

POLICY LIT.6.01 PUBLICATIONS AND BRANDING

SCOPE: Faculty and Staff

1. All official publications of the college will be approved in advance by the President or a designee. Official publications include, but are not limited to, the following:
 - 1.1. Catalog/student handbook
 - 1.2. Course schedule
 - 1.3. Personnel manual
 - 1.4. Institutional fact book
 - 1.5. Long-range plan
 - 1.6. Institute brochures and advertisements
 - 1.7. Staff or student newsletters

2. All publications of Lamar Institute of Technology (LIT) that refer to LIT's Southern Association of Colleges and Schools accreditation status MUST use the exact wording and punctuation, as follows:

Lamar Institute of Technology is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award degrees at the associate level. Lamar Institute of Technology also may offer credentials and diplomas at approved degree levels. Questions about the accreditation of Lamar Institute of Technology may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC'S website (www.sacscoc.org).

3. All publications of LIT are subject to Texas State University System guidelines and must include LIT is a "Member of The Texas State University System" and use official Texas State University System standards.
4. The Lamar Institute of Technology (LIT) brand is one of our most valuable assets. It defines who we are and what we do. The Department of Communications and Marketing will maintain a Branding Style Guide for all members of the LIT community and the vendors who work with LIT.
 - 4.1. The guide helps ensure all parts of the Institute are working together to communicate with a unified visual identity. Consistency is the number one factor for developing a successful brand identity. Included are general guidelines for the LIT brand as well as specific directions for the application of related elements.
 - 4.2. All printed and electronic material intended for internal/external audiences must be developed and produced under the guidance of the Communications and Marketing Department.

Related Procedures: LIT.6.01.01 Approval for College Publications

Relevant Forms/Documents:

Relevant TSUS Policies/Forms/Documents: TSUS Rules and Regulations Chapter III, Section 2 Relationship Between System and Components

Relevant Statutes:

Relevant SACSCOC Standards: SACSCOC Standard 14.1

Document History:

Adopted:

Reviewed: September 2024

Revised: February 2014, July 2024, September 2024, September 2026