

Promotions

Publicity Guidelines

In developing an image for Paradise Valley Community College through printed media, it is necessary to represent the college through a consistent, quality, and uniform visual image. The following are offered as guidelines to help achieve this goal.

LOGO- Graphic identity for publication – The PVCC logo and name must appear on all brochures, posters, etc. District also requires a version of it's logo be used on any document. The District logo(s) can be downloaded off of the district website.

MASCOT- The Puma is the official mascot of PVCC.

COLORS- The official colors of PVCC are Turquoise and Sand.

Publicity and Promotion

Types of Promotion and Publicity:

The more creative and unusual you can be in this area the better. Remember that on campus you are up against an information overload, so the more attention grabbing and eye-catching you can be the better. All promotional items must include a contact for more information and the name of the club and Paradise Valley Community College, therefore, identifying the activity with the college.

POSTERS*- As much as possible, posters should be colorful and bold. A logo or design, or even a "character" designed specifically for your program, are all good to include on posters. Try not to include too much printed information, however. Keep the message brief and to the point, and save the majority of your printed information for flyers, letters and displays during the actual awareness week. Always make sure that you include dates and an address and phone number for further information. (Note: Well done posters often end up hanging in someone's room, serving as an ongoing reminder of the program.)

NEWSPAPER ADS- Often your posters can serve as newspaper or newsletter ads. In any ad, however, you will want to include more printed information than you would on a poster. Make sure to be clear about dates, times and locations, and don't forget to include your design, logo or character. Again, remember to give a phone number and address to contact for further information.

FLYERS- One page, promotional flyers can be distributed by hand, mailed, placed in a convenient location for individuals to pick up, posted, or used like a poster (they are a very versatile item). Flyers should contain more printed information than either a poster or an ad, since people can take them along and read them later.

OTHERS: table tents, door hangers, give aways (i.e., key chains with logo), T-shirts, etc.

* The Media Department has a machine, which can assist to make large poster size advertisements.

Creating a Club Website

Here at PVCC each club can have its own website. The campus web tech, will be able to create the space and design the page. You need only provide the content.

It is recommended that you set up a short meeting (30 minutes) with the web designer to present your preferred design: colors schemes, backgrounds, layout; and to discuss what is and is not possible in creating the site.

Content to be submitted consists of:

- Text for each page you desire

The front page (sometimes known as the splash page) should be a description of why the club exists and what prospective recruits will find attractive. Text can be as simple as “We are here to learn about things and have fun”. Some clubs have a page of links, a page for member notices and announcements, a listing of club leaders and a “contact us” page which lists email addresses and office locations. The number of pages is not limited but you should have at least one.

- Photos or graphics

Graphic images: drawings, logos, and photos, add interest to a page and help direct the readers eye to important points of information. Photos of members at a meeting or at a party help define common activities. Photos of a field trip might answer questions.

Please be sure to submit your text and graphics in digital form: an email attachment, on a disk or memory chip and not on paper. Digital format allows the web designer to copy and paste.

Call the Web Technician, @ (602) 787-7804 or by email at webmaster@pvmail.maricopa.edu for more information.