

# BERKSHIRE COMMUNITY COLLEGE MARKETING GUIDELINES

For BCC Employees

# REQUESTING MARKETING MATERIALS

In order to manage, track, and adequately satisfy the needs of BCC with marketing endeavors both in print and online, please submit a Marketing Request at [www.berkshirecc.edu/jobrequest](http://www.berkshirecc.edu/jobrequest). Someone from the marketing department will reach out to plan the next steps of your project.

Most projects have a minimum lead time of 3 weeks. Lead times are based on the date when all required content for your project is received, not when the initial request is submitted. Please plan accordingly!

## Project Examples:

- Event Marketing
- Press Release
- Business Cards
- Digital and Printed Flyers
- Rack Cards
- Website Updates
- Invitations
- Publications

If you need in-house printing only, please submit a print request at [www.berkshirecc.edu/marketing](http://www.berkshirecc.edu/marketing)

To add items to the Weekly Scoop or Google Calendar, please submit a request at [www.berkshirecc.edu/marketing](http://www.berkshirecc.edu/marketing)

# LOGO

The BCC logo is a building block of our brand. Using it consistently according to our guidelines is integral to building brand consistency.

Logos can be downloaded at [www.berkshirecc.edu/marketing](http://www.berkshirecc.edu/marketing).



# DEPARTMENTAL LOGOS

## LOGOS FOR DEPARTMENTS, ORGANIZATIONS AND EVENTS

The following logo options are available for departments, organizations, and events.



## SECONDARY LAYOUTS

Other layout options are available as needed based on usage and length of department name.



## WHY DO SOME LOGOS LOOK DIFFERENT THAN THIS?

In the past, the Marketing Department created personalized logos, and while some of these legacy logos are still in use, Marketing will no longer be making personalized logos. The strongest indicator of the BCC brand is the logo, and a plethora of unique logos only weakens the BCC brand.

# SWAG SHOP

Want to show your school spirit? Looking for your own BCC branded clothing items? Check out [www.bccswag.com](http://www.bccswag.com) where you can order a variety of customized BCC apparel including, t-shirts, polos, sweatpants, hoodies, hats and outerwear. All items are created by the local 413Shirts organization situated on East Street in Pittsfield, MA. Apparel can even be customized to include your departmental logo!

**Looking for pens, bags, or other swag items?** Contact Marketing to order on-brand items at the lowest prices.



