



## Promotional Collaterals & Publications

Community Relations  
Policy No. 13035

Revision Date: November 18, 2013

### Policy Statement

In order to achieve and maintain the highest possible standards for all printed materials affecting the Recreation Commission, all such collateral materials must be developed or approved by the Community Relations/Communications Department. These guidelines are designed to protect the agency from liability while enhancing our visual identity.

An important component of reinforcing RCRC's identity to the public is presenting consistent style and formatting used in all publications, advertisements, and other promotional vehicles. Our audience expects to have information presented in a consistent and professional manner. This helps to convey our message clearly. Attention must be given to logo use, branding, formatting of the RCRC name, punctuation and spelling.

### **General:**

1. The Community Relations/Communications Department is responsible for designing all official promotional collateral for the agency, including, but not limited to, the following:
  - a. All general brochures, program booklets, flyers, posters, banners, registration forms, and graphic design elements, including signage and T-shirts;
  - b. Agency stationery;
  - c. The annual report and other official publications designed for public consumption;
  - d. Online and print newsletters;
  - e. Program advertising;
  - f. Business cards.
2. RCRC staff should consult with the Community Relations/Communications Department prior to having any promotional materials printed.

All collateral materials (printed materials) produced by the Recreation Commission become a form of visual communication between the Recreation Commission and the public. They reflect a visual identity of the Commission and leave an impression on those who receive them. As

such, they should be professionally produced and of a consistent design to maintain a clear message. These materials include:

- letterhead and envelopes,
- business cards,
- memorandum forms,
- promotional items for distribution,
- fax cover sheets,
- T-shirts,
- personalized note cards bearing the agency logo.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013  
(Date Approved)

APPROVED: J. Marie Green  
J. Marie Green, Chair

For more information about this policy, contact the Executive Department.