



## Requesting a Press Release

The Media Relations Office is happy to help promote an event, a faculty accomplishment or a student achievement through a press release to be sent to area newspapers, shared on socials and posted on our website.

In order to do this effectively, we ask that these requests be submitted to our office in a timely manner and with all pertinent information included. If you need a release to promote an event, please, when possible, submit your request at least two weeks in advance.

To submit your information for a release, simply visit the **My Tools** section on the SSC website and click **Media Request Form**. You can also scan the QR code below with your cellular device.

Information to include in your request:

- The Five Ws (who, what, when, where, why)
- Quotes
- Photographs
- Contact Information



## Logos



## Typefaces

**Headline:** Josefin Sans Bold (All Caps)

**Subhead:** Josefin Sans Light

**Body Copy:** EB Garamond

## PowerPoint Templates



## Social Media Guidelines

### Getting Approval for Your Page

You must have official approval from the Media Relations Office to create a social media page that represents Seminole State College. If you are interested in developing an account for your area or group on campus, please contact our office and we will assist you.

### Multiple Administrators Required

It is required that log-in information for all SSC social media accounts (Facebook, Twitter, Instagram, Snapchat, etc.) be provided to the SSC Media Relations Office so that we can help manage and oversee them. It is necessary for our office to become an administrator over each account to avoid any difficulties accessing these accounts upon changes in staffing. If you already have an SSC social media account and you have not provided our office with log-in information, please do so at your earliest convenience.

## Branding and Design

We have made our brand kit available to everyone on campus. We hope this access will help with any design projects or presentations you may have. You can find our official logos, typefaces, PowerPoint templates and even campus photos by visiting the campus's shared server, the **M-Drive**, on your computer's File Explorer.

The assets can be found at **M-Drive > Repositories > Logo-Branding**.

## Promotions and Printing

The Media Relations Office is also happy to help with your design and printing needs. If you need a flyer, brochure or any other document designed or printed, please provide our office with as much information about the project as possible — design concepts, content to include, available budget, project deadline — and we will work with you to complete it. Please submit your requests at least two weeks in advance.

## Contact Us

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