



BRAND AND LOGO STYLE GUIDE

2024





WELCOME

TO THE TVCC BRAND AND LOGO STYLE GUIDE

This style guide is designed to help you promote the TVCC Brand in all that you do. Our brand is not a logo or a mission statement. Our brand is how we serve each person with which we come into contact. Are we professional, approachable, helpful, friendly? The more consistently we present ourselves the stronger the TVCC Brand becomes. We hope this guide helps you understand and live our TVCC Brand in all that you do for our students, faculty, staff, and communities.

Remember, it is never too early to involve the Marketing Department in the planning process. Our creative thinkers are always happy to help!

If you have questions, please don't hesitate to contact Joanna Fritz, Director of Marketing and Communications at 903.670.2636 or joanna.fritz@tvcc.edu.

Thanks for all you do!

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INTRODUCTION

A college's brand identity is the most important element of its image and reputation. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all marketing and communication efforts.

Our brand identity demonstrates Trinity Valley Community College's commitment to quality, its staff, its public, and its goals. It must make a memorable impression, one that clearly communicates the college's basic mission and philosophy, and reflects its significance. A single, consistent message, is key.

A brand is not:

- A name
- A logo
- A product
- A person
- A building
- An ad campaign

A brand promise lives in all forms of written, verbal, and non-verbal communications and at every touchpoint, both on and off campus, including but not limited to:

- How we answer the phone
- How we interact with students, faculty, staff, and our communities
- Our reputation
- Advertising and marketing
- Various communications platforms including print, digital/social, TV, radio, and billboards

A logo isn't a brand. It is a symbol that represents the brand. Everything we do and say is our brand and we are all ambassadors of that brand.

This manual embodies the road map for our Trinity Valley Community College brand. It is a living document that will change as we change.

These guidelines and standards must be followed without deviation. Any change must be approved in advance by the TVCC Marketing and Communications Department. The TVCC logos and fonts are protected under federal law and may be reproduced only in accordance with the standards herein. We have tried to provide a comprehensive, concise, easy-to-use guide for your reference. Nevertheless, you may have questions.

For additional guidance or clarification contact:
Joanna Fritz, Director of Marketing and Communication
903.670.2636 • Joanna.fritz@tvcc.edu





OUR

HISTORY, VISION, MISSION, AND VALUES

HISTORY

Henderson County Junior College was founded by a group of Athens civic leaders in late 1945 and early 1946. The creation of Henderson County Junior College was formally approved by voters in the election of May 4, 1946. The first registration was conducted in temporary facilities at Athens High School on June 3, 1946, and three days later, classes began there. The board of trustees provided Henderson County Junior College with its own facilities at the present location of the Athens campus on June 24, 1946. The college moved to its new campus for the beginning of the fall semester, 1946.

Over time, Henderson County Junior College began its development into a multi-campus institution. An off-campus instructional program at the Texas Department of Corrections, Coffield Unit, began in Spring 1969. The campus in Palestine was established in 1972 and moved to its present facility three miles north of Palestine in 1975. The Terrell campus was established in 1973. In May of 1983, a new Health Science Center complex was completed in Kaufman and moved to a new Health Science Center in Terrell in 2020.

Because of the expanded service area to Anderson, Van Zandt, Kaufman and Rains counties, the name change from Henderson County Junior College to Trinity Valley Community College in September 1986.

Trinity Valley Community College has a proud heritage of service to the people within the region and is currently engaged in continuous growth and development toward the realization of its full potential in higher education.

VISION

Trinity Valley Community College will be a leader in providing quality education, innovative programs, and purpose for our students, employees, and communities.



MISSION

Transforming lives through affordable and accessible education.

VALUES

Trinity Valley Community College adopted "The Cardinal Way" as its service standards. The Cardinal Way is to be a leader and these are the actions of a leader.

- **Courageous**
- **Accountable**
- **Respectful**
- **Driven**
- **Inspirational**
- **Networker**
- **Authentic**
- **Life-long learner**



INSTITUTIONAL LOGOS

TVCC ICON

The TVCC icon consists of the letters "TV" inside the outline of the State of Texas. This icon is available in full color, two color (red and white or black and white), or single color versions (black, red, or white). A buffer space around the icon (and logos) the same width as the grey outline must be preserved to make the element stand out and allow maximum visibility. Nothing such as typography, other logos, or graphics may cross into this buffer space.

The minimum width for the TVCC icon on any printed publication shall be 0.75 inches as shown below.





TVCC LOGO

The TVCC Logo consists of the TVCC Icon with the words “Trinity Valley Community College” either to the right (horizontal version) or below (stacked version).

The logo is the property of Trinity Valley Community College. It can only be used for approved purposes and may not be altered or modified from the design demonstrated here.

The TVCC logo must be used in academic and institutional applications with the exception of Athletics (see Athletic Logos later in this document). These can include (but are not limited to):

- Recruitment Publications
- College Stationery and Business Cards
- External Publications
- College and Department Newsletters
- Catalog and Class Schedules
- Development Publications
- College Policy Publications
- College Forms
- Programs of Commencement Exercises and Similar Activity
- Recruitment materials for Faculty and Staff
- Signage

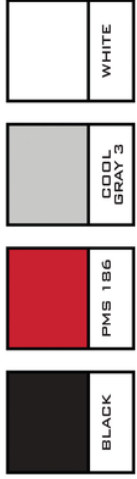
RETIRED LOGOS

The HCJC logo, former Cardinal logo, and TVCC block logo have been retired and should not be used at any time without prior permission from the Marketing Department. Please discontinue use of any items or collateral that include these logos. Larger items using old logos should be updated as the decal or item is in poor condition and/or needs to be replaced.



TVCC LOGO, COLOR PALETTE, & CONTRAST

TRINITY VALLEY COLLEGIATE LOGO SHOWN HERE IN FULL COLOR



TRINITY VALLEY[™]
COMMUNITY COLLEGE

FILE NAME:
tvcc-horiz-fc



TRINITY VALLEY[™]
COMMUNITY COLLEGE

FILE NAME:
tvcc-stacked-fc

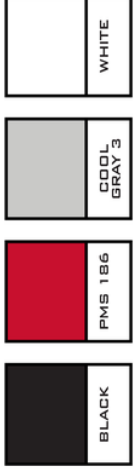


FILE NAME:
texas-fc



TRINITY VALLEY COLLEGIATE LOGO

SHOWN HERE IN FULL COLOR ON BLACK



FILE NAME:
tvcc-horiz-fc-bk



FILE NAME:
tvcc-text-fc-bk



FILE NAME:
tvcc-stacked-fc-bk



FILE NAME:
ttexas-fc-bk



TRINITY VALLEY COLLEGIATE LOGO

SHOWN HERE IN FULL COLOR ON RED



TRINITY VALLEY
COMMUNITY COLLEGE

FILE NAME:
tvcc-horiz-fc-rd



TRINITY VALLEY
COMMUNITY COLLEGE

FILE NAME:
tvcc-stacked-fc-rd



FILE NAME:
texas-fc-rd



TRINITY VALLEY COLLEGIATE LOGO

SHOWN HERE IN BLACK & WHITE



FILE NAME:
tvcc-horiz-bk



FILE NAME:
tvcc-text-bk



FILE NAME:
tvcc-stacked-bk

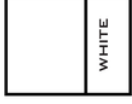


FILE NAME:
texas-bw



TRINITY VALLEY COLLEGIATE LOGO

SHOWN HERE IN ALL WHITE



TRINITY VALLEY
COMMUNITY COLLEGE

FILE NAME:
tvcc-horiz-**wht**

TRINITY VALLEYTM
COMMUNITY COLLEGE

FILE NAME:
tvcc-text-**wht**



TRINITY VALLEY
COMMUNITY COLLEGE

FILE NAME:
tvcc-stacked-**wht**



FILE NAME:
texas-**wht**



TVCC COLOR PALLETES

Why do we have a color palette?

Repeatedly using specific colors can influence how a brand is perceived. TVCC has chosen a specific color palette with options that allow for creative expression while maintaining a singular, visual brand voice.

Cardinal Red and White are the primary official TVCC Colors. TVCC has developed a Accent Palette that includes a cool grey and a dark and light teal. Black is considered a neutral color and may be used in combination with the official TVCC colors. No other colors may be used in official marketing pieces.

Cardinal Red, black, and white are the identifying colors of the Trinity Valley Community College logo.

The TVCC logo may be printed in the color combinations demonstrated in the logo section or as blind emboss.



Cardinal Red



Cardinal White



Black



Cool Grey



Dark Teal



Light Teal



LOGO DOS AND DON'TS

Strict adherence to the guidelines in this manual must be observed to protect and maintain the graphics properties of our logo.

When applying the institutional logos over a color field or photograph with a 50% or greater value, reverse the logo out to white. When the background has a value of 50% or less, overprint the logo in black.



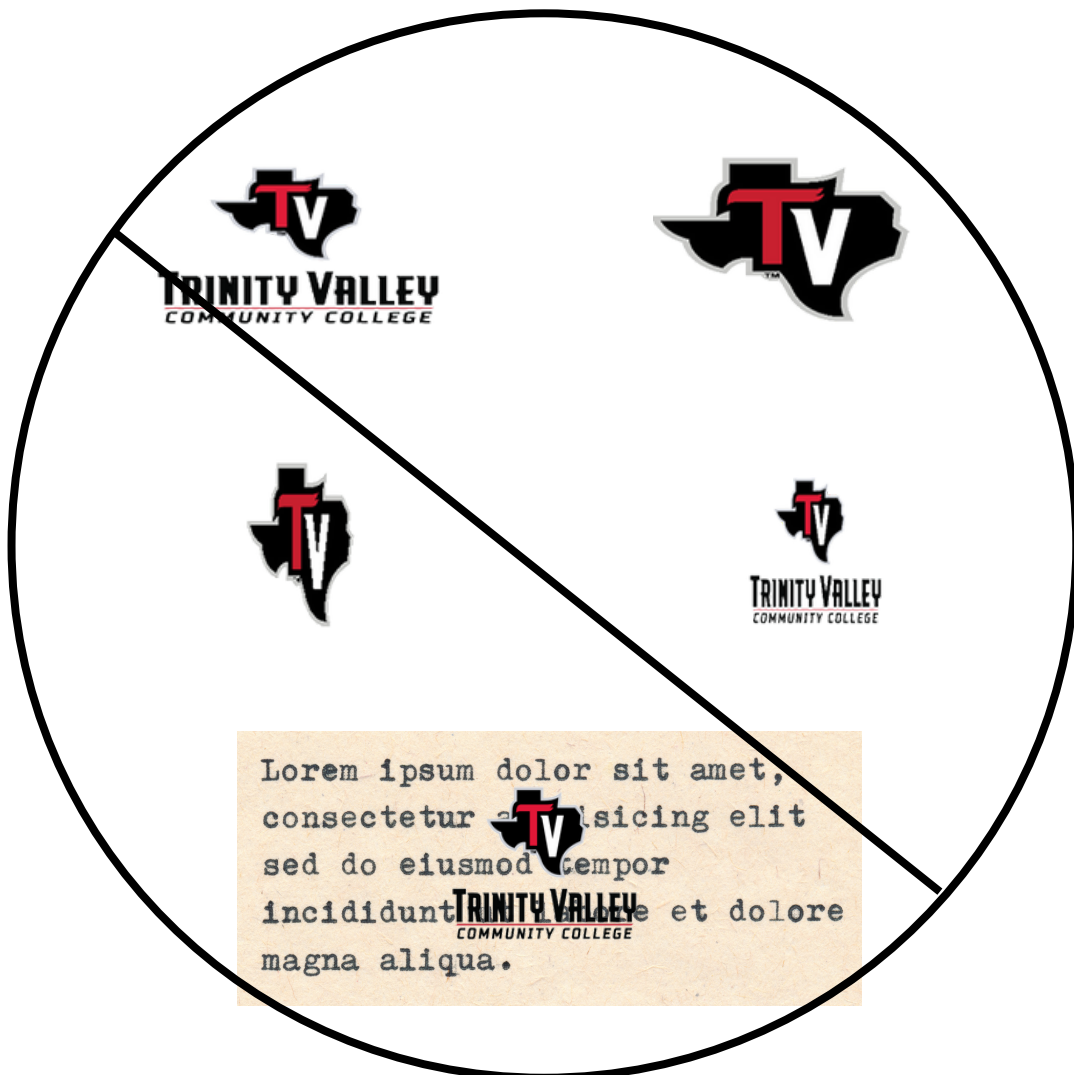


Inappropriate use of TVCC logo

No manipulation or change to logos is allowed.

The following are examples of common misuses of the logo and are not allowable.

- Do not print the logo over type
- Do not elongate the logo
- Do not compress the logo





Secondary Logos

Divisions, departments, and academic programs should not have a separate logo because it dilutes brand consistency. However, a secondary Trinity Valley Community College logo can be created to link a program name to the logo. Example of a secondary logos are shown here.



Secondary logos must be created by the TVCC Marketing and Communications Department.

Patches

The TVCC logo cannot be used in program or departmental patches, such as those commonly used for healthcare, police, firefighter, or other related programs.

When patches are required for uniforms, an icon representing the industry or profession should be used. Patches require approval in advance by the TVCC Marketing and Communications Department.

Logos for Clubs and Student Organizations

Logos or other visual identification for college-sponsored clubs and organizations must be branded with correct use of the appropriate TVCC logo. Clubs and organizations may not develop alternate logos for individual use. Logos for clubs and student organizations require prior approval by the TVCC Marketing and Communications Department.

Specialty Items

Athletic logos may not appear in close proximity to the Trinity Valley Community College Institutional logo. When both elements are required for uniforms, hats, shirts, or specialty products, position the TVCC Institutional logo away from the athletic logo, preferably on the reverse side of the uniform, hat, shirt or product. Please consult the Marketing and Communications Department for any use of the athletic logos.



THE OFFICIAL SEAL

The Official Seal of Trinity Valley Community College is restricted to use in the following applications:

- Diplomas and certificates evidencing completion of degree requirements and /or course of study;
- All transcripts of grades earned for completion of course work; and
- All contracts and documents that require the signature of the college President and/or other responsible college officer which involve legal or financial transactions, if such documents require a seal.



Use of the seal as a design element on pamphlets, brochures, other printed pieces, and on novelty items is permissible but requires prior approval. Because use of the college seal is highly restricted, digital files are not available for general use.

Please contact the Department of Marketing and Communication for written approval prior to using the official seal.



TERMINOLOGY: NAMING

There will be instances when the college's name is set in type but not used in the logo format. Trinity Valley Community College has established standards for how the college's name and acronym are to be displayed in such instances. No exceptions are permitted. The preferred usage, space permitting, is the full name of the college on one line as shown below.

Trinity Valley Community College

If space is a consideration and the full name is to be used, the name may be stacked in two lines as shown here:

Trinity Valley Community College

When referring to a specific campus of Trinity Valley Community College an em dash should follow immediately after the "e" in college with the appropriate campus location following immediately after the em dash as shown below:

Trinity Valley Community College—Athens Trinity Valley Community College—Palestine Trinity Valley Community College—Terrell Trinity Valley Community College—Kaufman

When referring to Trinity Valley Community College's Health Science Center in Terrell, the appropriate full name is TVCC followed immediately by an em dash. The words Health Science Center should immediately follow the em dash as shown below:

TVCC—Health Science Center



ATHLETIC LOGOS

Usage Guidelines

The following guidelines relate to appropriate usage of the TVCC Athletic logos on/in publications, advertisements, collateral, and property:

- There are four official versions of the TVCC Athletic logos and three official icons.
- One of the acceptable versions of the logo must appear on all communications and marketing collateral from TVCC Athletics.
- No team or department may have an alternative logo to the TVCC Athletic logos other than the official sport-specific ones.
- Other artwork may accompany the logo on apparel or collateral as long as all usage guidelines are maintained.
- These logos should never be distorted or recreated in any way.
- Use of the TVCC Athletics logos by outside vendors or entities must be approved by the Director of Marketing and Communications.
- There are variations of the TVCC Athletics logos in color and sport specificity, however, each use must maintain brand integrity without altering the logo or colors in any way.
- TVCC Athletics logos can be used for embroidery on apparel. Vendors should strive to maintain brand integrity without altering the logo or colors in any way. If there are any questions regarding a specific embroidered piece, please consult the Director of Marketing and Communications before production.
- The logos should never be copied from a website for reproduction.



Primary Athletic Logos

Like the Institutional logos, there are one, two, and four-color versions of each logo and icon. With the exception of the "Texas TV" icon, only athletics may use the athletic logos, including the cardinal (a.k.a., "Angry Bird") without prior approval from the Marketing Department.

TRINITY VALLEY C.C. CARDINALS

SHOWN HERE IN FULL COLOR
FILES ENDING WITH "LT" ARE AVAILABLE IN LIVE TEXT



Filename:
TVCC_PRIMARY_WM_FC
TVCC_PRIMARY_WM_FC_LT



Filename:
TVCC_PRIMARY_FC



Filename:
TVCC_Texas_MONO_FC



Filename:
TVCC_MONO_FC



Filename:
TVCC_PRIMARY_WM_HORZ_FC
TVCC_PRIMARY_WM_HORZ_FC_LT



Filename:
TVCC_TV_WM_FC
TVCC_TV_WM_FC_LT



Filename:
TVCC_CARDINAL_WM_FC
TVCC_CARDINAL_WM_FC_LT

Approved Nicknames

Nicknames should never be used alone. If used on a jersey, practice shirt or other clothing, a logo, icon or TVCC should also be visible somewhere on the outside of the item.

- The Valley
- Cards
- Cardinals



Sport Specific Primary Logos

examples below



Clear Space Around Logos

Provide spacing around the logos equal to the width of gray outline on the icons.

Minimum Size of Logos

Minimum Height of logos when used in print is 0.75".

Improper Logo Usage

- Do not attempt to create the logo using different typefaces.
- Do not change the color of any portion of the logo or print in non-TVCC colors.
- Do not stretch or otherwise change the proportions of the logo in any way.
- Do not place the logo at an angle.
- Do not use non-TVCC colors for the background.
- Do not reconfigure or deconstruct any element of the logo.
- Do not remove the trademark symbol from the logo. (Exception, the symbol is not required on jerseys or helmets).



TYPOGRAPHY

Primary Fonts

Futura is the college-wide institutional sans serif fonts. Century Gothic may be substituted if Futura is not available. Times New Roman is the college-wide serif font.

They may be used in a broad range of applications, including word processing and as body copy in printed materials and web.

Futura Regular is used in upper and lowercase letters for text on printed items. Futura is preferred over Arial. Arial Regular or Century Gothic are alternate fonts to be used when Futura Regular is not available.

Futura Bold is used in upper and lowercase letters for headlines and subheads. Arial Black or Century Gothic are alternate fonts to be used when Futura Bold is not available.

Times New Roman is used on large and text-heavy booklets and documents.

Futura Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Futura Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Times New Roman Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Times New Roman Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***



Typically, in print, sans serif fonts are used as headlines and serif fonts are for text. In social media or online, the opposite is true: sans serif for text and serif for headlines.

Athletics can also use the TVCC CARDINAL BOLD font for approved nicknames on jerseys, practice shirts, etc. The Marketing Department can make the TVCC Cardinal Bold font available.

Century Gothic and Times New Roman come with the Microsoft Office Suite.

When creating publications, communications, and marketing materials, you are encouraged to use variations in weight (bold, italic, narrow) and scale (size) within the font families rather than multiple fonts.

Questions? Just ask. The Marketing Department is always happy to help.



PHOTOGRAPHY & VIDEOGRAPHY

Photos and videos add interest to print or digital marketing. The Marketing and Communication department offers photography and videography services. Request forms are available on the Marketing Intranet Site. Requests should be made at least three (3) weeks prior to the event to be added to our schedule.

Keep in mind who your audience is (age, location, interests, etc.) and how the photo/video will be used (print, social media, etc.). If the shoot involves more than one person, please let us know the days/times everyone can be available.

Videos must contain the following elements:

- Logo or TVCC Icon with 100% opacity in the left hand corner of the video. (See Institutional Logos and Athletics Logos sections in this guide.)
- The logo/icon shall be visible and not so small that it cannot be recognized.
- Video dimensions should be 9:16 16:9 or similar format.
- When using typography, it must overlay your original content so that it can be consistent with our brand.
- Only approved fonts can be used. (See Typography section of this guide.)
- The color pallet should be consistent with our TVCC primary and secondary color palettes.(See TVCC Logo and Color Contrast section.)
- Videos must be approved by the marketing department by submitting them to marketing@tvcc.edu at least 2 business days before scheduled posting.





IDENTITY PACKAGE

(PRINT, DIGITAL, EMAIL)

Stationery

The official Trinity Valley Community College Stationery is an important part of our identity program. It incorporates the TVCC logo and is printed on good-quality, brilliant white paper stock. The logo, address and (when applicable) name of department, must always appear in the locations and relationships indicated in the accompanying examples. Second sheets are unprinted sheets of letterhead paper stock.

Printed letterhead, envelopes, and business cards are available through the Graphic and Print Design Group in the Marketing Department. The letterhead is also available as a Word Template on the Marketing Intranet Site. The specifications and layout of these items should never be violated. No additional elements are permitted unless prior approval from the Graphic and Print Design Group is given.

We are happy to add your department name to the letterhead template to personalize it for your department. Just let us know.



LETTERHEAD

TRINITY VALLEY
COMMUNITY COLLEGE

ATHENS CAMPUS
100 Cardinal Drive
Athens, Texas 75751
903-677-TVCC

KAUFMAN CAMPUS
800 Ed Hall Drive
Kaufman, Texas 75142
972-931-4309

PALESTINE CAMPUS
2970 North State Hwy. 19
P.O. Box 2530
Palestine, Texas 75802
903-729-0256

TERRELL CAMPUS
1200 East Interstate 20
Terrell, Texas 75161
972-563-9573

TERRELL
HEALTH SCIENCE CENTER
1551 TX-34
Terrell, Texas 75160
469-614-3800

TDCJ
Correctional Education
2970 North State Hwy. 19
Palestine, Texas 75803
903-723-7005

Text Here



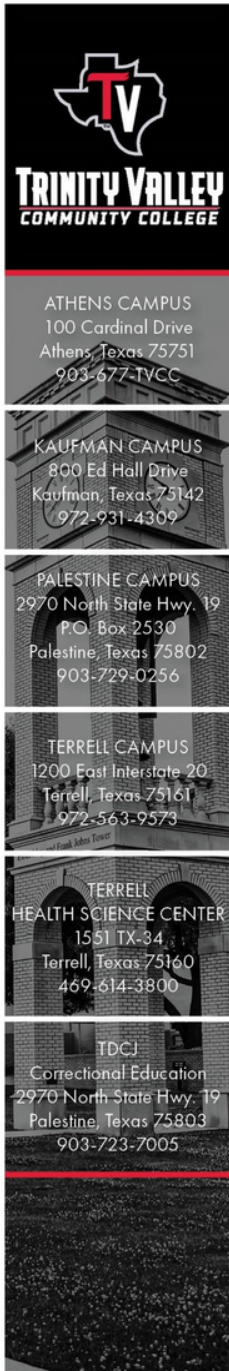
Layout Style

The example on the following page demonstrates the recommended layout style for all correspondence on Trinity Valley Community College letterhead or Letterhead template. To ensure consistency, all correspondence should be formatted in this manner. Text should be left justified.

Letterhead is available as a Word Template document in the Marketing Portal or printed letterhead can be requested through the Print Shop.

Variations

As in most endeavors, deviations from the norm may be necessary. When it is necessary for the official TVCC stationery to be modified, please ask for assistance from the Graphic and Print Design Group in the Marketing Department.



ATHENS CAMPUS
100 Cardinal Drive
Athens, Texas 75751
903-677-TVCC

KAUFMAN CAMPUS
800 Ed Hall Drive
Kaufman, Texas 75142
972-931-4309

PALESTINE CAMPUS
2970 North State Hwy. 19
P.O. Box 2530
Palestine, Texas 75802
903-729-0256

TERRELL CAMPUS
1200 East Interstate 20
Terrell, Texas 75161
972-563-9573

TERRELL
HEALTH SCIENCE CENTER
1551 TX-34
Terrell, Texas 75160
469-614-3800

TDCJ
Correctional Education
2970 North State Hwy. 19
Palestine, Texas 75803
903-723-7005

January 3, 2024

Dr. Mickey Mouse
Disney University
1234 Anywhere Street
Anytown, CA 12345
Dear Dr. Mouse:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Best Regards,

Dr. Donald Duck
Vice President of Morale



Envelope

Envelopes are standard-sized #10 produced from the identical paper stock as selected for the letterhead printed stationery and second sheets. The Institutional logo and address must appear in the locations and relationships indicated in the accompanying examples. Type address as indicated, centered, on the envelope. Postal regulations must be followed.

Department names can be included on the envelope. Please indicate this when you order envelopes.





Business Cards

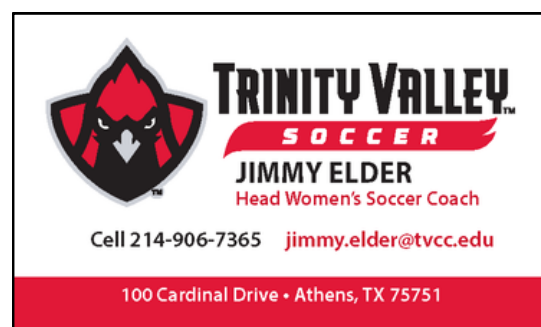
Trinity Valley Community College business cards for all faculty and staff should include the TVCC Logo, the individual's name, job title, telephone number, email, and return address as demonstrated in the example. Cell numbers are optional.

Athletic coaches and athletic staff are exempt from the requirement to use the TVCC logo and may use the athletic logos on their business cards (see example). All employee business cards must be created and/or approved by the Graphic and Print Design Group.

The following elements can be included on business cards: name, title, mailing address, office phone, cell or fax number and email address.

All employees may elect to include a QR code on the back of their business card which is directed to a particular page (of their choosing) on the TVCC website, social media, or any other official, online page. The QR Code can incorporate one of the athletic logos or the institutional logo in the design if desired. The Graphic and Print Design Group will create the QR codes for each business card.

Other symbols and/or non-college specific information will not be included on business cards.





Email Signature blocks

Email signature blocks are the digital equivalent of a business card and should be treated as such. To carry the name of the college to external audiences effectively and consistently, Trinity Valley Community College employees should use the appropriate email signature. Email signature block template is available on the Marketing Intranet Site. Like the business cards, faculty and staff email signatures will include the TVCC logo, individual's name, job title, telephone number, and return address. Cell numbers are optional.

An email signature should not contain quotations, slogans or graphic elements including personal links, social media icons, background screens, or email stationery.

 TRINITY VALLEY COMMUNITY COLLEGE	<p>Joanna Fritz Director of Marketing & Communication Phone: 903.670.2636 Mobile: 903.601.4881 Email: joanna.fritz@tvcc.edu 100 Cardinal Drive Athens, Texas 75751 www.tvcc.edu</p>
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Email Headers

If a department or program would like to have a Trinity Valley Community College header for their email, the Design and Print Graphics groups would be happy to provide that for you. Please contact them at printshop@TVCC.edu.

Out of Office Messages

It is a best practice to enable automatic email replies when you are going to be out of the office. This message should include the dates you will be away and contact information for someone who can be available in your absence.

Suggested formats are:

- Personal absence (vacation, illness, professional development, etc.)

Thank you for your message. I will be out of the office from December 14-26, 2021. For immediate assistance, please contact Jane.Doe@TVCC.edu or 903.123.4567. Otherwise, I will respond to your email when I return.

John Doe
Trinity Valley Community College
www.TVCC.edu

- TVCC Closure (holiday, inclement weather, etc.)

Thank you for your message. Trinity Valley Community College will be closed from December 15 – January 2, 2023 for Christmas Break. I will respond to your email when I return.

John Doe
Trinity Valley Community College
www.TVCC.edu



ADVERTISING

All official advertising, posters and other artwork for print or digital distribution should be graphically clean and simple. Text should be straightforward and to the point. Unless athletics-related or from a student organization, use the Trinity Valley Community College logo as the ad's signature, following the specified guidelines for its use. Athletics and student organizations may use the athletic logos, following the guidelines set forth in this document.

Whenever outside vendors are used (especially in the creation of advertising or artwork for promotional items), please pay careful attention to the correct use of logos and type.

NOTE: Final artwork for all advertising, posters, jerseys, workout gear, building artwork, and all other items for print, digital or, other distribution must be approved by Trinity Valley Community College Graphic and Print Design Group prior to production.



SOCIAL MEDIA

Social media has become increasingly popular with departments and groups on the TVCC campus. It is important to keep in mind that social media is a powerful marketing tool. Each official social media account serves as an ambassador for our brand and much care and thought must be taken when considering what to post.

In an effort to keep all information current and relevant, we will be merging many of our official social media accounts into our main TVCC pages over the next year. At last count, we have 38 official Facebook pages, 22 X (Twitter) accounts, and 33 Instagram accounts. Many of these have less than 200 followers and are not active most of the year. Designated employees from those departments or organizations will have access to our main pages to post there just as you have been doing. But because we have a much larger audience (our Facebook page, for example, reaches more than 100,000 people each month), your posts will be seen by many more people.

For those accounts not merged into our main platforms, think twice when considering deleting a comment on your account. You don't need to attend every argument you are invited to. And deleting a negative comment usually has the effect of inciting the person or group who made it, making a larger issue out of something that would probably go away on its own. If you have questions about whether something should be deleted, please contact Shaydi Clary, Marketing and Communications Specialist at shaydi.clary@tvcc.edu or 903.670.2019.

If you want to protect your decision to delete comments, consider posting the following rules on your page (the About section is a good place or you can pin it to the top of the feed):

This is your community and we encourage you to leave comments, photos, videos, and links here. Postings and comments that include sensitive data, confidential information, profanity, personal attacks, hate speech, or other inappropriate material will be removed from this page.

This page is not to be used for solicitation of sales and/or the promotion of any off-campus goods and/or services. You are fully responsible for the content that you share. Postings or comments made by individuals on this page do not necessarily reflect the views or opinions of Trinity Valley Community College or any of the College's departments. Thank You.



Managing and Monitoring

For accounts not merged, a minimum of two administrators will be required for each social media account. In addition, the Director of Marketing and the Marketing & Communications Specialist shall also be administrators on all official accounts. This will ensure that there is always someone who can access the account for comments or posting. Accounts related to student organizations must be overseen by a Faculty or Staff member who must also be an administrator and can monitor the account. It is important to plan for succession so there is continuity as the organization leadership changes.

Accounts should be checked daily to ensure that anything that requires a response or needs to be addressed is handled quickly. This includes messages sent to the account through such avenues as Facebook Messenger.

Foul language, inappropriate images, hate speech, and other inappropriate posts should be addressed quickly. These include advertising, inaccurate information, personal attacks, and spam.

Guidelines when posting as a TVCC Employee

These guidelines are not meant to prevent TVCC faculty or staff from having a social media for their personal use. Be aware that if, through your posts or biographical information, a reasonable connection can be made to the college, there could be an implication that you are representing TVCC's views and not your own.

Please do not use personal social media accounts for public-facing College-related communications. It is best for those communications to be released on an official TVCC account to reach the largest audience possible. Take every precaution to keep work-related and personal communications separate. This is especially important to remember when some of your connections or "friends" are also co-workers. As a general guideline, it is best to keep work-related conversations out of social media.



VIRTUAL MEETING & PRESENTATION RESOURCES

Since 2020, virtual meetings have become more commonplace. Platforms like Teams and Zoom allow users to customize their digital backgrounds. To complete the branding effort, the Marketing and Communications Graphic and Print Design Group has prepared virtual backgrounds for use on college-related virtual meetings. These backgrounds are available for download on the Marketing Intranet Site.

Before you can customize your virtual background, you must download the backgrounds from the Marketing Intranet Site to your device.

Teams:

Before your meeting starts:

- In Teams, select the Calendar tab on the far left side of the screen
- Find the meeting you want and select Join
- In the pre-join screen, select the Background filters or Background effects button
- Upload and/or select the image you wish to use
- After you make your choice, select Join now to join the meeting

Zoom:

If you do NOT have an account:

- Click the ^ arrow next to the video icon
- Select "Choose Virtual Background"
- Click the + button to add a new background and choose your background
 - Note that Zoom sometimes has a mirroring effect. Your background may appear backwards to you but it will be correct for everyone on the call.

If you have an account:

- Click the Settings icon (gear in upper right corner)
- Click Background & Effects
- Click the + button to add a new background and choose your background

Power Point Template ***Coming Soon



MEET OUR TEAM



Joanna Fritz *Director of Marketing & Communications*

Joanna joined the TVCC Marketing Department in 2022 as Director. She spent 30 years as a marketing professional in many different industries, including research and development, architecture, insurance, banking, higher ed (TAMU and Western Wyoming Community College), and trash to name a few, and even owned her own marketing company. She also spent 5 years as CEO of the Corsicana & Navarro County Chamber of Commerce. She earned a BS in Technical Communication at Montana Tech in Butte, Montana.

In her spare time, Joanna is pianist and choir director for two churches near Richland Chambers Lake where she and her husband, Clark, have a home. They have one son, John, and daughter-in-love, Kate, who are both attorneys in Cheyenne, Wyoming.



Benny Rogers *Sports Information Officer*

Benny joined the staff at TVCC in 2009 as the assistant public information officer and was named sports information officer in 2012. Among his duties as sports information officer, he serves as the chairman of the Cardinal Hall of Fame selection committee as well as provides play-by-play game coverage on Cardinal Sports Network webcasts.

He joined the Cardinal family after a 27-year career at the Athens Daily Review where he served as sports editor for the last 25 years. While at the Review, Rogers received numerous awards from Texas APME, TPA and NETPA for his coverage of sports in Henderson and the surrounding counties.

Rogers is a lifelong resident of Malakoff and 1977 graduate of Malakoff High School. After high school, he attended TVCC from 1977-79 and was honored by the College in 2006 with the Distinguished Alumni Award at the Trinity Valley homecoming.



Shaydi Clary *Marketing & Communications Specialist*

Shaydi has a passion for engaging audiences through graphics, articles, social media or on the stage of the local theater. She is an alumna of Trinity Valley Community College and Texas Wesleyan University, where she pursued a degree in Mass Communication. She started her career in journalism and graphic design but has a special interest in social media marketing. Shaydi is excited to be back in The Valley and a part of the Marketing team!



Jennifer Marshall-Booth

Graphic Artist and Print Design Coordinator

Jennifer is the Graphic Artist & Print Design Coordinator at Trinity Valley Community College. She has a bachelor's degree in fine arts with a major in Graphic Design. She lives on a family farm with her husband, daughter, son, three dogs and three cats. They enjoy being outdoors, hiking and camping. Jen feels very lucky to work with such a great team in the marketing department!



Jorge Palacios

Videographer

Jorge has made his career as a storyteller for over a decade. He has directed sports events, live webcasts, promotional videos and created local network content, produced commercials featured on ESPN+ The Cowboy Channel, and created content for Netflix's Cheer. Jorge has actively contributed to the community by producing impactful documentaries that effectively convey their stories and meaningful messages.

He has earned two Bachelor's degrees one in Radio Television and Film and another in Spanish from The University of North Texas, where he honed his craft from accomplished industry leaders and scholars.



Jordan Kinney

Graphic Designer & Print Design Specialist

Jordan is a professional Graphic Designer. Using various methods and themes to make his artwork, and by extension TVCC's, stand out and grab the attention of students, faculty and the general public. He attended several years at Trinity Valley but moved onto the University of Texas at Dallas to peruse Video Game Design. But he found his calling back in the Piney Woods of East Texas at The University of Texas at Tyler, where he pursued his bachelor's degree in Mass Communications and Graphic Design.

Several years after graduating Jordan (FINALLY!!) married his high school sweetheart, Leah, and they have recently become homeowners in Athens, TX. He couldn't be happier to be a part of TVCC again and contributing to those who have helped him along his way, and hopefully inspiring some young artists out there as well!

Whether by the stroke of a brush, pencil, or tablet, never stop trying to create something new and exciting!



Richard Hawkins *Marketing Photographer*

Richard has been a professional photographer for over 20 years, & a adjunct photography instructor at Trinity Valley Community College for over 14 years. I am a proud alumni of TVCC where I earned my Associates degree in Liberal Arts. I continued my educations at the University of Texas at Tyler where I earned my Bachelors of Journalism, & Masters of Interdisciplinary Studies with an emphasis on Communications, Sociology, & Kinesiology.