

# WIREGRASS

Styles + Standards Guide

*UPDATED SPRING OF 2024*

## THE PURPOSE OF THIS STYLE & STANDARDS GUIDE

is to provide members of the Wiregrass Georgia Technical College community with guidelines on how to effectively implement the branding for the college. As the branding is established, it is of vital importance to adhere to and follow the style guidelines to establish Wiregrass Georgia Technical College's brand.

Branding is achieved through presenting a consistent image of the institution over an extended period of time. This consistency also adds to the overall atmosphere of quality and integrity of the institution it represents. Consumers are able to more readily recall the institution and recognize it above others. Without the consistency of an organized branding campaign, consumers can become confused as to the exact identity of an organization and see it as a less desirable option than other institutions.

If you have any questions regarding the policies and procedures outlined in this publication, please contact the Director of Marketing and Public Relations.

All marketing materials, including signs, promotional items, flyers, and other related items that feature the Wiregrass Georgia Technical College logo, must be approved by the Director of Marketing and Public Relations prior to usage. This approval process ensures that all materials align with the college's branding guidelines and include any required statements or disclaimers.





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# SOME THINGS YOU MIGHT NEED TO KNOW...

## FILE TYPES:

### EPS

Encapsulated Postscript (EPS) files are a type of vector image file, which means they're made up of lines and curves rather than pixels. This makes them ideal for logos, illustrations and other types of graphics that need to be resized without losing quality.

### JPG/JPEG

JPEG is a standard file format for compressing pictures so they can be stored or sent by email more easily

### GIF

GIF stands for Graphics Interchange Format, and it's a digital file format for zero or "more" images that's often used for storing and sharing photos on the internet. GIF files are palette-based, meaning the colors in an image are specified in a palette that can contain up to 256 colors

### BITMAP

A bitmap, or map of bits, is a file format that stores digital images as a grid of colored squares called pixels. Each pixel is represented by a binary number that specifies the color of the pixel.

### PDF

PDF stands for "portable document format". Essentially, the format is used when you need to save files that cannot be modified but still need to be easily shared and printed. The most versatile way of sharing.

### PNG

PNG is short for Portable Network Graphic, a type of raster image file. It's particularly popular file type with web designers because it can handle graphics with transparent or semi-transparent backgrounds.

## COLOR PROFILES

### RGB (FOR DIGITAL PURPOSES)

An RGB color profile is an additive color profile that uses red, green, and blue light to create different colors. These colors are often specified as single-byte integers from 0 to 255, with 256 levels of intensity for each color. Hex Codes are also a feature of RGB profiles, which is a function for web colors.

### CMYK (FOR PRINTING PURPOSES)

CMYK, which stands for cyan, magenta, yellow, and key, is a color space for printed materials that uses four ink plates to create different colors. The CMYK model is a subtractive color profile, which means that each layer of ink reduces the initial brightness to create the desired color. When all CMYK colors are mixed together, they create pure black

## MEDIA + ADVERTISING PROCEDURES

The college covers an 11 county service area and our presence is very noticeable in all of South Georgia, not just the communities we serve. In order to ensure that the media attention we receive is positive and warranted, faculty and staff should review and adhere to the Media and Advertising Procedure on the use of the logo, placing advertisements, and contacting the media. The most current and complete procedure can be found at <https://www.wiregrass.edu/pr-marketing>.

# VISUAL IDENTITY + BRAND GUIDELINES

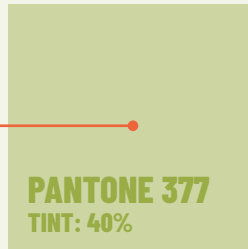
## COLOR PALETTES

### PRIMARY COLORS

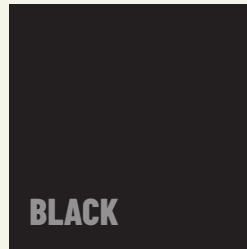
When choosing colors, please prioritize these primary colors as they are specific to the Wiregrass brand recognition.



CMYK: 45, 0, 100, 24  
RGB: 107, 143, 0  
Hex Code: #688F00



PANTONE 377  
TINT: 40%



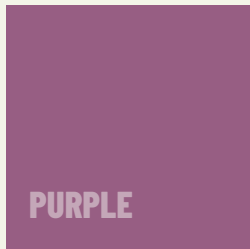
CMYK: 70, 68, 63, 74  
RGB: 35, 31, 32  
Hex Code: #231f20



CMYK: 0, 1, 0, 1  
RGB: 255, 251, 253  
Hex Code: #FFFBFD

### SECONDARY COLORS

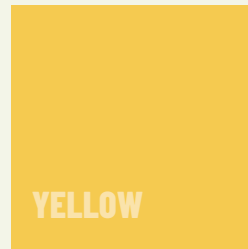
Secondary colors should be used as accent colors in design to add visual interest and enhance the overall composition without overpowering the primary color scheme.



CMYK: 44, 72, 28, 4  
RGB: 149, 94, 130  
Hex Code: #955E82



CMYK: 3, 75, 84, 0  
RGB: 235, 102, 60  
Hex Code: #EB663C



CMYK: 4, 19, 80, 0  
RGB: 244, 201, 80  
Hex Code: #F4C950



CMYK: 69, 25, 31, 0  
RGB: 81, 154, 168  
Hex Code: #519AA8



CMYK: 40, 0, 96, 0  
RGB: 167, 206, 65  
Hex Code: #a7ce41

# VISUAL IDENTITY + BRAND GUIDELINES

## FONTS

### PRIMARY FONTS

When choosing fonts, please prioritize these primary fonts as they are specific to the Wiregrass brand recognition. System fonts are the only approved fonts for all brand materials, such as the Wiregrass logo. Do not use alternatives to the ones listed below.

#### SYSTEM FONTS

**MYRIAD VARIABLE CONCEPT- BLACK CONDENSED** ..... **HEADER**

**MYRIAD CONDENSED MEDIUM** ..... **SUBHEADER**

**MYRIAD CONDENSED REGULAR** ..... **BODY**

**TRAJAN PRO** ..... **MUST ALWAYS BE CAPITALIZED**

#### ALTERNATIVE PRIMARY FONTS

**BARLOW CONDENSED EXTRABOLD** ..... **HEADER**

**BARLOW CONDENSED MEDIUM** ..... **SUBHEADER**

**BARLOW CONDENSED REGULAR** ..... **BODY**

**SPECTRAL SC** ..... **MUST ALWAYS BE CAPITALIZED**

### SECONDARY FONTS

When choosing fonts, secondary fonts are perfect accents to catch attention. Consider these when creating internal fliers and resources, or as small accents to our primary fonts. These should not occupy more than 25% of a document, or more than any primary fonts. Do not use these for any logos.

*Nautilus Pompilius*

**Roboto Slab**

**CS GORDON**

Zilla Slab Light

*Feeling Passionate*

# OUR LOGO

A stylized graphic of grass blades in shades of green and grey, positioned to the right of the main title.

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PARTS OF THE LOGO, TYPES OF LOGOS, AND THE DO'S AND DONT'S OF USING THE LOGO

A decorative graphic consisting of multiple overlapping, stylized chevron or arrow shapes pointing to the right, rendered in various shades of green and olive.

# VISUAL IDENTITY + BRAND GUIDELINES

## ANALYZING THE WIREGRASS LOGO



### PARTS OF THE LOGO

- 1.) **WIREGRASS** ..... Must occupy a majority of the logo and be the focus of the logo. Must be in Trajan Pro (All Caps) in Black (#231f20)
- 2.) **WIREGRASS SPRIG** ..... More information on the sprig can be found on page 13.
- 3.) **SEPARATION LINE** ..... Separates the sprig from the rest of the logo.
- 4.) **REGISTERED TRADEMARK ®** ..... The symbol ® is used to indicate that a trademark or service mark has been registered.
- 5.) **GEORGIA TECHNICAL COLLEGE** ..... This must follow directly underneath the Wiregrass section. The Registered Trademark also must follow this section.



# VISUAL IDENTITY + BRAND GUIDELINES

## LOGOS

### MAIN LOGO

These Logos are our brand standard, and represent the identity of our Technical College. These logos will not be altered in any way.



HORIZONTAL LOGO



STACKED LOGO

### ALTERNATIVE COLOR LOGOS

These are the only approved alternates to the main logo. Solid color logos work great to simplify to one color, or the grayscale one for black and white printing.

#### WHITE



#### BLACK



#### GRAYSCALE



# VISUAL IDENTITY + BRAND GUIDELINES

## HOW TO USE THE LOGO - DO'S + DON'TS

### PLACEMENT + SPACING



Spacing is a very important part of creating materials for marketing purposes. The Wiregrass logo is the way we, as a college, identify ourselves to prospective donors, students, and employees, or even those that are familiar with our brand identity. As such, when applying the logo - or anything for that matter- be mindful of how crowded it is around the graphic.

When it comes to placement, it really depends on the focus of your marketing materials. For more information, please reference page 10 for how to place certain items on marketing products like stationary.

### MORE DO'S + DON'TS

- **Do** allow a minimum 1/8" of space between the logo and the information around it.
- **Don't** use the logo at a size smaller than 1 1/4" wide x 3/8" high.
- **Don't** pull apart the logo elements. Only the Marketing and PR Department may determine if it is appropriate to use individual elements of the logo icon or the logo type separately. You must contact the Marketing and Public Relations Department for permission to use the logo elements separately.
- **Do** use the logo on areas of images where there is little to no cluttered imagery:
- **Don't** use the logo on black or dark colored backgrounds.



# VISUAL IDENTITY + BRAND GUIDELINES

## LOGO DO'S + DON'TS CONTINUED

### MORE DO'S + DON'TS

#### DO NOT...

- Change the logo colors.
- Place on an image where it will be hard to read.
- Alter the dimensions of the logo. (i.e. squashing or stretching the logo)
- Use the logo at a size smaller than 1 1/4" wide x 3/8" high.
- Use the standard logo on black or dark colored backgrounds. Use a high-contrast logo, like the one-color white logo.
- Place a container behind the logo in a design. The logo should have enough contrast to be viewed solely by itself.
- Allow less than the minimum of 3/8" of space between the logo and the information around it.

#### DO...

- Use the logo at the minimum size of 1 1/4" wide x 3/8" high or larger.
- Use the logo in the unaltered appropriate, approved, and provided school colors.
- Scale the logo proportionately.
- Allow a minimum 1/8" of space between the logo and the information around it.
- Use the logo whole and intact. Only the Marketing and Public Relations Department may determine if it is appropriate to use individual elements of the logo icon or the logo type separately.
- Use the logo on white or light colored backgrounds, or an appropriate color for the logo colors you are using.
- Make sure to use the logo on areas of images where there is little to no cluttered imagery.

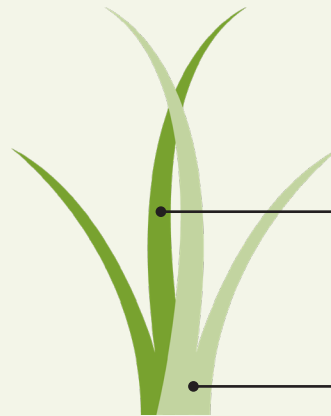


# VISUAL IDENTITY + BRAND GUIDELINES

## ICONOGRAPHY

### THE WGTC SPRIG

One of the most iconic symbols in our graphic stockpile, the sprig, can act as a versatile symbol to accent your graphic needs. This sprig is unique to the Wiregrass visual identity, so try not to overrun a graphic with this icon. This icon should only be featured once or twice on materials outside of the Wiregrass logo. The sprig should not be altered into any other colors, besides the already approved one color versions (black or white) or grayscale as shown in our logo examples on page 10.



**PANTONE 377**  
*Tint: 100%*

**PANTONE 377**  
*Tint: 40%*

### OTHER GRAPHIC ELEMENTS

These graphic elements are great to visually enhance any visual material, but are not required. These may be altered to fit your needs. Be mindful of overuse.



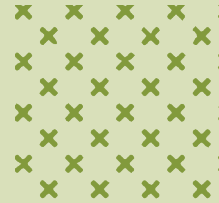
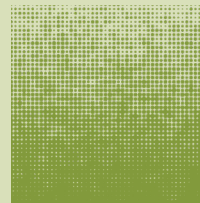
REPEATING ARROWS



ICONS THAT REPRESENT YOUR SKILL/DEGREE FIELDS

**WGTC/WGTC**

WGTC ABBREVIATION



PATTERNS  
EXAMPLES:  
HALFTONES OR AN "X" PATTERN

# HOW DO I GET SPECIALTY ITEMS?

## PROMOTIONAL PRODUCTS + LOGO PLACEMENT



Promotional materials are a great way to get not only students, but prospective community members to know Wiregrass' name or peak interest in our institution. Thus, it is important to make sure the logo is accurately placed for printing purposes and reproduction purposes.

Keep in mind the best practices of using the WGTC logo on items. Before your division or department orders the items, make sure to run it by [publicrelations@wiregrass.edu](mailto:publicrelations@wiregrass.edu) to ensure the items you are buying are up to the brand standard. However, some things you can ask yourself to make the process go smoother are the following:

1. Would the text be readable in person?
2. Would a horizontal or vertical logo work better?
3. Is there enough contrast?
4. Who is your target audience? Is this item going to be key to getting a message across or a call to action?
5. Are you wanting a shirt design? PR+ Marketing can help create that for you so you don't have to pay an art fee.
6. Is it the correct insize? (Print area on your product)
7. Does this product meet our logo size and spacing requirements?

# HOW DO I GET SPECIALTY ITEMS?

## APPAREL + MERCHANDISE COLORS

### APPROPRIATE APPAREL COLORS:

It is best to keep the Wiregrass Faculty + Staff Dress Code in mind when choosing colors (refer to page 2) for merchandise and apparel. This will be best as not only will this make a cohesive and identifiable brand identity for our college, but also serves as appropriate colors to wear on our weekly Employee Dress-down days. Your department or division should always run your products by [publicrelations@wiregrass.edu](mailto:publicrelations@wiregrass.edu) for approval, but making sure the products apply to the brand standard will ensure the process will be much smoother. Also be mindful of the contrast of the design versus the color of the product itself, for example a white design on a white t-shirt would be unreadable.

### EXAMPLES TO FOLLOW:

The following are just some representations of what can be used for apparel items, but you are allowed to expand your options as long as they follow our color scheme.



### EXAMPLES NOT TO FOLLOW:

The following are just some representations of what NOT to use, unless given permission from Public Relations and Marketing.



# HOW DO I GET SPECIALTY ITEMS?

## STATIONARY + BUSINESS CARDS



With things like stationary and business cards, we supply them as an institution. As such, **DO NOT** make your own business cards or stationary for your position/department/division. Business Cards are to be ordered through Human Resources. This is how we verify all information is correct, especially since this is how we represent ourselves to the community. You can order Business Cards by:

1. Logging into your OKTA account
2. Click on the Sharepoint Icon (If you do not have this icon, contact IT via a work order)
3. In SharePoint, Go to the Wiregrass Employee Intranet located on the left hand side under Featured Links.
4. From there, scroll down until you see a section titled Resources Library.
5. Under the Resources Library, go to the Human Resources Section. There will be a link to a form for a business card request. Fill that out and they should be to you shortly!
6. Make sure you receive a confirmation email.
7. You will need to keep an eye out for an email from the WGTC print shop regarding reviewing the business card before print.

For any stationary, ask your supervisor for details.

# HOW SHOULD I FORMAT MY EMAILS?

## EMAIL SIGNATURES GUIDE

When using the logo for your email signature, please use the horizontal version of the transparent PNG file of the logo with your campus designation already provided beneath it in the proper location. On occasion, Public Relations + Marketing will send out email signature banner advertisements to assist in our marketing campaigns and recruitment. It is important to pay attention to these emails and make sure your signature is up to date.

See page 6 for information on how to properly build the colors from RGB values.

1. **Name:** Black, Myriad Pro bold
2. **Title:** PMS 377, Myriad Pro italic
3. **Horizontal version of the logo**
4. **Campus designation:** Black, Myriad Pro bold
5. **Address:** PMS 377, Myriad Pro regular
6. **Email, phone & fax:** PMS 377, Myriad Pro regular
7. **URL:** Black, Myriad Pro bold
8. **Space/Seasonal Photo Banner Provided by PR + Marketing**  
(Photos should be no larger than the longest line of your signature)
9. **Technical College System statement:** PMS 377, Myriad Pro italic
10. **All information flush left**

10

1 **DeAnnia Clements**

2 *President*



4 **Ben Hill-Irwin Campus**

5 Charles Harris Learning Center | Room 643

667 Perry House Road | Fitzgerald, Georgia 31602

6 Email: [deannia.clements@wiregrass.edu](mailto:deannia.clements@wiregrass.edu)

Phone: 229.468.2031

Fax: 229.333.2153

7 **[www.wiregrass.edu](http://www.wiregrass.edu)**

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9 *A Unit of the Technical College System of Georgia*



# STATEMENTS REQUIRED FOR PRINTING MATERIALS

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STATEMENTS REQUIRED FOR SACSCOC AND OTHER ACCREDITATION PURPOSES



# STATEMENTS REQUIRED FOR PRINTING

## TECHNICAL COLLEGE SYSTEM STATEMENT



The Technical College System Statement:


*“A Unit of the Technical College System of Georgia,”*

must appear on all printed materials that represent Wiregrass Georgia Technical College, typically near the bottom of the piece in either the left or right hand corner, near the logo, or on the inside front or outside back cover of booklet publications. The font for the statement is Myriad Pro regular and it must be at least 6 point in size (so it can be read). It may be printed in black or reversed from it's background, whichever works best for legibility.




# STATEMENTS REQUIRED FOR PRINTING

## ACCREDITATION STATEMENT



The SACSCOC accreditation statement must be used in all college legal documents and is recommended for use on college marketing materials as space allows. The accreditation statement when used must appear as indicated below. If there is no room for the full statement and a shortened statement is used, it should say: “WGTC is accredited by SACSCOC.” The SACSCOC Stamp of Accreditation may be used in conjunction with the full statement regarding accreditation and abbreviated references. Should you have any questions regarding accreditation statement usage, please contact the Associate Vice President for Institutional Effectiveness:

*Wiregrass Georgia Technical College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Wiregrass Georgia Technical College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Wiregrass Georgia Technical College 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](http://www.sacscoc.org)).*



# STATEMENTS REQUIRED FOR PRINTING

## USAGE FOR STATEMENT OF EQUAL OPPORTUNITY

REVISED JANUARY 2024

It is imperative that all marketing material and advertising used to promote the technical college system or any individual college comply with the following guidelines for using disclaimer statements. To get the most recent version of the Equal Opportunity Statement please contact the office of Marketing and Public Relations.

### A. FOR ALL COLLEGE CATALOGS THE FOLLOWING STATEMENT MUST BE INCLUDED:



*Wiregrass Georgia Technical College (WGTC) abides by the Technical College System of Georgia's Policy 2.1.1. Statement of Equal Opportunity. The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex (including pregnancy, sexual orientation, and gender identity), religion, disability, age, political affiliation or belief, genetic information, veteran or military status, marital status, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all technical college-administered programs, programs financed by the federal government including any Workforce Innovation and Opportunity Act (WIOA) Title I financed programs, educational programs, and activities, including admissions, scholarships and loans, student life, and athletics. It also encompasses the recruitment and employment of personnel and contracting for goods and services. To review in its entirety, please access the TCSG Policy Manual and reference the corresponding policy and subsequent procedures.*

*All work and campus environments shall be free from unlawful forms of discrimination, harassment and retaliation as outlined under Title IX of the Educational Amendments of 1972, Title VI and Title VII of the Civil Rights Act of 1964, as amended, the Age Discrimination in Employment Act of 1967, as amended, Executive Order 11246, as amended, the Vietnam Era Veterans Readjustment Act of 1974, as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Americans With Disabilities Act of 1990, as amended, the Equal Pay Act, Lilly Ledbetter Fair Pay Act of 2009, the Georgia Fair Employment Act of 1978, as amended, the Immigration Reform and Control Act of 1986, the Genetic Information*



# STATEMENTS REQUIRED FOR PRINTING

## USAGE FOR STATEMENT OF EQUAL OPPORTUNITY

### A. FOR ALL COLLEGE CATALOGS THE FOLLOWING STATEMENT MUST BE INCLUDED:



*Nondiscrimination Act of 2008, the Workforce Innovation and Opportunity Act (WIOA) of 2014 and other related mandates under TCSG Policy, federal or state statutes.*

*TCSG and the technical colleges are expected to promote the full realization of equal opportunity through affirmative and continuing practices. TCSG and each technical college shall develop procedures for implementing this policy and for addressing employee and student complaints of unlawful discrimination for all work units and colleges, as mandated by federal compliance guidelines.*

*Any violation or questions may be directed to any member of the Campus Equity & Compliance Team as listed below: Shalonda Sanders, Title IX Coordinator (all campuses), Vice President for Human Resources & Operations, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or shalonda.sanders@wiregrass.edu; Katrina Royal, Student ADA & Section 504 Coordinator (all campuses) and Title IX Designee/Investigator, Director of Special Populations and Tutoring, Valdosta Campus, Berrien Hall, Room 100, (229) 333-2100 ext 1236 or katrina.royal@wiregrass.edu, \*student ADA & student disability claims only; Meredith Moon, Title IX Designee/Investigator, Director for Human Resources and Employer Services, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or meredith.moon@wiregrass.edu; David VanLandingham, Title IX Designee/Investigator, Assistant Vice President of Institutional Effectiveness, Ben Hill-Irwin Campus, Dorminy-Mixon Hall, Room 8102, (229) 468-2100 ext 3016 or david.vanlandingham@wiregrass.edu; Yolanda Woodall, Title IX Designee/Investigator, Assistant Director for Human Resources & Career Services, Ben Hill-Irwin Campus, Charles Harris Learning Ctr, Room 630C, (229) 333-5356 or yolanda.woodall@wiregrass.edu; Kayla Zackery, Student ADA & Section 504 Designee, and Title IX Designee/Investigator, Special Populations Coordinator, Ben Hill-Irwin Campus, Berrien Hall, Room 100, (229) 468-2000 x 2243 or kayla.zackery@wiregrass.edu, \*student ADA & student disability claims only. Telephone numbers are accessible to persons who are deaf or hard of hearing through the Georgia Relay by dialing 711 or 800-255-0056 from a TTY/TDD. You may email the team at [campusequityandcompliance@wiregrass.edu](mailto:campusequityandcompliance@wiregrass.edu) or visit our webpage at [Wiregrass Campus Equity and Compliance Web Page](#).*



# STATEMENTS REQUIRED FOR PRINTING

## USAGE FOR STATEMENT OF EQUAL OPPORTUNITY

### A. FOR ALL COLLEGE CATALOGS THE FOLLOWING STATEMENT MUST BE INCLUDED:



*Wiregrass Georgia Technical College (WGTC) abides by the Technical College System of Georgia's Policy 2.1.1. Statement of Equal Opportunity. The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex (including pregnancy, sexual orientation, and gender identity), religion, disability, age, political affiliation or belief, genetic information, veteran or military status, marital status, or citizenship status (except in those special circumstances permitted or mandated by law). This nondiscrimination policy encompasses the operation of all technical college-administered programs, programs financed by the federal government including any Workforce Innovation and Opportunity Act (WIOA) Title I financed programs, educational programs, and activities, including admissions, scholarships and loans, student life, and athletics. It also encompasses the recruitment and employment of personnel and contracting for goods and services. To review in its entirety, please access the TCSG Policy Manual and reference the corresponding policy and subsequent procedures.*

*All work and campus environments shall be free from unlawful forms of discrimination, harassment and retaliation as outlined under Title IX of the Educational Amendments of 1972, Title VI and Title VII of the Civil Rights Act of 1964, as amended, the Age Discrimination in Employment Act of 1967, as amended, Executive Order 11246, as amended, the Vietnam Era Veterans Readjustment Act of 1974, as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Americans With Disabilities Act of 1990, as amended, the Equal Pay Act, Lilly Ledbetter Fair Pay Act of 2009, the Georgia Fair Employment Act of 1978, as amended, the Immigration Reform and Control Act of 1986, the Genetic Information Nondiscrimination Act of 2008, the Workforce Innovation and Opportunity Act (WIOA) of 2014 and other related mandates under TCSG Policy, federal or state statutes.*

*TCSG and the technical colleges are expected to promote the full realization of equal opportunity through affirmative and continuing practices. TCSG and each technical college shall develop procedures for implementing this policy and for addressing employee and student complaints of unlawful discrimination for all work units and colleges, as mandated by federal compliance guidelines.*

*Any violation or questions may be directed to any member of the Campus Equity & Compliance Team as listed below:*

*Shalonda Sanders, Title IX Coordinator (all campuses), Vice President for Human Resources & Operations, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or shalonda.sanders@wiregrass.edu; Katrina Royal, Student ADA & Section 504 Coordinator (all campuses) and Title IX Designee/Investigator, Director of Special Populations and Tutoring, Valdosta Campus, Berrien Hall, Room 100, (229) 333-2100 ext 1236 or katrina.royal@wiregrass.edu, \*student ADA & student disability claims only; Meredith Moon, Title IX Designee/Investigator, Director for Human Resources and Employer Services, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or meredith.moon@wiregrass.edu; David VanLandingham, Title IX Designee/Investigator, Assistant Vice President of Institutional Effectiveness, Ben Hill-Irwin Campus, Dorminy-Mixon Hall, Room 8102, (229) 468-2100 ext 3016 or david.vanlandingham@wiregrass.edu; Yolanda Woodall, Title IX Designee/Investigator, Assistant Director for Human Resources & Career Services, Ben Hill-Irwin Campus, Charles Harris Learning Ctr, Room 630C, (229) 333-5356 or yolanda.woodall@wiregrass.edu; Kayla Zackery, Student ADA & Section 504 Designee, and Title IX Designee/Investigator, Special Populations Coordinator, Ben Hill-Irwin Campus, Berrien Hall, Room 100, (229) 468-2000 x 2243 or kayla.zackery@wiregrass.edu, \*student ADA & student disability claims only. Telephone numbers are accessible to persons who are deaf or hard of hearing through the Georgia Relay by dialing 711 or 800-255-0056 from a TTY/TDD. You may email the team at [campusequityandcompliance@wiregrass.edu](mailto:campusequityandcompliance@wiregrass.edu) or visit our webpage at [Wiregrass Campus Equity and Compliance Web Page](#).*



# STATEMENTS REQUIRED FOR PRINTING

## USAGE FOR STATEMENT OF EQUAL OPPORTUNITY

B. FOR ALL OTHER PRINTED COLLATERAL THIS ABBREVIATED STATEMENT SHOULD BE USED:



*As set forth in its student catalog, Wiregrass Georgia Technical College complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, creed, national or ethnic origin, sex (including pregnancy, sexual orientation, and gender identity), religion, disability, age, political affiliation or belief, genetic information, veteran or military status, marital status, or citizenship status (except in those special circumstances permitted or mandated by law).*

*The following persons has been designated to manage inquiries regarding the non-discrimination policies:*

*Shalonda Sanders, Title IX Coordinator (all campuses), Vice President for Human Resources & Operations, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or shalonda.sanders@wiregrass.edu; Katrina Royal, Student ADA & Section 504 Coordinator (all campuses) and Title IX Designee/Investigator, Director of Special Populations and Tutoring, Valdosta Campus, Berrien Hall, Room 100, (229) 333-2100 ext 1236 or katrina.royal@wiregrass.edu, \*student ADA & student disability claims only. Telephone numbers are accessible to persons who are deaf or hard of hearing through the Georgia Relay by dialing 711 or 800-255-0056 from a TTY/TDD.*



# STATEMENTS REQUIRED FOR PRINTING

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## USAGE FOR STATEMENT OF EQUAL OPPORTUNITY

C. IF THERE IS NOT ENOUGH SPACE IN THE AD RESULTING IN A VERY SMALL FONT, PLEASE USE THIS ABBREVIATED STATEMENT WHICH WILL KEEP US IN COMPLIANCE WITH OCR REGULATIONS:



*As set forth in its student catalog, Wiregrass Georgia Technical College complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, creed, national or ethnic origin, sex (including pregnancy, sexual orientation, and gender identity), religion, disability, age, political affiliation or belief, genetic information, veteran or military status, marital status, or citizenship status (except in those special circumstances permitted or mandated by law).*

*The following persons has been designated to manage inquiries regarding the non-discrimination policies: Shalonda Sanders, Title IX Coordinator (all campuses), Vice President for Human Resources & Operations, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or shalonda.sanders@wiregrass.edu; Katrina Royal, Student ADA & Section 504 Coordinator (all campuses) and Title IX Designee/Investigator, Director of Special Populations and Tutoring, Valdosta Campus, Berrien Hall, Room 100, (229) 333-2100 ext 1236 or katrina.royal@wiregrass.edu, \*student ADA & student disability claims only. Telephone numbers are accessible to persons who are deaf or hard of hearing through the Georgia Relay by dialing 711 or 800-255-0056 from a TTY/TDD.*





# STATEMENTS REQUIRED FOR PRINTING

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### D. ADVERTISING (OUTDOOR, PRINT, RADIO AND TV):

Small Format Advertising (outdoor, radio and TV):

If the size or length of the advertising medium does not allow room for any of the above statements without accruing substantial additional cost, the following statement can be used. However, this shortened statement should be used sparingly:

■ ■ *Equal Opportunity Institution* ■ ■

**For all statements use a font and font size that are easily readable.**

Please contact your *Title IX coordinator, Section 504 coordinator*, Kim Ellis (kellis@tcsg.edu) or Romy Smith (rsmith@tcsg.edu) if you have questions or need clarification.

# STATEMENTS REQUIRED FOR PRINTING

## USAGE FOR STATEMENT OF EQUAL OPPORTUNITY

### E. ANNUAL EXTERNAL NOTIFICATION



*Wiregrass Georgia Technical College is an equal opportunity, employer and offers the following career and technical education programs for all regardless of race, color, creed, national or ethnic origin, sex (including pregnancy, sexual orientation, and gender identity), religion, disability, age, political affiliation or belief, genetic information, veteran or military status, marital status, or citizenship status (except in those special circumstances permitted or mandated by law).*

*Programs offered by the college are Accounting, Air Conditioning, Automotive, Barbering, Business, Commercial Truck Driving, Computer Sciences, Cosmetology, Criminal Justice, Culinary Arts, Dental, Early Childhood Education, Electrical, Emergency Services, Engineering, Esthetician, Fire Science, Mechatronics, Medical Assisting, Neuromuscular Massage Therapy, Nursing, Pharmacy, Precision Machining, Radiology, Surgical Technology, Telecommunications, and Welding. Persons seeking further information concerning the career and technical education offerings and specific pre-requisite criteria for admission to these programs should contact: One-Stop Enrollment and Student Success Center at (229) 333-2105.*

*Wiregrass Georgia Technical College offers additional services to students with limited English language skills or with disabilities so that they may benefit from these programs. Lack of English language skills will not be a barrier to admissions in any CTE Program.*

*For additional information regarding student support services, your rights, grievance procedures, or the College's nondiscrimination policies, you may contact any member of the Campus Equity & Compliance Team as listed below:*

*Shalonda Sanders, Title IX Coordinator (all campuses), Vice President for Human Resources & Operations, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or shalonda.sanders@wiregrass.edu; Katrina Royal, Student ADA & Section 504 Coordinator (all campuses) and Title IX Designee/Investigator, Director of Special Populations and Tutoring, Valdosta Campus, Berrien Hall, Room 100, (229) 333-2100 ext 1236 or katrina.royal@wiregrass.edu, \*student ADA & student disability claims only; Meredith Moon, Title IX Designee/Investigator, Director for Human Resources and Employer Services, Valdosta Campus, Cox Hall, Human Resources Suite, (229) 333-5356 or meredith.moon@wiregrass.edu; David VanLandingham, Title IX Designee/Investigator, Assistant Vice President of Institutional Effectiveness, Ben Hill-Irwin Campus, Dorminy-Mixon Hall, Room 8102, (229) 468-2100 ext 3016 or david.vanlandingham@wiregrass.edu; Yolanda Woodall, Title IX Designee/Investigator, Assistant Director for Human Resources & Career Services, Ben Hill-Irwin Campus, Charles Harris Learning Ctr, Room 630C, (229) 333-5356 or yolanda.woodall@wiregrass.edu; Kayla Zackery, Student ADA & Section 504 Designee, and Title IX Designee/Investigator, Special Populations Coordinator, Ben Hill-Irwin Campus, Berrien Hall, Room 100, (229) 468-2000 x 2243 or kayla.zackery@wiregrass.edu, \*student ADA & student disability claims only. Telephone numbers are accessible to persons who are deaf or hard of hearing through the Georgia Relay by dialing 711 or 800-255-0056 from a TTY/TDD. You may email the team at [campusequityandcompliance@wiregrass.edu](mailto:campusequityandcompliance@wiregrass.edu) or visit our webpage at Wiregrass Campus Equity and Compliance.*



# HOW TO LOCATE MARKETING MATERIALS

1. Logging into your OKTA account
2. Click on the Sharepoint Icon (If you do not have this icon, contact IT via a work order)
3. In SharePoint, Go to the Wiregrass Employee Intranet located on the left hand side under Featured Links.
4. From there, scroll down until you see a section titled Resources Library.
5. Under the Resources Library, go to the PR Resources Section. There will be many files, but the ones that contain logos and other resources will be placed in folders.
6. You can also reach out to [publicrelations@wiregrass.edu](mailto:publicrelations@wiregrass.edu) to have any assistance with locating the appropriate marketing materials you need for your projects.



# CONTACT US

## WIREGRASS GEORGIA TECHNICAL COLLEGE

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### **Main Campus**

4089 Val Tech Road  
Valdosta, Georgia 31602  
(229) 333-2100  
Fax (229) 333-2129

### **Ben Hill-Irwin Campus**

667 Perry House Road  
Fitzgerald, Georgia 31750  
(229) 468-2000  
Fax (229) 468-2110

### **Coffee County Campus**

706 West Baker Highway  
Douglas, Georgia 31533  
(912) 389-4303  
Fax (912) 389-4308

### **Cook County Center**

1676 North Elm Street  
Sparks, Georgia 31647  
(229) 549-7368  
Fax (229) 549-6286

Wiregrass Georgia Technical College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Wiregrass Georgia Technical College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Wiregrass Georgia Technical College 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](http://www.sacscoc.org)).

Equal Opportunity Institution | A Unit of the Technical College  
System of Georgia | WGTC is accredited by SACSCOC