOCIAL STORIES



TEMPLATES

SOCIAL STORIES



TEMPLATES

POSTCARD 4x6



TEMPLATES

POSTCARD 4x6



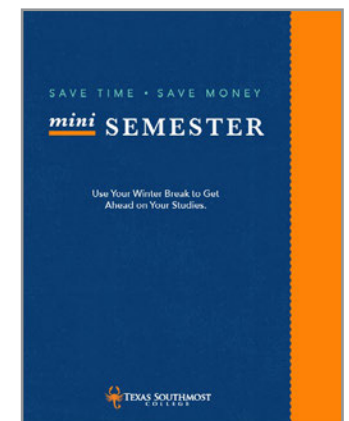
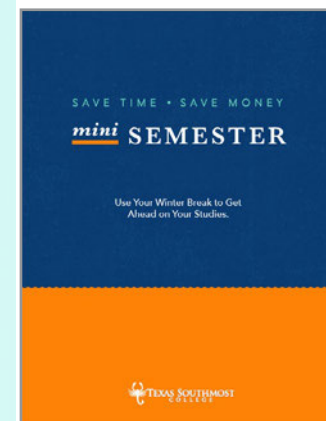
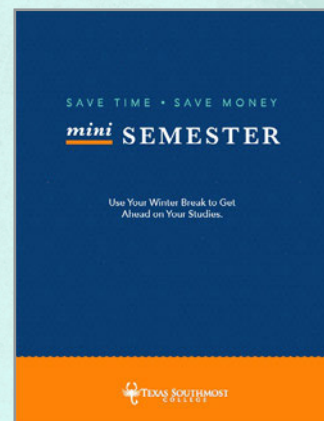
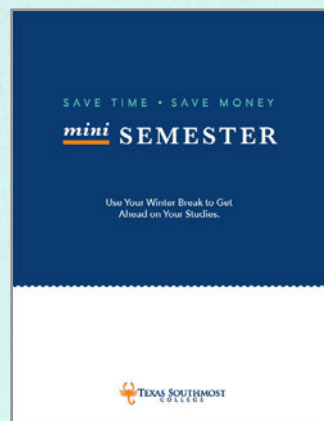
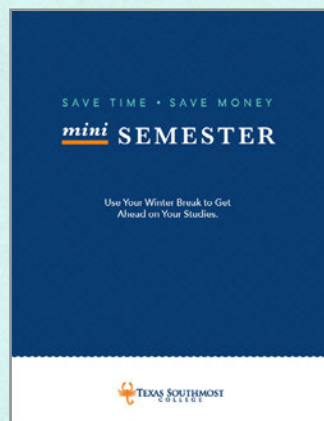
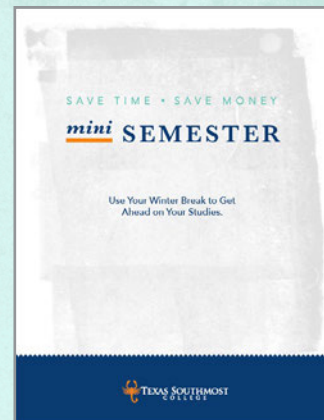
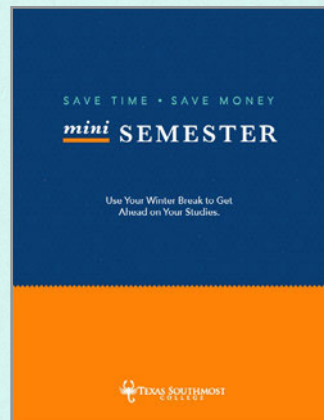
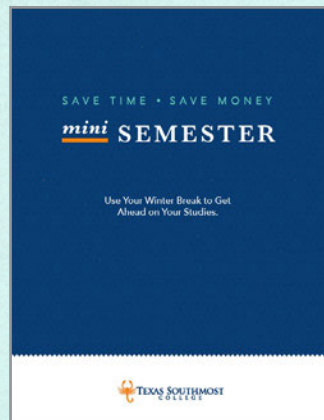
TEMPLATES

FLYER



TEMPLATES

FLYER



TEMPLATES
 INVITATION



TEMPLATES

INVITATION



TEMPLATES

BILLBOARD 48x14

SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.





SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.

SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.



SAVE TIME • SAVE MONEY

mini SEMESTER

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SAVE TIME • SAVE MONEY

mini SEMESTER

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SAVE TIME • SAVE MONEY

mini SEMESTER

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SAVE TIME • SAVE MONEY

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SAVE TIME • SAVE MONEY

mini SEMESTER

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SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.





SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.

SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.



SAVE TIME • SAVE MONEY

mini SEMESTER

Use Your Winter Break to Get Ahead on Your Studies.



TEMPLATES

BILLBOARD 48x14



EXAMPLES

WEB BANNERS / SOCIAL POSTS / BILLBOARDS

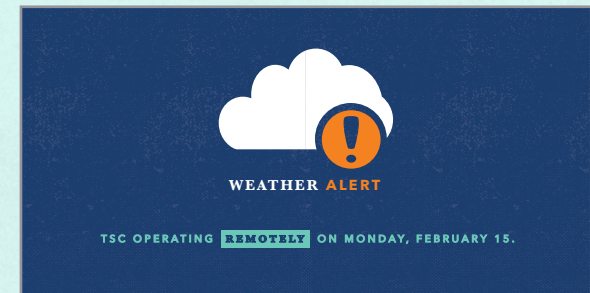
VISUAL INSPIRATION

The following design pieces have all been created using TSC's branded elements. Use these examples as inspiration to create hundreds of TSC branded designs.



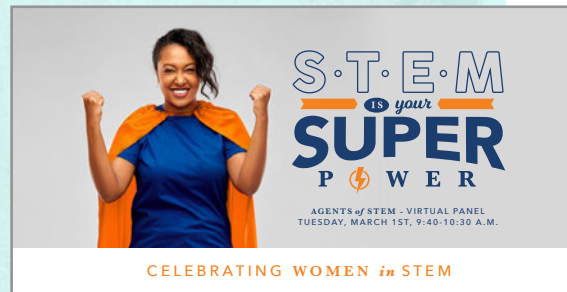
EXAMPLES

WEB BANNERS



EXAMPLES

WEB BANNERS



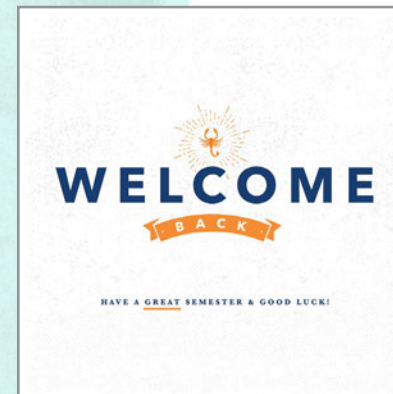
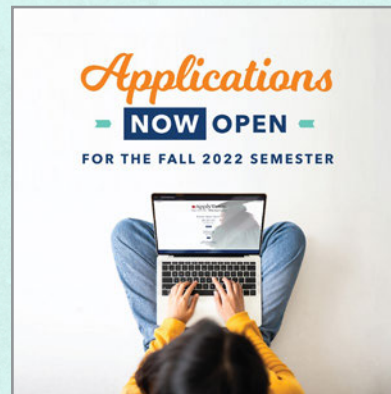
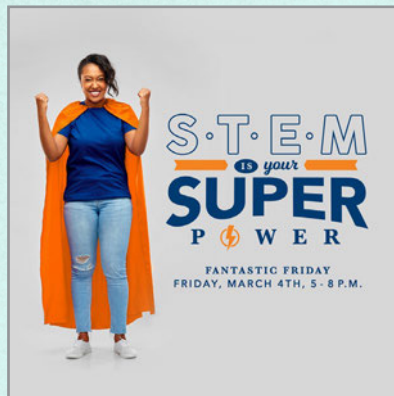
EXAMPLES

SOCIAL POSTS



EXAMPLES

SOCIAL POSTS



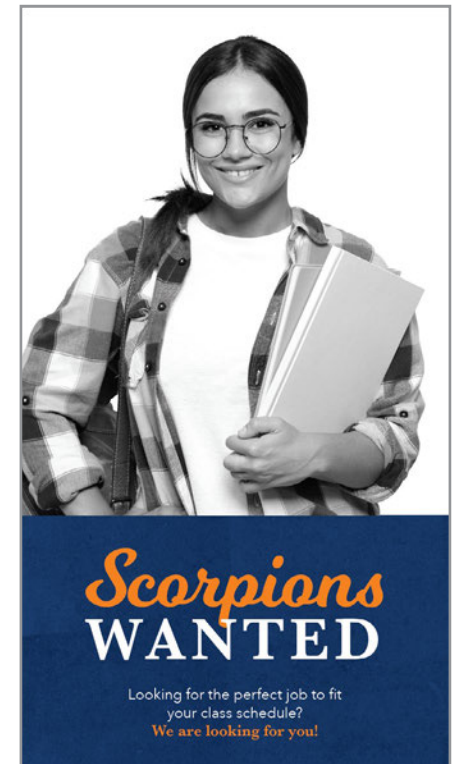
EXAMPLES

SOCIAL STORIES



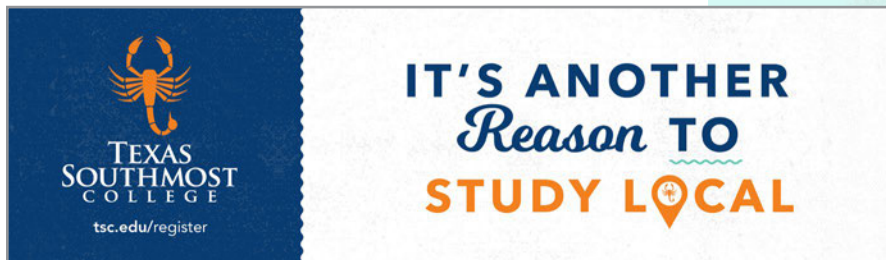
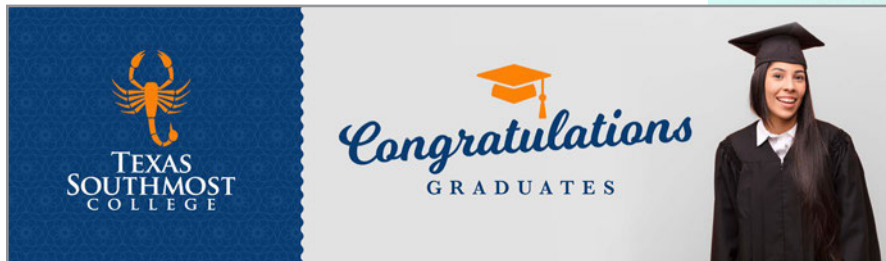
EXAMPLES

SOCIAL STORIES



EXAMPLES

BILLBOARD 48x14



EXAMPLES

BILLBOARD 48x14





07



EDITORIAL

COMMUNICATION STAFF

To be effective, the Texas Southmost College communication, both internal and external, must be clear and consistent. The staff of the Communication Department is responsible for writing and editing the majority of TSC branding material and news stories that promote the college. But, as employees and brand ambassadors, everyone is responsible for “telling our story of success” and supporting the Communication and Marketing Department in promoting Texas Southmost College.

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Communication Specialist

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ASSOCIATED PRESS (AP) STYLE BOOK

Texas Southmost College, like most colleges and universities nationwide, adheres to the Associated Press Stylebook, an English and grammar style and usage guide created by American journalists working for the Associated Press. The AP Stylebook provides an A-Z guide to capitalization, abbreviation, punctuation, spelling and language usage. Here's a list of AP standards you may find useful:

ACADEMIC DEGREES

Associate of Applied Science – A.A.S.

Associate is singular and not possessive. You do use an apostrophe when referencing a bachelor's degree or master's degree. Do not capitalize "degree" as it is not part of the title.

Example: She earned an associate degree in Teaching and Education.

If using official degree titles, use uppercase letters.

Example: Associate of Applied Science in Engineering

ALUMNI

Alumnus – singular masculine.

Alumni – plural masculine, the word can be used for collective body of men and women.

Alumna – singular feminine.

Alumnae – plural feminine.

Alum or Alums – for informal use only.

COLLEGE SEMESTERS

While seasons are not capitalized in the English language, when used as a reference to a "semester of study" capitalize the season.

Example: The 2020 Fall Semester is off to a great start.

DATES and DAYS

When writing out a date, do not add an "st, nd, rd or th" as in January 1st. Spell out the days of the week in all copy.

Example: January 1, 2020

DEPARTMENTS AND DISCIPLINES

Capitalize the formal names of departments and all TSC programs of study.

Example: The Office of the President

Student Life

TELEPHONE NUMBERS

All phone numbers should be formatted using AP Style which calls for the use of dashes between numbers. Do not use parenthesis or dots to separate the numbers.

Example: 956-295-0000

TEXAS SOUTHMOST COLLEGE

Upon first reference in written copy or in presentation, please say or write out the college's full name. Thereafter, it is appropriate to use the college initials.

Proper use of the Texas Southmost College abbreviation:

TSC – without periods or hyphens.

TIME REFERENCES

Always lowercase and use periods.

Example: a.m. and p.m.





08

NEWS, PUBLIC
RELATIONS
& *Publicity*

MEDIA INQUIRIES

All media inquiries or media requests should be directed to the TSC Marketing & Community Relations Department. This is particularly important if the inquiry or request is controversial or negative.

The Marketing & Community Relations Department representative is responsible for:

- Setting up interviews and press conferences.
- Prepping interviewees.
- Facilitating media interviews.
- Ensuring the Advancement and Communications Department is informed of news/communications which affect the campus.
- Handling media and disseminating information to the public during an emergency or crisis on a campus.

TSC best practices call for a Communication or Marketing representative to be present during any media interview (including telephone interviews).

Appropriate media training should occur for anyone being interviewed, depending on the individual's media experience and comfort level.

There are generally three types of interview possibilities:

- Via email where written response to questions is requested. This mechanism minimizes risk of being misquoted and minimizes face-time for the institution. It is a good choice for stories, which may be negative in nature.
- Telephone interview. This is a good choice when television media or print media are simply needing data and information. It is always best for a Communication or Marketing representative to be present during the interview to help guide responses toward the key messages.
- In-person, one-on-one interview. The interview should be with the highest available expert who can speak on the subject at hand. It is best for a Communications or Marketing representative to be present to facilitate the interview and serve as an advocate for both the interviewee and the reporter.

MEDIA TRAINING

The Communication team will offer Media Training as a resource for TSC personnel who may come in contact with media and/or are in demand for interviews, this would include administrators, deans, chairs and lead faculty. Media Training will help folks identify potential news and become more comfortable in front of a reporter and cameras to recruit for TSC, sell program, student, alumni successes and promote community events.

Media Training helps staff and faculty:

- To better understand the importance of doing media interviews.
- To better understand what makes a good story.
- To learn the difference between Media Advisories and Press Releases.
- To learn to think in terms of pictures and videos to accompany story.
- To learn the do's and don'ts of getting in front of a TV camera.
- To learn to look for and steer clear of "landmines" or controversial hot topics.

NEWS, PUBLIC RELATIONS & PUBLICITY

All media inquiries should be routed to a member of the Communication team.

All TSC employees are encouraged to be on the lookout for opportunities to promote TSC, its programs, students, and faculty successes through news stories for print, broadcast or for the web and social media.

Reporters, editors and news directors evaluate an item's newsworthiness by its potential impact on their audience. The media might ask some of these questions to determine the news value of a story:

- Will the audience care?
- Does this mean anything to me or them?
- Does this impact the community?
- Will this make people laugh or cry?

Student stories of struggle, overcoming adversity and achieving success make for an interesting read. Stories of achievement - awards, graduation and placement - are also newsworthy. Writers will also

highlight administrators, faculty and staff who are making a difference in the community, whether on or off campus.

If you are not sure you have a story, we urge you to err on the side of caution and reach out to your Communication and Marketing Staff - all who have a background or experience in public media - and let them decide if you've got a story worthy of media attention.

Also, keep in mind that media stories require high-resolution still photos or video shot with high-quality equipment. These photos should help tell the story or enhance it. TSC Communication and Marketing staff have professional photography equipment and can help coordinate photo shoots, as needed.



MEDIA ADVISORIES & PRESS RELEASES

As a general rule, all TSC news and marketing copy is written in active voice using Associated Press (AP) Style guidelines.

Media Advisories are basic outlines that answer the five main journalistic questions of What, Where, When, Who and Why. Media Advisories are sent when inviting the media to attend a press conference or scheduled event on a campus. Media Advisories should be followed up with phone call reminders to members of the local media.

Examples of events that require Media Advisories:

- Commencement Ceremony
- Registration Rally
- Living History Day
- Law Enforcement Expo

Press Releases are written stories accompanied by photographs for release to the local media in

a given market. The Marketing and Community Relations Department staff will write press releases on successful students, graduates, alumni, events and industry partners.





09

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SOCIAL MEDIA
GUIDELINES
.....
& Best Practices

SOCIAL MEDIA PLATFORMS

Texas Southmost College utilizes social media platforms to maintain communication, engagement and connection with our audiences, and the following guidelines and best practices should be observed for social media interactions.

TSC OFFICIAL SOCIAL MEDIA PLATFORMS

Facebook: www.facebook.com/tscscorpions

Instagram: www.instagram.com/tscscorpions

Twitter: www.twitter.com/TSC_Scorpions

LinkedIn: linkedin.com/schools/texas-southmost-college

TSC SOCIAL MEDIA GOALS

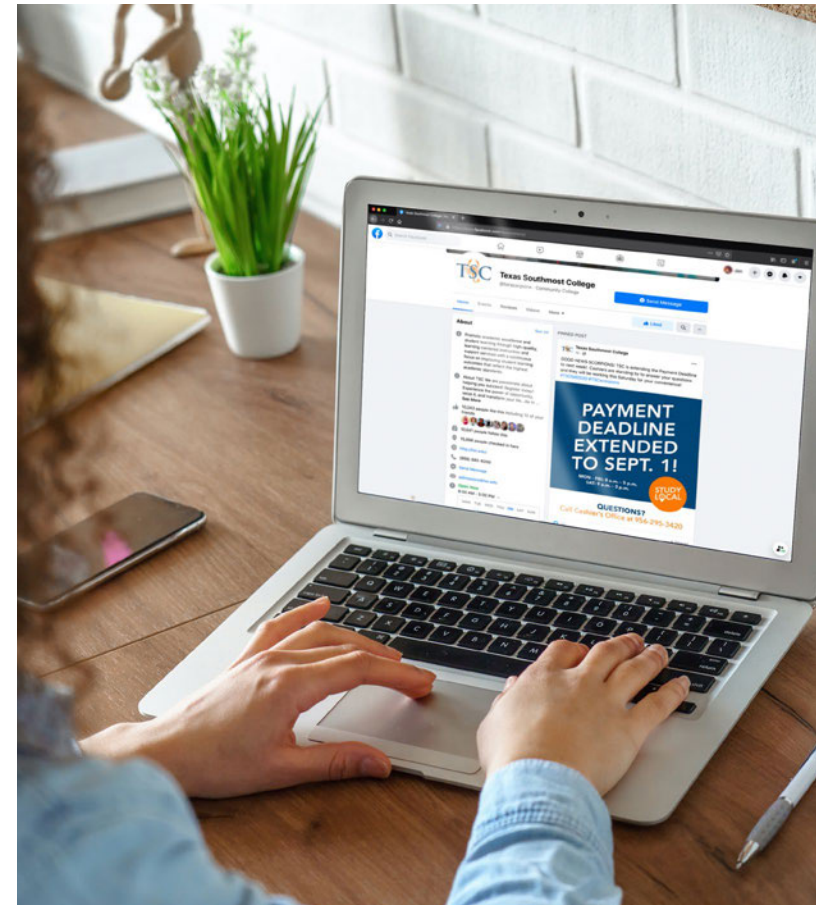
- **Brand awareness:** The goal of TSC's social media pages is to increase the awareness of our college, programs and services to the audiences and stakeholders to include: prospective students, current students, employees, alumni, donors and members of our community.
- **Tell TSC's story:** By sharing the success stories of our students, employees and alumni, we are able to showcase what sets us apart from other community colleges.
- **Listen and engage:** Through TSC's various social media pages, we are constantly tracking, listening and engaging with our audience to learn what is being said about TSC and it's brand. We also strive to provide the best customer service by replying to questions, concerns and comments regarding TSC.
- **Crisis Communication:** TSC's social media pages, primarily TSC's official Facebook and Twitter pages, serve as a viable and immediate messaging tool to disseminate important information regarding a weather-related issue, power outage, water shortage, campus crisis, active shooter situation, crime spree, or other emergency. Information is posted in real-time during and after the emergency situation and all comments and messages are monitored to ensure we update the situation and answer all questions.

SOCIAL MEDIA EDITOR RESPONSIBILITIES

Participating in social media is a time-consuming responsibility and should not be taken lightly when deciding to create a social media page.

To do it well and remain active, editors should:

- Check the social media page daily, if not more often, to respond to posted comments, questions and messages. Editors should also post often to encourage engagement and participation among the members of the page and to keep the page relevant.
- It's also important that editors keep in mind that social media pages are public and those creating content and posting are representatives of TSC.
- Always ensure that content being posted portrays TSC in a positive light.
- Social media page editors must also check for negative, inappropriate comments, spam posts, hateful rhetoric or bullying tactics.
- Write a statement on the social media page that editors and administrators of the page have the right to remove/delete posts and comments that are deemed violent, offensive or inappropriate or considered spam.
- Use Texas Southmost College or TSC when referring to the college on your social media pages.



POSTING ON BEHALF OF TSC

When posting on behalf of TSC, social media page editors should remember the following:

- **Responsible Communication:** Be sure what you are communicating on your social media page is in good taste. Exercise good judgment and refrain from using profanity, slurs or derogatory comments.
- **Be transparent and authentic:** Be honest about your identity when posting on behalf of TSC. If you are posting as a representative of TSC, your posts are viewed as a representation of TSC, so please post responsibly and respect others in the social media community. Your posts directly reflect on the college.
- **Be accurate:** Before posting content be sure you have all of the facts. Link to credible sources when able to and if you make an error, correct it quickly and visibly.
- **Respect copyrights and fair use:** Only those authorized by TSC can use the college's logos and marks. Always give credit where credit is due for people's work and be sure you have permission to use something before posting it.
- **Privacy and Proprietary Information:** Do not post confidential or proprietary information regarding students, alumni or employees. Remember that Family Educational Rights and Privacy Act (FERPA) protects student records from disclosure. Disclosing such information is a FERPA violation. Follow all college policies and federal requirements.
- **Endorsements:** Do not use TSC's name to promote or endorse any products, cause, political party or candidate.
- **Monitor comments:** Keep all comments appropriate and polite. If you're in the position where comments are becoming negative or antagonistic, avoid being defensive and be respectful of other people's opinions. If you need assistance dealing with negative comments, call the Communication Department and a representative will look into the situation and take proper course of action.
- **Be relevant:** Social media pages are meant to be current, interactive and engaging. They are to include relevant information to the times and trending content that is in good taste and represents the college in a positive light. If you find that you are having trouble keeping up with your page and have little engagement or traffic, you may consider deleting the social media page and using another form of communication.
- **Add value:** Add value to your social media pages by ensuring what your post will directly or indirectly contribute to the improvements of TSC, gives the general public more information about TSC or build a sense of community for TSC followers and fans.



TSC'S OFFICIAL SOCIAL MEDIA SITES

- TSC encourages departments to utilize TSC's official social media sites that include Facebook, Instagram, Twitter and LinkedIn for posting of pertinent information.
- Department requests to post on any or all TSC social media platforms must be submitted to the TSC Communication Department 2 weeks in advance.
- All information and links pertaining to the post should be given with the request.
- Once the request is reviewed and approved, the post will be scheduled for posting within the time frame needed.
- Once the post is posted, unless the post is no longer relevant, the post will not be deleted. If necessary an update will be written above original post to give our audience the new, pertinent information. (This is for analytical and reporting reasons).
- If there is an error, it will be updated with the corrected information or links immediately.

WHAT IS A #HASHTAG AND WHY THEY ARE IMPORTANT?

- Hashtags were first introduced in Twitter in 2007 to categorize social media content.
- Hashtags are now used across multiple social media platforms and are a specific or unique keyword that makes your content more discoverable on social media platforms.
- Hashtags help you engage with other social media users based on common themes or interests.
- When followers/fans click on a hashtag, it will direct them to every social media post using the same hashtag.

APPROVED TSC #HASHTAGS

- By using the following hashtags, the TSC Communication Department is able to track posts to social media and determine engagement. It allows the TSC Communication Department to see when posts begin to trend, which shapes messaging.
- When using TSC hashtags, ensure that TSC is always capitalized.
- The most common hashtags used on TSC social media pages are #TSCscorpions, #GoScorpions and #ScorpionStrong.
- Below is a list of all recommended TSC hashtags for various TSC topics and events. Please refrain from creating or using hashtags not on this list. Note: TSC's Communication Department may at times create temporary hashtags for a specific event or marketing campaign.

TSC MOST COMMONLY USED

#TSCscorpions
#GoScorpions
#ScorpionStrong

TSC COMMENCEMENT

#TSCgrad
#TSCgrad2020
#ScorpionPride
#TSCsuccess

ALUMNI

#TSCalumni
#TSCproudalum
#Scorpionforlife
#ScorpionSuccess

DONORS

#TSCdonors
#TSCpartners
#TSCgratitude

STUDENT LIFE

#TSCscorpions
#ScorpionSuccess
#ScorpionStrong
#GoScorpions
#TSCcares
#TSCscorpioncountry

RECREATION CENTER

#TSCmindfulMondays
#TSCmentalawareness
#TSCwellnessWednesdays
#TSCstrongertogether
#ScorpionStrong
#TSCfitFriday

LEGISLATIVE

#TXlege
#TXsuccess
#TSClege
#TSCsuccess

REGISTRATION

#TSCreg
#JoinTSC
#TSCstudylocal
#KOsummerclasses

NEW STUDENTS

#TSCwelcome
#newScorpion

WORKFORCE DEVELOPMENT

#TSCtrained
#TSCback2work
#TSCjobforce

HISTORICAL CAMPUS

#TSCtraditions
#TSCfortbrown
#TSChistory
#TSCcivilwartrail

TSC TRADITIONS

#TSClivinghistory
#TSCcharrodays
#TSCmramigo
#TSCtraditions
#TSCdrseuss
#TSClawenforcementexpo

TSC PROGRAMS

#TSCarchitecture
#TSCnursing
#TSCcompscience

DUAL ENROLLMENT

#futureScorpion
#BISDscorpions
#LaFeriaScorpions
#LosFresnosScorpions
#HarlingenScorpions
#SanBenitoScorpions
#PortIsabelScorpions
#SantaRosaScorpions
#RioHondoScorpions
#JubileeScorpions



SOCIAL MEDIA TRAININGS

- TSC's Communication Department will be in charge of conducting all social media trainings that include detailed information about TSC's Social Media Guidelines and Social Media Do's and Don'ts.
- Trainings are mandatory for the individuals of any department and/or organization who will be managing a TSC social media page and acting as page editors posting content on behalf of TSC.
- To schedule training, the TSC Communication Department can be contacted at 956-265-3685.
- The training must be completed prior to creating a new social media page approved by the TSC Communication Department.





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PHOTOGRAPHY
& VIDEO
Requests

PHOTOGRAPHY & VIDEO REQUESTS

PERMISSION FROM PHOTO/VIDEO SUBJECTS

It is the policy of Texas Southmost College to use photo images, video, quotes and interviews of students for promotion or advertising purposes after obtaining the students' written permission.

All students are advised that the TSC Marketing & Community Relations and Multimedia departments take photographs and shoot videos throughout the year, which may include images (as well as audio/video recordings of voices) of members of the student body. TSC reserves the right to use these images for publicity, promotional and marketing purposes.

TSC also reserves the right to take photographs of campus facilities and scenes, events, faculty, staff and students for promotional purposes in any areas on campus or at any TSC-sponsored event off campus where subjects do not have a normal and reasonable expectation of privacy. All such photographs are the property of TSC and may be used for TSC promotional purposes (e.g. electronic

and printed publications, websites, classroom use, college ads, social media, etc.) without prior permission of the subjects.

Federal Educational Right to Privacy Act (FERPA) and Health Information Portability and Accountability Act and the Fair (HIPAA) Use Doctrine under the Federal Copyright law guidelines will be followed.

A photo/video release form must be signed by any person whose face is clearly recognized in an image.



EXTERNAL PHOTOGRAPHY OR VIDEO REQUESTS

Any requests from outside entities for commercial photo or video shoots on the TSC Campus or sites should be referred to the Marketing & Communication Executive Director for review and discussion. Once vetted, the request goes to the legal department for review.

This includes requests from local companies who may want to shoot a television commercial, private video and movie producers, or commercial photographers.

All rights and permissions must be secured before posting, sharing or distributing copyrighted materials, including but not limited to: music, art, copyrighted photographs or texts, portions of copyrighted video or information considered proprietary by TSC partner, vendor, affiliate or contractor.





PHOTO RELEASE FORMS

There may be occasions where you may take photos or video for publication (print or electronic), web or broadcast, or any form of advertising or publicity, and in those cases, you should obtain signed permission from the subjects in the photo.

It is not required to get release forms signed at a public event, or from celebrities, elected officials or public officials.

Each person who is recognizable in a photograph or other image used in any TSC publication in any format (such as print or electronic, including the college's website) must sign a Photograph/Media Consent and Release Form, which gives TSC permission to use his or her image. A parent or guardian must sign for anyone under the age of 18 years.

The original signed and dated Photograph/Media Consent and Release Forms used in marketing the college or any department of the college should

be kept on file in the TSC Advancement and Communications Department.

Photograph/Media Consent and Release Forms are usually not required of subjects in news photographs (including the college's news and events webpage or on-campus video event coverage) at public events, such as an on-campus student or community event, etc.

Marketing & Community Relations and Multimedia visits to the classroom are not considered public events, so release forms should be collected and students should be given the opportunity to opt out of the photo and/or video session.

In general, there is no attempt to collect individual photo release forms from students in public areas. Public areas can be indoors or outdoors or events outside the campus. Written permission is required for images (photo or video) in areas such as classrooms, residence halls or private offices.

When in doubt, it is recommended to collect a signed release form to avoid any potential liability.

SPANISH TRANSLATION SERVICE

TSC does not use online translation services such as Google because the translations are not reliable and may not communicate our message clearly. This will reflect poorly on our brand. All of TSC's Spanish-language communications should be translated and/or reviewed by the college's official Spanish translator. For translations, contact the Marketing & Community Relations Department.

COPYRIGHTED MATERIAL

Rights and permissions must be secured before posting, sharing or distributing copyrighted materials, including but not limited to: music, art, copyrighted photographs or texts, portions of copyrighted video, or information considered proprietary by a TSC partner, vendor, affiliate or contractor.



MULTIMEDIA TEAM

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VIDEO

The Multimedia Department at TSC is responsible for creating dynamic media content and live A/V solutions that bring information, advertising, and events to life. Our creative team works in parallel with the Department of Marketing and Community Relations to deliver a unified viewer experience across all mediums that is consistent with the mission and brand of Texas Southmost College.

The top priority for video development is enrollment marketing through use of commercials and video promotion on social media.

Video Requests for events or programs must be submitted with three months' notice and will be taken under consideration, depending on the video department's current workload and the college administration's priorities at any given time.

Requests for video production can be submitted through the Marketing/Multimedia Request Form.

AUDIO/VISUAL SUPPORT

The Audio Visual Support Team can offer support to all TSC sanctioned events open to students, faculty, staff or the community. The AV Team can make your TSC event a success by providing a sound system, microphones, music, projectors or video coverage. The AV team will evaluate venue, audience size and event program to determine appropriate equipment needed.

HOW TO REQUEST A/V SUPPORT:

- Support for A/V should be requested at least one month in advance and can be requested through the Marketing/Multimedia Request Form. All requests are subject to approval and allocation of resources.

Multimedia supports these event locations:

- Jacob Brown Auditorium
- Performing Arts Center
- SET-B Lecture Hall
- Various outdoor campus gathering sites

Types of resources available:

- Projector.
- Portable Audio System.
- Music playback.
- Audio System - Total eight wireless microphones, eight handheld microphones and two lapel microphones are available for use.
- Lighting - Custom stage lighting and two spotlights available.

The Multimedia Department does not provide A/V support for:

- Internal faculty/staff meetings, trainings and conferences.
- Classroom multimedia support.





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EVENTS

EVENTS

BRANDING

Branding during an on-campus or off-campus community event or high-profile meeting is a good opportunity to provide exposure for TSC, as well as, enhance a college recruitment booth or presentation.

TSC's Marketing & Community Relations Department can provide several branded items such as tents, retractable banners, step-and-repeats (backdrops) and table covers for use at on-campus and off-campus community events.

Requests for branding items should be made two weeks in advance of the event date to ensure availability.

PROMOTIONAL ITEMS (SWAG)

TSC promotional items, also known as swag, support the college to achieve its strategic goals and priorities. The promotional items maintained by the Marketing & Community Relations Department are primarily intended for recruitment and college and community events.

If your program or department is participating in an on-campus event, coordinate any promotional item (and branding) requests with the organizers of the event (TSC Events Department, Recruitment, Student Life, etc.). The Marketing & Community Relations Department will provide promotional items to the organizer(s) and they will distribute to the event participants, programs, etc. on the day of the event.

Requests for promotional items should be submitted at least two weeks in advance of the event date. Items are limited and requests are subject to change based on availability and purpose.





To request promotional items, submit a Marketing/Multimedia Request Form and include the following information:

- Requestor Name, Email and Phone.
- Date Needed
- Name of Event/Program
- Date/Time if an Event
- Event Type (College Fair, Campus Community Event, Meeting, etc.)
- Location
- Purpose
- Target Audience and Size
- Estimated Type and Amount of Items

EMAIL ANNOUNCEMENT GUIDELINES

The TSC Marketing & Community Relations Department email blasts (eblasts) / announcements to the campus community on behalf of the college.

TO REQUEST AN EMAIL BLAST:

- The requestor must fill out and submit a Marketing/Multimedia Request Form.
 - The Marketing & Community Relations Department will receive the request through email, review the message and any other content (flyer, graphic, etc.) for appropriateness, and upon approval, send to the intended audience.
 - Please plan ahead and allow up to one week for the e-blast to be sent. Due to schedules and workloads, it may not be possible to send an e-blast immediately.
 - If an attachment is to be included in the e-blast (flyer, graphic, etc.), please be sure that it is included in the request form.
- The attachment should be in a .jpg or .pdf format.
 - Make sure that the file size of any attachment to be sent via e-blast is less than 1 MB.





TEXASTM
SOUTHMOST
COLLEGE