

STATE OF NORTH CAROLINA

Central Piedmont Community College

Request for Proposal #: 88-260011-PH

Integrated Marketing and Communications Services

Date of Issue: November 11, 2025

Proposal Opening Date: December 8, 2025

At 2:00PM EST

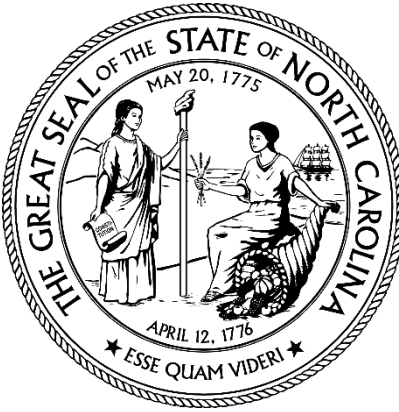
Direct all inquiries concerning this RFP to:

Robin Harper

Senior Buyer

Email: Robin.Harper@cpcc.edu

Phone: 704-330-2722 ex 3909



STATE OF NORTH CAROLINA

Request for Proposal

88-260011-PH

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.
Failure to do so may subject your proposal to rejection.**

Vendor Name

Vendor eVP#

Note: For a contract to be awarded to you, your company (you) must be a North Carolina registered vendor in good standing. You must enter the vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a vendor number, register at <https://vendor.ncgov.com/vendor/login>

Electronic responses ONLY will be accepted for this solicitation.

| STATE OF NORTH CAROLINA Central Piedmont Community College | |
|---|---|
| Refer <u>ALL</u> Inquiries regarding this RFP to: Robin Harper Robin.Harper@cpcc.edu | Request for Proposal #: 88-260011-PH |
| | Proposals will be publicly opened: December 8, 2025 at 2pm Phone: 929-346-6957 Phone conference ID: 502 932 539# |
| Using Agency: Central Piedmont Community College | Commodity No. and Description: 801716- Marketing Support Services – Integrated Marketing and Communications Services |
| Requisition No.: TBD | |

EXECUTION

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor’s knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor’s entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the ATTACHMENTS page within this document.

Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.

| | | |
|---|-------------------|--------------------|
| COMPLETE/FORMAL NAME OF VENDOR: | | |
| STREET ADDRESS: | P.O. BOX: | ZIP: |
| CITY & STATE & ZIP: | TELEPHONE NUMBER: | TOLL FREE TEL. NO: |
| PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21): | | |

Proposal Number: 88-260011-PH

Vendor: _____

| | | |
|---|-------|-------------|
| PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR: | | FAX NUMBER: |
| VENDOR'S AUTHORIZED SIGNATURE*: | DATE: | EMAIL: |

VALIDITY PERIOD

Offer shall be valid for at least one hundred twenty (120) days from date of bid opening, unless otherwise stated here: _____ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

ACCEPTANCE OF PROPOSAL

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties ("Contract"). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

| |
|---|
| <p>FOR STATE USE ONLY: Offer accepted and Contract awarded this _____ day of _____, 20____, as indicated on</p> <p>The attached certification, by _____.</p> <p style="text-align: center;">(Authorized Representative of Central Piedmont Community College)</p> |
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1.0 PURPOSE AND BACKGROUND

Central Piedmont Community College (Central Piedmont) is a large, urban, multi-campus, non-residential college that enrolls more than 52,000 students annually in curriculum, adult high school and basic skills, and continuing education programs, and employs more than 3,000 full- and part-time faculty and staff, making Central Piedmont one of the largest colleges in the Carolinas. Central Piedmont offers more than 300-degree, diploma and certification programs, customized and corporate training, market-focused continuing education, and special interest classes. Central Piedmont is academically, financially, and geographically accessible to all citizens of Mecklenburg County. Central Piedmont responds to the workforce and technology needs of local employers and job seekers through innovative educational and training strategies. Established in 1963, Central Piedmont has provided over 60 years of service to Mecklenburg County residents, business and industry engaging approximately 250,000 people each year through various programs, services, events, and performances.

Central Piedmont Community College seeks a qualified integrated communications, public relations, and marketing partner to support the college’s brand awareness, reputation management, and marketing efforts.

The intent of this solicitation is to award an Agency Specific Contract.

1.1 CONTRACT TERM

The Contract shall have an initial term of thirty (30) months, beginning on January 1, 2026 (the “Effective Date”), or upon contract award, whichever is later.

At the end of the Contract’s initial term, the State shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to four (4) additional one-year terms. The State will give the Vendor written notice of its intent to exercise each option no later than *fifteen (15)* days before the end of the Contract’s then-current term. In addition to any optional renewal terms, and with the Vendor’s concurrence, the State reserves the right to extend the Contract after the last active term.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

2.0 GENERAL INFORMATION

2.1 REQUEST FOR PROPOSAL DOCUMENT

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

2.2 E-PROCUREMENT FEE

ATTENTION: The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.

General information on the E-Procurement Services can be found at: <http://eprourement.nc.gov/>.

2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS

It shall be the Vendor’s responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. The State may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, the State rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor’s proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor’s proposal that purports to vary any terms and conditions or Vendors’ instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor’s proposal shall constitute a firm offer that shall be held open for the period required herein (“Validity Period” above).

The State may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiation and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor’s proposal as nonresponsive.

2.4 RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. The State will make every effort to adhere to this schedule.

| Event | Responsibility | Date and Time |
|-------------------------------|----------------|------------------------------------|
| Issue RFP | State | November 11, 2025 |
| Submit Written Questions | Vendor | November 21, 2025 by 2pm |
| Provide Response to Questions | State | November 25, 2025 |
| Submit Proposals | Vendor | December 8, 2025 no later than 2pm |
| Contract Award | State | TBD |

2.5 PROPOSAL QUESTIONS

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the “Submit Written Questions” date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Written questions shall be emailed to *Robin.Harper@cpcc.edu* by the date and time specified above. Vendors should enter “RFP # 88-260011-PH Questions” as the subject for the email. Question submittals should include a reference to the applicable RFP section and be submitted in the format shown below:

| Reference | Vendor Question |
|--------------------------|----------------------|
| RFP Section, Page Number | Vendor question ...? |

Questions received prior to the submission deadline date, the State’s response, and any additional terms deemed necessary by the State will be posted in the form of an addendum to *the electronic Vendor Portal (eVP)*, <https://evp.nc.gov>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

2.6 PROPOSAL SUBMITTAL

IMPORTANT NOTE: This is an absolute requirement. Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

Electronic Vendor Portal (eVP)

The Electronic Vendor Portal (eVP) is applicable to this RFP and all proposal responses shall be submitted electronically via the electronic Vendor Portal (eVP). Additional information can be found at the eVP updates for Vendors link: <https://eprocurement.nc.gov/news-events/evp-updates-vendors>.

RFP responses will ONLY be accepted via the eVP.

Attempts to submit a proposal via facsimile (FAX) machine, telephone, email, email attachments, or in any hardcopy format in response to this Bid SHALL NOT be accepted and will automatically be deemed Non-Responsive.

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, Central Piedmont Community College will assume no exemptions apply and will release an unredacted version if a records request is received.

If the vendor has confidential information, as defined in N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2, a redacted copy of response was provided through eVP, at the time of bid submission. **Vendor Acknowledgment: Redacted Copy submitted _____ Yes _____ No**

If “No” is checked, or if no response was provided, this copy of your response, in its entirety, WILL BE provided, to third-party firms, as the result of any public records request.

Failure to submit a proposal in strict accordance with these instructions shall constitute sufficient cause to reject a Vendor’s proposal(s). Vendors are strongly encouraged to allow sufficient time to upload proposals.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the State’s eVP website for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

2.7 PROPOSAL CONTENTS

Vendors shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor’s submission of incomplete items, may result in the State rejecting Vendor’s proposal, in the State’s sole discretion.

Vendor RFP responses shall include the following items and attachments, which shall be arranged in the following order:

- a) Cover Letter, which should contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP, (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor’s agreement to comply with all instructions, terms and conditions, and attachments.
- b) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.
- c) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- e) Vendor’s Proposal addressing all Specifications of this RFP- Refer to Section 5.0
- f) Completed version of ATTACHMENT A: PRICING

- g) Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- h) Completed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- i) Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- j) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION

2.8 ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Any alternate proposal, in addition to the marking described above, must be clearly marked with the legend: "Alternate Proposal # ___ [for 'name of Vendor']". Each proposal must be for a specific set of Goods and Services and must include specific pricing. If a Vendor chooses to respond with various offerings, each must be offered with a separate price and be contained in a separate proposal document. Each proposal must be complete and independent of other proposals offered.

2.9 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found below which are incorporated herein by this reference.

3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

3.1 METHOD OF AWARD

North Carolina G.S. 143-52 provides a general list of criteria the State shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in the State's best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a single Vendor, the State reserves the right to make separate awards to different Vendors for one or more line items, to not award one or more line items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to the State to do so.

The State reserves the right to waive any minor informality or technicality in proposals received.

3.2 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION

While this RFP is under evaluation, the responding Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the purchaser named above, any department secretary, agency head, members of the General Assembly and Governor's office); or private entity, if the communication refers to the content of Vendor's proposal or qualifications, the content of another Vendor's proposal, another Vendor's qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor's proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (i.e., the issuance date of the procurement until the date of contract award or cancellation of the procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the purchaser named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

3.3 PROPOSAL EVALUATION PROCESS

Only responsive submissions will be evaluated.

The State will conduct a One-Step evaluation of Proposals:

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and the State reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the State.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids is authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a Vendor's pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

Upon completion of the evaluation process, the State will make award(s) based on the evaluation and post the award(s) to the State's eVP website under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to the State.

The State reserves the right to negotiate with one or more vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with the State.

3.4 EVALUATION CRITERIA

BEST VALUE: "Best Value" procurement methods are authorized by N.C.G.S. §§143-135.9 and 143B-1350(h). The award decision is made based on multiple factors, including: total cost of ownership, meaning the cost of acquiring, operating, maintaining, and supporting a product or service over its projected lifetime; the evaluated technical merit of the Vendor's offer; the Vendor's past performance; and the evaluated probability of performing the specifications stated in the solicitation on time, with high quality, and in a manner that accomplishes the stated business objectives and maintains industry standards compliance. The intent of "Best Value" procurement is to enable Vendors to offer and the Agency to select the most appropriate solution to meet the business objectives defined in the solicitation and to keep all parties focused on the desired outcome of a procurement.

A ranking method of source selection will be utilized in this procurement using evaluation criteria listed in order of importance in the Evaluation Criteria section below to allow the State to award this RFP to the Vendor(s) providing the Best Value and recognizing that Best Value may result in award other than the lowest price or highest technically qualified offer. By using this method, the overall ranking may be adjusted up or down when considered with, or traded off against, other non-price factors.

EVALUTION METHOD: Narrative and by consensus of the evaluation committee, explaining the strengths and weaknesses of each proposal and why the recommended awardee(s) provide the best value to the State.

All qualified proposals will be evaluated, and award made based on considering the following criteria listed in descending order of importance, to result in an award most advantageous to the State:

1. Section 5.5, Technical Approach
2. Section 5.4, Project Organization
3. Section 4.5, Vendor Experience
4. Attachment A: Cost Proposal

3.5 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of the State:

- a) Total cost to the State
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the State’s information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand the State’s business requirements and internal operational culture
- g) Particular risk factors such as the security of the State’s information technology
- h) Relations with citizens and employees
- i) Contract enforcement jurisdictional issues

3.6 INTERPRETATION OF TERMS AND PHRASES

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the State; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as “shall,” “must,” and “requirements” are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, the State will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the State’s needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the State exercising its discretion to reject a proposal in its entirety.

4.0 REQUIREMENTS

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification, or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question and answer period in accordance with the Proposal Questions Section above.

4.1 PRICING

Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative, travel and other similar fees.

Complete ATTACHMENT A: PRICING FORM and include in Vendor’s proposal. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

4.2 INVOICES

Vendor shall invoice the Purchasing Agency on a monthly basis, as services are performed. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Purchasing Agency with an invoice for each order. Invoices shall include detailed information to allow Purchasing Agency to verify pricing at point of receipt matches the correct price from the original date of order. The following fields shall be included on all invoices, as relevant:

Vendor’s Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyer’s Order Number, Service Descriptions, Price

4.3 FINANCIAL STABILITY

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. The State is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify the State within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Vendor’s financial stability.

4.4 HUB PARTICIPATION

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State’s Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

4.5 VENDOR EXPERIENCE

In its Proposal, Vendor shall demonstrate experience with:

- public and/or private sector clients with similar or greater size and complexity to Central Piedmont;
- higher education clients within and/or outside of North Carolina, including those of similar size to Central Piedmont;
- working with community colleges, if available;
- working with clients launching a new long-term strategic plan;
- providing issues management or crisis communications counsel to clients; and,
- launching multichannel, integrated marketing campaigns.

Vendor shall provide information as to the qualifications and experience of all personnel to be assigned to this project, including resumes citing experience with similar projects and the responsibilities to be assigned to each person.

4.6 REFERENCES

Vendor shall provide at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. For any Vendor proposal the Evaluation Committee deems viable, the college may contact the references to determine if services provided are substantially similar in scope to those proposed herein and whether Vendor’s performance has been satisfactory. Any information obtained may be considered in the evaluation of the proposal.

4.7 BACKGROUND CHECKS

Vendor and its personnel are required to provide or undergo background checks at Vendor's expense prior to beginning work with the State. As part of Vendor background, the following details must be provided to the State:

- a) Any **criminal felony conviction**, or conviction of any crime involving moral turpitude, including, but not limited to fraud, misappropriation or deception, by Vendor, its officers or directors, or any of its employees or other personnel to provide Services on this project, of which Vendor has knowledge, or provide a statement that Vendor is aware of none;
- b) Any **criminal investigation** for any offense involving moral turpitude, including, but not limited to fraud, misappropriation, falsification or deception pending against Vendor of which it has knowledge, or provide a statement Vendor is aware of none;
- c) Any **regulatory sanctions** levied against Vendor or any of its officers, directors or its professional employees expected to provide Services on this project by any state or federal regulatory agencies within the past three years or a statement that there are none. As used herein, the term "regulatory sanctions" includes the revocation or suspension of any license or certification, the levying of any monetary penalties or fines, and the issuance of any written warnings;
- d) Any **regulatory investigations** pending against Vendor or any of its officers, directors or its professional employees expected to provide Services on this project by any state or federal regulatory agencies of which Vendor has knowledge or a statement that there are none.
- e) Any **civil litigation**, arbitration, proceeding, or judgments pending against Vendor during the three (3) years preceding submission of its proposal herein or a statement that there are none.

Vendor's response to these requests shall be considered a continuing representation, and Vendor's failure to notify the State within thirty (30) days of any criminal litigation, investigation or proceeding involving Vendor or its then current officers, directors or persons providing Services under this Contract during its term shall constitute a material breach of contract. The provisions of this paragraph shall also apply to any subcontractor utilized by Vendor to perform Services under this Contract.

4.8 PERSONNEL

Vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. "Professional manner" means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor's obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor's proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor's recommended substitute personnel. The State will approve or disapprove the requested substitution in a timely manner. The State may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the State may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

4.9 VENDOR'S REPRESENTATIONS

If Vendor's Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of the State under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor's proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor,

facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

4.10 AGENCY INSURANCE REQUIREMENTS MODIFICATION

Refer to ATTACHMENT H: CERTIFICATE OF INSURANCE REQUIREMENTS for the college's required levels of coverage and conditions.

5.0 SPECIFICATIONS AND SCOPE OF WORK

5.1 GENERAL

Central Piedmont Community College seeks a qualified integrated communications, public relations, and marketing partner to support the college's brand awareness, reputation management, and marketing efforts. The scope of work includes three primary areas of support: communications/Public Relations, marketing and campaigns, and creative services and production.

5.2 TASKS/DELIVERABLES

Work will be completed in phased segments aligned with the contract term.

While this solicitation is open to all qualified vendors, the College expresses a strong preference for firms with a local presence within the College's service area. Given the nature of marketing, advertising, and public relations campaigns and counsel, it is essential that the selected partner possess a deep understanding of the community's dynamics, demographics, and values, as well as familiarity with the county and surrounding region the College serves. A local partner is better positioned to create campaigns that authentically reflect the College's mission, resonate with our target audiences, and effectively support outreach and engagement efforts. Close proximity to campus locations is also important to ensure accessibility for in-person meetings, timely collaboration, and on-site support as needed.

Phase 1 Strategic communications and public relations:

January 1, 2026- June 30, 2026

- Conduct in-person media training for 3-5 senior leaders (leverage college messaging to train as spokespeople, on-camera training, potential crisis response).
- Develop crisis communications/issues management shelf plans (5 plans) aligned to institutional risks that the college has already identified. These risks will only be shared with the awarded vendor, after contract award.
- Design Public Relations (PR) strategy and support for one major institutional event on college campus.
- Provide ongoing strategic communications counsel on topics relevant to the college and higher education, including:
 - Proactive brand positioning strategies that reinforce the college's reputation and standing in the region
 - Stakeholder engagement strategies that build credibility and deepen trust with students, parents, donors, faculty, community leaders, and employers
 - Real-time and proactive messaging support in response to emerging opportunities or risks
 - Ongoing identification of institutional, local, and higher education risks through media monitoring, trend analysis, and environmental scanning
- Deliver rapid response strategic support for issues management, as needed
- Participate in monthly planning sessions with the college's communications and marketing team to align strategies, evaluate media coverage, and identify opportunities.

Phase 1 Marketing and Campaign Development Support

January 1, 2026- June 30, 2026

- Evaluate existing market research, which will be made available to the awarded vendor, and conduct supplemental research to inform campaigns aligned to the new Strategic Plan (launching fall 2026).
 - Conduct, evaluate, and interpret all new data compiled through various research with a comprehensive review presentation of all materials.
 - Summarize key learnings and conclusions from new research and present findings to college leadership in person.

- The college expects new research detail to be similar to the existing research touchpoints. The college’s existing research includes, but is not limited to, the following metrics across multiple audiences:
 - Measurement of awareness and perceptions of existing market position among various internal and external audiences
 - Identifying communication preferences and key decision factors for prospective students
 - Identifying factors considered when assessing a school’s reputation (cost/value of programs, diversity of programs, diversity of students, quality of faculty, etc.)
 - Identifying the college’s differentiators, descriptors, attributes perceived as distinctive to the college, institutional positions and promises most valued by Central Piedmont’s audiences
 - Preferred method of marketing communication
 - Marketing campaign messaging recall/effectiveness of current campaigns
 - Identifying what is associated with the college’s brand and how it differs across various audiences
 - Net promoter score
 - Audiences in market research included current faculty and staff, current students, prospective students, parents of prospective students, adult learners, community in general, employers, alumni.
- Brand Awareness Campaign: Develop concepts for one multimedia, integrated campaign to build brand awareness and highlight elements of the Strategic Plan. Include 4 rounds of revisions.
- Focused Campaign 1: Develop concepts for one multimedia, integrated campaign tailored to a priority area (e.g., continuing education, dual enrollment, corporate training). Include 2-3 rounds of revisions.

Phase 1 Creative services and production

January 1, 2026- June 30, 2026

- Brand campaign –
 - Video production for brand awareness campaign suitable for broadcast, streaming, and digital platforms (a minimum of multi-day shoots across 3 campuses over 4 days).
 - Deliver creative assets for out-of-home, print, digital/social media, broadcast, and radio (may bleed into July/Aug. 2026).
- General video support –
 - Produce at least 2 additional videos, likely leadership messaging supported by b-roll, in support of channels. One-day video shoot/production.
- Copywriting –
 - Provide copywriting support for website content migration. Ensure all copy is clear, action-oriented, and written in plain language, generally at an 8th grade reading level, to maximize usability and comprehension.
 - Expect to need about 20 hours of support per week for January through April.

Phase 2 Strategic communications and public relations:

July 1, 2026- June 30, 2027

- Deliver targeted media training for 10–15 strategically selected subject matter experts, with a focus on academic affairs leaders positioned to advance institutional priorities
- Refine and expand issues management shelf plans (2–3 additional plans).
- Provide strategic communications counsel, including:
 - Proactive PR strategies aligned to college priorities and the higher education landscape
 - Counsel for leadership during issues management response
 - Monthly planning sessions
 - Message development and real-time support
 - Relationship-building with reporters and media outlets (largely local and state but also some national)
 - Stakeholder engagement strategies
 - Evaluation of media coverage and provide leadership counsel

Phase 2 Marketing and Campaign Development Support:

July 1, 2026- June 30, 2027

- Develop concepts for refreshed creative assets for the broad brand awareness campaign (2 rounds of revisions).
- Focused Campaign 2: Develop concepts for a second focused multimedia, integrated campaign tailored to a priority audience or offering. Include at least 2-3 rounds of reviews/revisions.
- Conduct a brand study in spring/early summer 2027 to evaluate awareness and sentiment following initial campaign launch.

Phase 2 Creative services and production

July 1, 2026- June 30, 2027

- Brand Awareness Campaign: Deliver final assets for first round; deliver refreshed assets, including a one-day campus shoot.
- Focused Campaign 1: Production and delivery of creative assets, including video shoots across 2 campuses (at least 3 days).
- Video production -
 - Participate in monthly planning including key milestones and review and delivery timelines.

Phase 3 Strategic communications and public relations:

July 1, 2027-June 30, 2028

- Provide media training refreshers or prep sessions prior to interviews.
- Support event PR strategy for one major infrastructure-related event.
- Provide strategic communications counsel, including:
 - Proactive PR strategies aligned to college priorities and the higher education landscape
 - Counsel for leadership during issues management response
 - Monthly planning sessions
 - Message development and real-time support
 - Relationship-building with reporters and media outlets (largely local and state but also some national)
 - Stakeholder engagement strategies
 - Evaluation of media coverage and provide leadership counsel

Phase 3 Marketing and Campaign Development Support:

July 1, 2027-June 30, 2028

- Focused Campaign 3: Develop concepts for a third focused multimedia, integrated campaign tailored to a specific audience or offering. Include at least 2-3 rounds of revisions.
- Conduct a brand study in spring/early summer 2028 to assess brand awareness, sentiment, and campaign impact.

Phase 3 Creative services and production

July 1, 2027- June 30, 2028

- Campaign Production: Multi-day production for 2 focused multimedia integrated campaigns (3 days each minimum).
- Video production --
 - Participate in monthly planning including key milestones and review and delivery timelines.
 - Four production days a year to include (but not limited to) multi-camera interviews, in-office or non-campus location shots, B-roll.
 - Provide ongoing video production support, delivering 6 edited videos per month up to 1:30 in length including college branded opening and end cards, and speaker identification graphics, including necessary camera and production equipment, insurance, director, lighting, interviewer (off camera)
 - Two rounds of edits per video

General requirements (Across all phases of work), including any exercised renewals)

- Assign a dedicated account team with at least one senior leader experienced in higher education communications and marketing, actively engaged throughout the contract.
- Vendor selected is expected to work in partnership with the college's media buying and placement agency. A successful partnership includes open conversations between the agencies and the college regarding creative strategy and media strategy. The outcome expected is to have creative that aligns with the media proposed and the media plan to support the strategy of the creative work.

Creative/production specific:

- Agency will share files with the college for approvals through a shared Microsoft Teams folder. If vendor doesn't use Microsoft Teams, another solution can be suggested.
- Agency to create, size, and traffic all paid ad files to college's media partner (media buying and placement is not part of this RFP).
- Vendor must follow college brand standards.
- Vendor will work with college to agree on naming conventions for files for ease of identification of the files.
 - Vendor will provide closed captioning with audio descriptions on video materials along with any needed graphic elements.
- Animated gifs should be created in Photoshop.
- Print files should be created in InDesign.
- Deliver all creative assets in adaptable formats suitable for out-of-home, print, digital, social media, broadcast, and radio (radio is only for large marketing campaigns).
- At the end of each campaign, vendor must provide all campaign raw files to the college via a hard drive provided by the vendor.
- All files and footage are property of and sole use by the college. Sole use of raw files/footage and finished videos by Central Piedmont
- The college highlights our students (vs. using paid talent) in our visuals.
- Video details:
 - Deliver assets across all major formats (16:9, 9:16, 4:5, 1:1), including mp4 for the college's website
 - Closed captioning with audio descriptions
 - Royalty-free music
 - Royalty-free voiceover talent
 - Color grading of final projects
 - 12 stills taken from video each month
- The college will provide a photographer for any photography needs for the campaign. Our photographer will work under the guidance of the vendor's director to secure the necessary photography shots for campaigns. This is for photography only.
- Participate in 2 structured planning meetings per month to cover:
 - Strategic content planning
 - Marketing campaign planning
 - Video production planning
 - Issues management (as needed)

5.3 Digital Marketing, Analytics and Insights (Optional Scope of Work)

The college has included an optional scope of work associated with digital marketing, analytics and insights should interested partners want to include in their response. The college may or may not award this optional scope of work.

Digital marketing support (Jan. 1, 2026 through June 30, 2028, including any exercised renewals) – *expected to be about 20 hours per month*

- Support Google Tag Manager / Pixel placement / custom event tracking for digital marketing
 - Prefer a firm with Google Partner status
- Access to Big Query for Google Analytics reporting and dashboards

- Support of Central Piedmont’s four e-Commerce platforms
- Monthly Looker Studio reporting and dashboards for college’s four eCommerce platforms
- Monthly paid advertising insights and analysis to refine campaigns and marketing buys; share with Central Piedmont’s media buyer to refine strategy
- Support, reporting and recommendations for search engine marketing (SEM) and search engine optimization (SEO)

5.4 PROJECT ORGANIZATION

Vendor shall describe the organizational and operational structure it proposes to utilize for the work described in this RFP and identify the responsibilities to be assigned to each person Vendor proposes to staff the work.

5.5 TECHNICAL APPROACH

Vendor’s proposal shall include, in narrative, outline, and/or graph form the Vendor's approach to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable, and the schedule for accomplishing each shall be included.

6.0 CONTRACT ADMINISTRATION

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor’s planning purposes.

6.1 CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to the State a contract manager. The contract manager shall be the State’s point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

| Contract Manager Point of Contact | |
|--|--|
| Name: | |
| Office Phone #: | |
| Mobile Phone #: | |
| Email: | |

The Vendor shall be required to designate and make available to the State for customer service. The customer service point of contact shall be the State’s point of contact for customer service-related issues (define roles and responsibilities).

| Customer Service Point of Contact | |
|--|--|
| Name: | |
| Office Phone #: | |
| Mobile Phone #: | |
| Email: | |

6.2 POST AWARD PROJECT REVIEW MEETINGS

The Vendor, at the request of the State, shall be required to meet with the State for Project Planning meetings, at least two (2) times per month. At the discretion of the State, frequency may be requested more often. The purpose of these meetings will be to review project progress reports, discuss Vendor and State performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

6.3 CONTINUOUS IMPROVEMENT

The State encourages the Vendor to identify opportunities to reduce the total cost the State. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

6.4 PERIODIC STATUS REPORTS

The Vendor shall be required to provide Status Reports to the designated Contract Lead on a weekly basis. This report shall include, at a minimum, information concerning the work accomplished during the reporting period; work to be accomplished during the subsequent reporting period; problems, real or anticipated, and notification of any significant deviation from previously agreed upon work plans and schedules. The college may also request periodic campaign or channel performance reports throughout the term of the contract. These reports shall be well organized and easy to read. The Vendor shall submit these reports electronically using the format required by the Purchasing Agency. The Vendor shall submit the reports in a timely manner and on a regular schedule as agreed by the parties.

6.5 TRANSITION ASSISTANCE

If a Contract results from this solicitation, and the Contract is not renewed at the end of the last active term, or is canceled prior to its expiration, for any reason, Vendor shall provide transition assistance to the State, at the option of the State, for up to six (6) months to allow for the expired or canceled portion of the Services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to the State or its designees. If the State exercises this option, the Parties agree that such transition assistance shall be governed by the terms and conditions of the Contract (notwithstanding this expiration or cancellation), except for those Contract terms or conditions that do not reasonably apply to such transition assistance. The State shall agree to pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized.

6.6 DISPUTE RESOLUTION

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to the State's Contract Manager for resolution. Any claims by the State shall be submitted in writing to the Vendor's Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

6.7 CONTRACT CHANGES

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the State and Vendor. Amendments to the contract can only be through the contract administrator.

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7.0 ATTACHMENTS

****IMPORTANT NOTICE****

RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE
 FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT

ATTACHMENT A: COST PROPOSAL

Complete and return the Pricing associated with this RFP, which can be found in the table below:

| Item No. | Description of Services | Phase / Period | Cost |
|----------|--|--|----------|
| 1 | Strategic Communications and Public Relations | Phase 1: January 1, 2026 – June 30, 2026 | \$ _____ |
| 2 | Marketing and Campaign Development and Support | Phase 1: January 1, 2026 – June 30, 2026 | \$ _____ |
| 3 | Creative Services and Production | Phase 1: January 1, 2026 – June 30, 2026 | \$ _____ |
| 4 | Strategic Communications and Public Relations | Phase 2: July 1, 2026 – June 30, 2027 | \$ _____ |
| 5 | Marketing and Campaign Development and Support | Phase 2: July 1, 2026 – June 30, 2027 | \$ _____ |
| 6 | Creative Services and Production | Phase 2: July 1, 2026 – June 30, 2027 | \$ _____ |
| 7 | Strategic Communications and Public Relations | Phase 3: July 1, 2027 – June 30, 2028 | \$ _____ |
| 8 | Marketing and Campaign Development and Support | Phase 3: July 1, 2027 – June 30, 2028 | \$ _____ |
| 9 | Creative Services and Production | Phase 3: July 1, 2027 – June 30, 2028 | \$ _____ |

Total Cost: \$ _____

Digital marketing, analytics and insights (Optional Scope of Work)

May or may not be procured by Central Piedmont.

| Item # | Description | Phase | Estimated Cost |
|--------|---|---------------------------------|----------------|
| 1 | Phase 1 – Digital Marketing, Analytics & Insights | January 1, 2026 – June 30, 2026 | \$ _____ |
| 2 | Phase 2 – Digital Marketing, Analytics & Insights | July 1, 2026 – June 30, 2027 | \$ _____ |
| 3 | Phase 3 – Digital Marketing, Analytics & Insights | July 1, 2027 – June 30, 2028 | \$ _____ |

Total Optional Services: \$ _____

ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:
https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_North-Carolina-Instructions-to-Vendors_09.2020.pdf
<https://www.doa.nc.gov/pandc/north-carolina-instructions-vendors-1-2025/open>

ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:
<https://www.doa.nc.gov/north-carolina-general-terms-and-conditions-5-2025/open>

ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION (Return with Vendor Submission)

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:
<https://www.doa.nc.gov/pandc/onlineforms/pc-hub-supplemental-vendor-information-92021-pdf/open>

ATTACHMENT E: CUSTOMER REFERENCE FORM (Return with Vendor Submission)

Complete and return the Customer Reference Form, which can be found at the following link:
<https://ncadmin.nc.gov/media/15503/open>

ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR (Return with Vendor Submission)

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:
<https://www.doa.nc.gov/pandc/onlineforms/pc-worker-location-92021-pdf/open>

ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION (Return with Vendor Submission)

Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:
<https://www.doa.nc.gov/pandc/onlineforms/pc-certification-financial-condition-92021-pdf/open>

***** Failure to Return the Required Attachments May Eliminate Your Response from Further Consideration *****

ATTACHMENT H: CERTIFICATE OF INSURANCE REQUIREMENTS

Please note: While these are Minimum Requirements, higher limits or additional coverages may be required based on vendor risk and exposure.

| | |
|--|--|
| <p>Commercial General Liability</p> <ul style="list-style-type: none"> (Occurrence form) Coverage not less than: | <p>\$1,000,000 Each Occurrence \$2,000,000 General Aggregate¹ \$2,000,000 Products & Completed Operations Aggregate Schedule of Endorsements must be provided. GL Policy Number must be listed.</p> |
| <p>Automobile Liability</p> <ul style="list-style-type: none"> Required for all Owned Autos or must provide 'Hired & Non- Owned Auto' coverage. | <p>\$1,000,000 Combined Single Limit² OR \$1,000,000 Bodily Injury per Accident \$1,000,000 Bodily Injury per Person \$1,000,000 Property Damage</p> |
| <p>Umbrella Liability</p> <ul style="list-style-type: none"> Additional coverage that can be combined to meet requirements: | <p>\$3,000,000 Per Occurrence \$3,000,000 Aggregate</p> |
| <p>Workers' Compensation</p> | <p>State Statutory Limits² Employer Liability \$500,000 Each Accident² \$500,000 Disease Policy Limit \$500,000 Disease Each Employee</p> |
| <p>Additional Insured</p> <ul style="list-style-type: none"> Central Piedmont Community College (Attach Additional Insured Endorsement evidencing coverage of Ongoing Operations and Completed Operations for the additional insured) | <ul style="list-style-type: none"> Coverage must be primary and noncontributory above any other insurance Central Piedmont Community College may carry. Waiver of Subrogation on all policies in favor of Central Piedmont Community College. Make subcontractor's insurance primary. |
| <p>Professional Liability (Errors and Omissions)</p> <ul style="list-style-type: none"> If professional services are being provided. | <p>\$1,000,000 Per Occurrence</p> |
| <p>Cyber Insurance Liability</p> | <p>\$1,000,000 Per Occurrence³</p> |

¹ Including contractual liability, waiver of subrogation, primary and noncontributory.

² Including waiver of subrogation in favor of Central Piedmont.

³ Including information security and privacy liability.

Certificates of Insurance Must Indicate the Following:

1. Central Piedmont Community College needs to be listed as the Additional Insured:

Central Piedmont Community College (Attach Additional Insured Endorsement evidencing coverage of Ongoing Operations and Completed Operations for the additional insured)

- a. Coverage must be primary and noncontributory above any other insurance Central Piedmont Community College may carry.
 - b. Waiver of Subrogation on all policies in favor of Central Piedmont Community College.
 - c. Make subcontractor's insurance primary.
2. Central Piedmont Community College needs to be listed as the Certificate Holder:
 3. Central Piedmont Community College Attention: Enterprise Risk Management PO Box 35009
 4. Charlotte, NC 28235-5009
 5. Physical address: 1425 Elizabeth Avenue, Charlotte, NC 28204
 6. Central Piedmont Community College requires a COI which shows General Liability, Workers' Compensation, Automobile Liability and Umbrella Liability coverages. (The minimum coverages accepted are listed for each.)
 - a. Enterprise Risk Management may opt to waive the requirements for Automobile Liability or the Workers' Compensation, depending on the scope and scale of the job or event.
 - b. Enterprise Risk Management may opt to waive the requirements for Umbrella Liability in addition to the GL, depending on the GL coverage as well as the scope and scale of the job or event.
 7. Carrier and effective/expiration date must be shown on all coverages listed on COI.
 8. If a service is being rendered where there is access to secure areas of the college, then Crime Coverage (performance or similar bond) may be required.
 9. If the service being rendered involves waste removal of any kind, Enterprise Risk Management needs to see Pollution Liability as well as Transportation Liability.
 10. If any products and/or services related to information technology (including hardware and/or software) are provided to Central Piedmont Community College, Cyber Liability will be required. Additionally, network security liability arising from the unauthorized access to, use of, or tampering with computer systems, including hacker attacks or inability of an authorized third party to gain access to your services, including denial of service, unless caused by a mechanical or electrical failure.

There may be instances where Enterprise Risk Management will require additional insurance and/or coverages based on the service(s) provided.

ATTACHMENT I: CENTRAL PIEDMONT COMMUNITY COLLEGE EDITORIAL STYLE GUIDE AND BRAND GUIDELINES

BEGINS ON NEXT PAGE



Central Piedmont Community College Editorial Style Guide

At Central Piedmont, we want to tell our story in one voice across all channels. This guide will help ensure consistency and continuity in how we communicate our story to our audiences.

Editorial style has to do with a set of judgements about what is grammatically correct, consistency in punctuation, and what usage is acceptable. How should you refer to the college? How do we treat academic degrees? What's the proper name of the Halton Theater?

Central Piedmont style conforms with the widely embraced practices of today's academic, public relations, and news authorities on style. It generally follows the conventions outlined in the Associated Press Stylebook and Merriam-Webster's Collegiate Dictionary, with some exceptions. Any rule in question will fall by default to the rules outlined in the Associated Press Stylebook and Merriam-Webster's Collegiate Dictionary.

The Central Piedmont editorial style guide does not apply to materials produced by faculty and staff for academic purposes, such as scholarly research, journal articles, faculty-written books, or articles.

Abbreviations with Names

Use abbreviations Sr., Jr., II and III for Senior, Junior, Second, Third following a full name. Never use the spelled-out words or the abbreviations with the surname alone. Do not place a comma between the surname and the abbreviation.

- John Smith Jr.
- Mrs. John K. Smith Sr.
- John H. Smith III

Abbreviate civil, military, professional, or religious titles when used before a full name.

- Sen. Thomas Jones
- Gov. Robert Williams
- Rev. David Brown

Academic Degrees

Capitalize when the complete name of the degree is given. There is no possessive when using the complete name of the degree.

- Associate in Arts degree
- Associate in Applied Science degree in accounting and finance
- Bachelor of Arts in history





- Bachelor of Arts in English
- Master of Science in biology

Lowercase if no specific degree is mentioned. Uppercase if referencing the proper degree name.

- She earned an Associate in Arts degree.
- He earned an Associate in Applied Science degree in accounting.

Lowercase academic degrees if no degree type is mentioned. The term “associate degree” does not require an apostrophe. The terms “bachelor’s degree” and “master’s degree” require apostrophes.

- associate
 - He has an associate degree.
 - Central Piedmont offers associate degrees.
- bachelor’s
- master’s
- doctorate

When referring to a specialization area within a degree program, leave off the words “track,” “concentration,” or “path”:

- Associate in Applied Science degree in business administration – human resources

When using abbreviations for degrees, insert periods.

- B.A., B.F.A., B.S.W, Ed.D., M.A., M.A.T., M.Ed., M.F.A., M.P.A., M.S., M.S.A., Ph.D.

Use abbreviations for academic degrees only after full names; set them off with commas: John Smith, Ph.D., will give a lecture. However, the preferred method would be to identify the individual in a phrase: John Jones, biology instructor, will give a lecture.

The word “doctorate” is a noun, and “doctoral” is an adjective.

Academic Disciplines

Lowercase the names of academic disciplines, with the exception of proper nouns.

- accounting majors, a major in math, a chemistry major

Always capitalize languages:

- English major, Spanish major

Acronyms

An acronym is a word formed from the first letters of a series of words. Sometimes the letters are pronounced individually and sometimes they’re pronounced as a separate word. Examples include:



NASA (National Aeronautics and Space Administration) or ATM (Automated Teller Machine).

At the college, we generally avoid abbreviations and acronyms that the reader would not quickly recognize, so please avoid creating acronyms for organizations or internal college departments and programs/initiatives and, instead, refer to the full name. Tip: Create shorter names for departments or initiatives to avoid the need for acronyms.

Addresses

When referencing "PO Box" in an address line, please refrain from using periods (not acceptable: P.O. Box). Also, the state should be spelled out in the city, state line. (Ex. Charlotte, North Carolina); however, if space is limited, the postal abbreviation is an acceptable abbreviation.

[View a list of college building addresses.](#)

Advisor

Advisor is the preferred style, and it is not capitalized unless it begins a sentence.

- Before you register for classes, don't forget to meet with your academic advisor.

Alumni

Alumni are identified by listing the last two digits of their graduation years with an apostrophe following their names.

- Sally Jones '95 (Be careful, some programs autoformat and turn the apostrophe around.)

"Alumnus" is the singular, masculine form; for reference to women, use "alumna" (singular) or "alumnae" (plural). "Alumni" may serve as the plural for a group that is composed of men only or of men and women together.

Apostrophes

Form the possessive singular of nouns by adding "'s."

- Maxine's dog
- Max's idea

One exception to this rule is singular proper nouns ending in "s" for which only an apostrophe would be used.

- Dickens' novels

Plural possessives are formed by adding an “s” unless the word has a special plural construction that does not end in “s.”

- Students’ rights
- Women’s studies

Plurals of words should **not** contain apostrophes.

- thousands of items, not thousand’s

One exception is plurals of single letters, which may require an apostrophe to avoid misinterpretation.

- She received all A’s.
- Minding your p’s and q’s

Ampersand (&)

In general, avoid using an ampersand to represent “and,” unless it’s part of an official name or in marketing/social media copy with limited space. A few college programs and departments have special nomenclature:

- Career & College Promise
- Baking & Pastry Arts
- Corporate and Continuing Education

Building Names, Room Numbers

Capitalize the formal names of buildings (Zeiss Building, Claytor Building). Lowercase general reference (They went to the library to study.)

Capitalize “room” when referring to a specific location within an academic or administrative building. The room location always following the building. If a room number has a letter following it, capitalize the letter and put it immediately following the number with no space.

- The meeting will be held in the Advanced Technology Center, Room 115.
- The meeting is in Hall Professional Development Building, Room 211C.

For unnamed campus buildings that are numbered, use the Roman numerals to refer to the building.

- Harris II Building
- Levine III Building

Visit the “Where’s the event” entry for a list of official college building names.

Bullets

Vertical lists may be bulleted and numbered and should:

- contain, preferably, at least three items, never just one
- be used to highlight text or make it more easily accessible
- have text preceding it, never just a head

Use the following rules for vertical lists:

- Use initial caps and terminal punctuation for items that are full sentences, like this one, but do neither for sentence fragments, including the final item.
- Make the items **grammatically parallel**, i.e., begin with the same grammatical construction, such as a verb phrase.
- Use either sentence fragments or complete sentences; avoid mixing them in the same list.
- Avoid bulleted lists within bulleted lists when possible; rewrite as necessary.
- Use numbers instead of bullets only when the sequence or the hierarchy of the items matters or when the items will be referred to (usually in text) by number.

Capitalization

In general, **avoid unnecessary use of capital letters**. Academic departments, administrative offices, and facilities are capitalized when the complete and official designation is used.

- Applied Technologies Division
- the division
- Financial Aid and Veterans Affairs
- Center for Military Families and Veterans
- the center
- math department

Lowercase fields of study except when a proper noun is part of the name.

- accounting
- German
- human resources

Capitalize the following when the complete title is used, lowercase on second reference:

- Programs
- Course Titles
- Named or distinguished professorships
- Named scholarships/awards
- The word “room” when used to designate a location
- Titles of campus activities

- All words, except articles, conjunctions and prepositions in the titles of books and plays

Lowercase “city of Charlotte” and “state of North Carolina” except when referring to the city’s or state’s government or in legal contexts calling for a corporate name.

- The governor of the state of North Carolina attended today’s press conference.
- Central Piedmont received a grant from the City of Charlotte.

Lowercase the common noun elements of names in plural uses.

- At the corner of Charlottetowne and Elizabeth avenues
- On the Central and Levine campuses

Captions

Use a caption if there’s a person, place, or situation that the reader is likely to want to identify. Use (left), (from left), or the like if there might be confusion about identities.

Do not use a middle initial if the full name with initial is already in the story.

Do not use periods in captions that are not full sentences.

Central Piedmont Community College

When referencing the college, use Central Piedmont Community College on first reference. All subsequent references should be Central Piedmont. The college is also an acceptable reference.

CP or CPCC are not acceptable references and should not be used.

When referring to the college’s Foundation, use Central Piedmont Community College Foundation on first reference and Central Piedmont Foundation on all subsequent references.

Courses vs. Sections / Classes

A course is a set of classes or a plan of study on a particular subject. Sections are specific instructor/day/time/location/methodology available for each course during a term. A class is a period of time in which students are taught something.

- I’m taking an English course, and the classes are on Thursdays.
- My ENG 111-01 classes meet on Mondays, Wednesdays, and Fridays from 9-10 a.m.
- You’re required to take the COM 231 course this semester. There are 12 sections available. The classes for COM 231-01 meet on Tuesdays and Thursdays.

Colors

The official Central Piedmont colors are gray and gold.

Commas

An exception to the AP rule, the college uses an Oxford comma before a conjunction.

- The flag is red, white, and blue.
- I had orange juice, toast, and ham and eggs for breakfast.
- She studied religion on Tuesdays, math on Wednesdays, and art on Fridays.

In general, if you set something apart with a comma, you must follow it with a comma:

- The bus to Washington, D.C., will leave at noon, Friday, Nov. 15, from the Student Union.

Dashes

Use an EM dash to denote a numerical range (pages 11–13). PC keyboard shortcut: alt+ctrl+minus; Mac shortcut: option+shift+hyphen

Use a hyphen to join compound adjectives such as full-time.

Em dashes (–) with spaces may be used for material that amplifies, explains or digresses. Commas may often be used for the same purpose. PC keyboard shortcut: ctrl+Num Lock+Keypad Hyphen; Mac shortcut: shift+option+minus

Use spaces around em dashes: She saw – or she thought she saw – a knight in shining armor.

For web writing purposes on cpcc.edu, use an en dash (–) to denote a numerical/time range or a date range (from January–March).

Days, Dates

Spell out the name of a month when it stands alone or with the year only. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Exceptions may be made on marketing materials at the discretion of the Communications, Marketing, and Public Relations department.

Put a comma before and after the year when used with a month and date, but do not use a comma when a time period is expressed with month and year.

- The play opens in October.
- The events of August 2018 are recorded in this paper.



- The plant sale, held on Sept. 28, 2018, will be at the Cato Campus.

In general, use Arabic figures. Don't use st, nd, rd, or th.

- Jan. 1, not January 1st
- The June 15 show has been canceled.

Centuries and decades

- 21st century, 50s, not fifties

In decades identified with their centuries, use figures and omit apostrophes.

- 1850s, 1970s

Use a single hyphen to show a range of dates; do not repeat the first two numbers of the year if the second year is part of the same century as the first: 1968–75; 2007–08; 1899–1902.

Use the year with the month only if it is not the current year. Invitations and graduation programs can include the year for historical archiving purposes.

Ellipses

Use to indicate the deletion of one or more words in condensing quotes, texts, or documents. Treat as a three-letter word, constructed (space/three dots/space).

- The reviewer wrote, "She is amazing ... a true star."

Email

The word email is not hyphenated. Continue to hyphenate other "e" terms (e-commerce, e-procurement).

Do not capitalize letters in email addresses or web addresses, even those containing names:

- john.smith@cpcc.edu
- financialaid@cpcc.edu

Exclamation Points

Exclamation marks should be avoided in formal writing and used sparingly in marketing materials.

Freshman, Sophomore, Junior, Senior

Lowercase except at the beginning of a sentence.



Headlines

The use of downstyle or upper- and lowercase headlines is generally determined by the formality of the publication and the design, but once a style is chosen, it should be followed consistently within a publication. In downstyle headlines, the first word and proper nouns are capitalized. In upper- and lowercase headlines, every word is capitalized except articles (a, an, the), coordinate conjunctions (and, or, for, nor), prepositions, and infinitives.

In general, the college does not punctuate headlines or sub-heads in marketing materials. Communications, Marketing, and Public Relations reserves the right to use punctuation in special circumstances when the layout calls for it.

Hyphenation

Use a hyphen to connect two or more words used as a modifier.

- She teaches full time.
- He has a full-time job.

Do not use a hyphen to connect “-ly” adverbs to the words they modify.

- A highly successful student

Suspend hyphens in a series.

- Do you want a two- or four-door car?

Livestream

Livestream (one word) is preferred over live stream, and is appropriate as both a noun and a verb.

- Livestream today’s events on our YouTube channel.

Middle Colleges

Upon first reference, refer to the middle colleges as: the Middle College High School at [CAMPUS]

Otherwise, refer to the middle colleges as:

- the middle college at Cato Campus
- the middle college at Harper Campus
- the middle college at Levine Campus
- the middle college at Merancas Campus

Also acceptable: the middle college high school at [CAMPUS]

Numbers

In general in copy, spell out numbers one through nine (and zero); use numerals for 10 and higher. There are times in marketing materials and social media messages where it makes sense to use a number in favor of the words.

Ages should be written with Arabic numerals.

- 8 years old; a 54-year-old man

Arabic numerals are used with large numbers (millions, billions, trillions)

- 1.5 million

Monetary figures and percentages are also indicated with Arabic numerals

- \$15, \$17.46, \$200 million, 15 percent (spell out percent)

When a number is the first word of a sentence, it should be spelled out. However, the sentence usually can be reworked to avoid having to spell out a large or hyphenated number, a monetary figure or a percentage.

Percent

In general, use the word “percent.” However, the % symbol may be used in scientific, technical, statistical, or short-form (email, social media, etc) copy.

Phone Numbers

Should be listed with dashes to enhance accessibility, such as 704-330-2722. If an extension is used, it should be written as 704-330-2722, ext. 1234.

QR Codes

Please check with your Communications, Marketing, and Public Relations account manager prior to using a QR code on marketing materials.

Quotation Marks

Place a comma or period inside the quotation marks. The semicolon and colon are placed outside the quotation marks.



Place question marks or exclamation marks inside or outside the quotation marks, depending on the quote.

- Did she say, "It is raining today"?
- He asked, "Is it raining today?"

Résumé

Accents should be placed on the "e's" "résumé" when used as a noun to describe a document outlining a person's job history and skills.

Seasons, Semesters, and Sessions

Lowercase names or seasons and semesters, except at the beginning of a sentence.

- spring 2019 semester

Sessions are named by the number of weeks in a session, not called "short" or "mini."

- 16-week
- 12-week
- 8-week
- 4-week

States

When possible, spell out a state's name on first reference. Postal ZIP code abbreviations for states should be used in copy when abbreviating a state name in text copy.

- NC, SC, CA (instead of N.C., S.C., Calif.)

The District of Columbia is treated like a state.

- Washington, D.C., is the nation's capital.

For marketing collateral that will be used in the Charlotte area, there's no need to spell out North Carolina with the city name for well-known cities.

That/Which

"That" is the defining, or restrictive pronoun, "which" is the non-defining, or non-restrictive.

Use "that" for essential clauses, important to the meaning of the sentence, and without commas. Use "which" for nonessential clauses, where the pronoun is less necessary, and use commas.





Tip: If you can drop the clause and not lose the meaning of the sentence, use “which.” Otherwise, use “that.”

- Our office, which has two lunchrooms, is located on 4th Street. (The information about the number of lunchrooms is superfluous and won’t change the meaning of the sentence if removed).
- Our office that has two lunchrooms is located on 4th Street. (Implying there are other office locations.)

Theater vs. Theatre

Theater is used when referring to a building or location where a performance is being held.

- We are going to see a show at the Halton Theater

Theatre is used when referring to the performance itself.

- We’re looking forward to an evening of theatre.

Time of Day

- Use lowercase noon and midnight, not 12 a.m. or 12 p.m.
- Use 8 a.m., not 8:00 a.m.
- Do not capitalize a.m. and p.m. Use periods after each letter.
- Use a comma after the time when used in a sequence with the day, date, and location of an event.
 - The class will meet at 8 a.m., on Tuesday, September 12.
- For a span of time, either 8–10 a.m. (with an em dash) or 8 to 10 a.m. is acceptable.
- If the time spans from morning to afternoon, be sure to list a.m. and p.m. with the time.
 - The event is happening from 8 a.m.–3 p.m. (hyphen)

Titles

Capitalize a title before a person’s name. Lowercase a title following a person’s name. Lowercase a professional title when it stands without a name. Do not use both Dr. and Ph.D or Ed.D.

- Robert Jones, Ph.D. (not Dr. Robert Jones, Ph.D.)
- Dean Robert Jones
- Robert Jones, dean of Central Campus

Occupational descriptions should be lowercase

- math instructor Sally Smith
- career counselor Robert Williams



Avoid courtesy titles, such as Mr., Mrs., Miss, Ms.

Titles (and, in most cases, first names) should be dropped on second reference and thereafter.

Use quotation marks to designate the titles of books, movies, operas, plays, poems, albums and songs, radio and television programs, lectures, speeches, and works of art. If the title of an item in the preceding list is contained within a headline, place a single quotation mark around the title.

URLs

- Do not use <http://> or www.
- Don't break a url with a hyphen or onto another line.
- If a sentence ends with a url, add a period at the end.
- Do not capitalize letters in a URL.

With few exceptions, don't list out the full URL. Instead, put the link in link text:

- Visit the [nursing program page](http://cpcc.edu/programs/nursing). (Not, visit cpcc.edu/programs/nursing)

U.S.

The abbreviation is acceptable as a noun or adjective for *United States*. In headlines, it's U.S. as well (an exception to the AP-style rule).

Where is the Event?

To aid the general public to campus events, publicize events with the campus listed first, then the building, then the room. Spell out full building names (listed below) rather than the abbreviation. If a building is named by a number, use the roman numeral, rather than the arabic number.

- Central Campus, Overcash Center, Room 233
- Levine Campus, Building II, Room 1517

Note that the Halton Theater is inside the Overcash Center and both should be listed.

- Central Campus, Overcash Center, Halton Theater

If the material promoting the event is from the college, there's no need to include Central Piedmont before the campus name. If the event is being promoted on materials from outside the college, include Central Piedmont before the campus name:

- Central Piedmont Harris Campus



College Naming Conventions

- Belk Building
- Belk Center for Justice
- Bryant Recital Hall
- Cato Campus
- Cato I
- Cato II
- Cato III
- Cato Amphitheater
- Center for Arts Technology
- Central Campus
- Central High Building
- Ceramics Building
- Charlottetowne Office Building
- Citizens Center
- City View Center
- Claytor Building
- Disher Building
- Drumm Facilities Services Building
- Education Center
- Elizabeth Office Building
- Facilities Energy Building
- Giles Science Building
- Georgia Tucker Fine Arts Hall
- Hall Professional Development Building
- Halton Theater
- Harper Campus
- Harris I
- Harris II
- Harris Campus
- Harris Conference Center
- Health Careers Building
- Horticulture Annex
- Horticulture Center
- Horticulture Storage Building
- Hunter Building
- Hendrick Center for Automotive Technology
- IT Service Desk
- Levine I
- Levine II
- Levine III
- Levine Campus





- Levine Health Sciences Building
- Levine Information Technology Building
- Merancas Campus
- Merancas IV
- Mobile Learning Kitchen ("the mobile kitchen" and "the truck" (less preferred) are also acceptable references
- North Classroom Building
- Norman Building
- Overcash Center
- Parking Deck 1
- Parking Deck 2
- Parking Deck 3
- Parking Deck 4
- Parr Center
- Parr Center, Theater (references the theater inside the Parr Center. Do not refer to it as the Parr Theater)
- Parr Center for Teaching and Learning Excellence (on second reference, it's Parr CTLE)
- Pitts Building
- Shaw Advanced Technology Center
- Sloan-Morgan Building
- Sommers Building
- SunTrust Bank
- Tate Clock Tower
- Tate Hall
- Transportation Systems Building
- Van Every Culinary Arts Building
- Visual Arts Building
- Worrell Building (when referring to the gym inside Worrell, list it as "Worrell Building, Taylor Gym")
- WTVI-PBS Charlotte
- Zeiss Classroom Building
- 4th Street Office Building

Web

Referenced as website, webcam, webcast, webmaster, and webpage. But as a short form and in terms of separate words, the web, web address and web browser.

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Updated: 2024-04-16



Brand Guidelines

October 2024

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Introduction

Note From Dr. Deitemeyer

Dear Colleagues:

Central Piedmont Community College has an amazing story to tell. Every day, this college offers opportunities and pathways to success, enhancing the quality of life in Mecklenburg County. It is important we tell our story in a meaningful and impactful way that reaches all of our audiences and gives the college a single, unified voice.

When we speak as one college, we deliver a stronger message and establish a stronger brand. We want everyone in Mecklenburg County to know Central Piedmont delivers a real-world, affordable, hands-on education that transforms lives and impacts our community in many positive ways.

Building a strong Central Piedmont brand will require all of us working together as ambassadors of the college. We should consider every interaction with our students, business partners, elected officials, alumni, neighbors, donors, and other supporters as an opportunity to build and reflect the Central Piedmont brand.

The following brand guidelines were created to help us tell us our story clearly and concisely so we can deliver the strongest

and most consistent brand message possible. It's essential for everyone to follow these guidelines to ensure our college logo, other marks, and brand message remain distinctive and unmistakable.

I encourage you to embrace your role as a Central Piedmont brand ambassador. Display and wear our college logo proudly and always be ready, and willing to explain what makes this college great and more importantly a smart option.

Thank you for your dedication to the college and your support of the Central Piedmont brand.

Sincerely,

Kandi W. Deitemeyer, Ed.D.

President



Central Piedmont Brand Guidelines at a Glance

- These brand guidelines apply to **ALL** communications, internally and externally, whether directly out of the Communications, Marketing, and Public Relations office or from another department.
- There is only **one approved logo** for the college. For correct use and color options, see pages 15–20.
- For your convenience, we have a variety of templates for presentations, fliers, and information cards available on the college intranet in Word, Publisher, and PowerPoint to make staying within brand compliance easier. Templates can be found at cpcc.sharepoint.com/sites/insd-branding.
- Promotional items should only display the college logo and (if desired) the college url: cpcc.edu. For more information on promotional items, see page 51.
- If you have any questions about marketing and communications materials, please contact 704-330-6650.





Voice / Messaging

Mission / Vision / Values

Central Piedmont’s future will be built on a well-defined set of vision, mission, and value statements that guide our every action.

Our Vision

Central Piedmont will be a champion of students, a catalyst for opportunity, and an exceptional provider of learning experiences that transform lives and strengthen our community.

Our Mission

To facilitate student learning, success, and completion, Central Piedmont provides exceptional education and globally competitive training in an engaging, supportive environment.

Our Values

- Student-Centered – We are committed to students and learning. Student success is the heart of everything we do.
- Collaboration – We recognize the power of partnerships and effective communication and work collaboratively within our organization and externally in the Charlotte-Mecklenburg Community and beyond.
- Excellence – We strive to achieve excellence by recognizing opportunities, solving problems, and innovatively serving our students and community.
- Accountability – We demonstrate integrity, transparency, and effective use of resources by assessing our programs and services and using data to inform our decisions.
- Equity – We believe all individuals have the potential to succeed and we will provide student-focused pathways to achievement.
- Courage – We are passionate about our work. We are willing to acknowledge our strengths and weaknesses and confront challenges with intentionality.

Brand Strategy

Central Piedmont reaches and serves multiple audiences, from students to business partners to prospective employees to the community at large. We have three specific “pillars” that support the Central Piedmont brand promise:

- The combination of technical and soft-skills we offer
- The college’s historic connections to the local business community
- The “smartness” of an investment here that shows you are making an investment in yourself and your future while avoiding the debt trap.

Students don’t just learn “what”–they learn “how.” How to do something, be someone, and make a difference. Students who attend Central Piedmont make an impact in their families, in business, in the community, and in the world.

Our brand promise delivers a clear, impactful message:

Real-world, affordable, hands-on education that will transform you, change your life, and impact our community.

Key Message

Meant for internal audiences at Central Piedmont, our key message helps drive all of the messaging for the college.

Powering a stronger future.

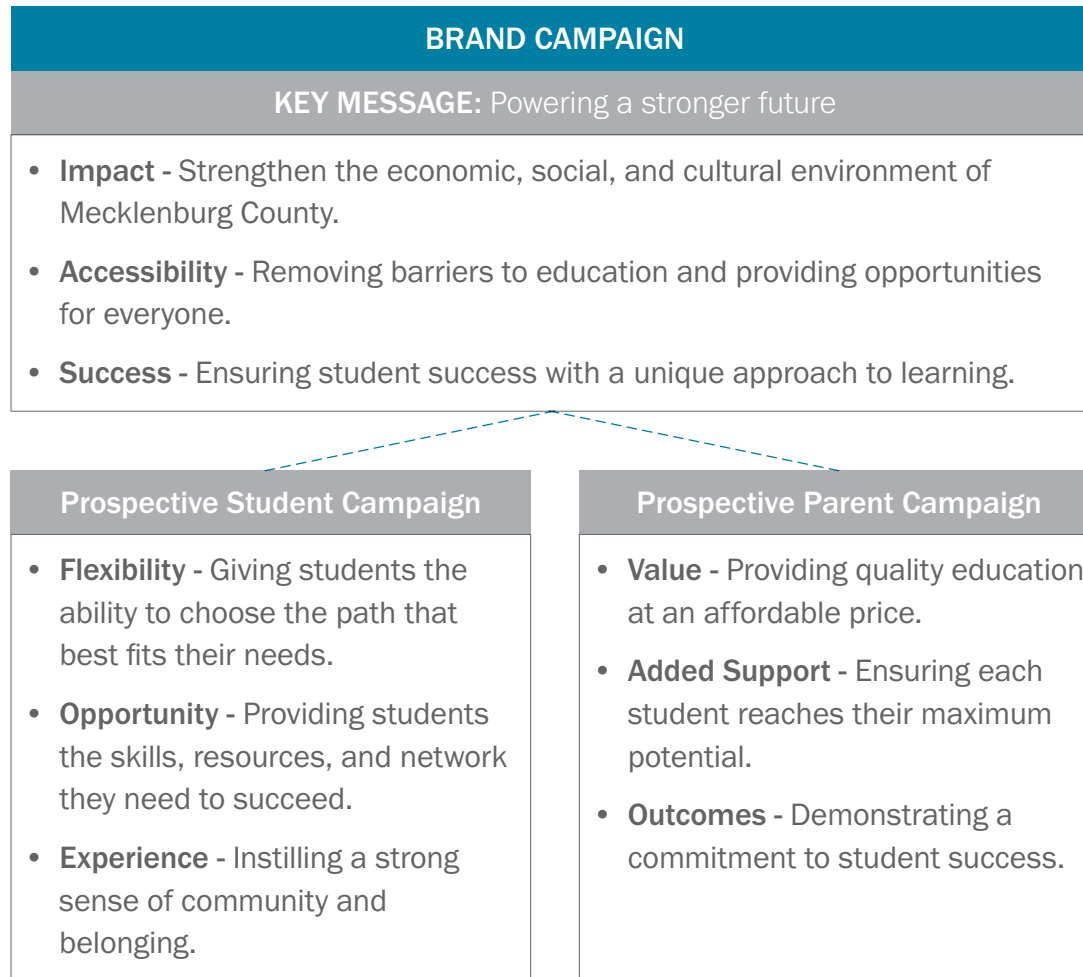
What it means:

- For Central Piedmont - be the change agent
- For students - maximize your potential
- For community - drive progress together

Personality

- Bold
- Forward-thinking
- Ambitious
- Optimistic

Messaging Framework



Messaging Framework

CENTRAL PIEDMONT STRATEGIC MESSAGING

BRAND PROMISE: Real-world, affordable, hands-on education that will transform you, change your life, and impact our community.

KEY MESSAGE: Powering a stronger future

| | | | |
|--------------|---|---|---|
| BRAND | IMPACT: Strengthen the economic, social, and cultural environment of Mecklenburg County. | ACCESSIBILITY: Removing barriers to education and providing opportunities for everyone. | SUCCESS: Ensuring student success with a unique approach to learning. |
| | <p>Business & Professional Growth:</p> <ul style="list-style-type: none"> • Career Advancement Programs (Continuing Education, Accelerated Training Classes, etc.) • Business & Employer Solutions (Corporate Training, funding for new and expanded businesses, Small Business Center for local entrepreneurs, etc.) <p>Support:</p> <ul style="list-style-type: none"> • Center for Military Families & Veterans and programs/services to help vets achieve goals and define career path • On-campus food pantries • Family Resource Center • International Services <p>Enhanced Culture:</p> <ul style="list-style-type: none"> • Public art galleries, performances, cultural events, art and dance classes • Personal enrichment classes (creative arts, wellness, home and garden, etc.) | <p>Range of Programs & Course Options:</p> <ul style="list-style-type: none"> • Nearly 300 college programs from which to choose • Hundreds of online classes and a variety of online programs • A variety of start dates • Options to earn an associate degree, work toward a four-year degree, or take a direct path to employment • Adult Learning Programs • High School Career & College Promise program offering tuition-free pathways to college credit <p>Affordability:</p> <ul style="list-style-type: none"> • \$3K average tuition annually, saving more than \$42K over two years • More than \$3 million in scholarships available each year <p>Convenience:</p> <ul style="list-style-type: none"> • 8 locations (6 campuses, 2 centers) throughout Mecklenburg County | <p>Real-World Experience:</p> <ul style="list-style-type: none"> • Learn by doing • Hands-on, experiential approach • Average class size of 19 students • Faculty with real-world knowledge and university experience • Unique programs in high-demand fields (e.g. Tesla START Program) <p>Partnerships:</p> <ul style="list-style-type: none"> • Partnerships with more than 300 top companies (Tesla, Hendrick, AIG, Groniger, Blum, etc.) to enable work-based learning experiences and internships • Partnerships with 4-year schools to guarantee transfer and placement for students following graduation |

Messaging Framework

| CENTRAL PIEDMONT STRATEGIC MESSAGING | | | |
|--|--|--|--|
| BRAND PROMISE: Real-world, affordable, hands-on education that will transform you, change your life, and impact our community. | | | |
| KEY MESSAGE: Powering a stronger future | | | |
| | FLEXIBILITY: | OPPORTUNITY: | EXPERIENCE: |
| PROSPECTIVE STUDENTS | <p>Giving students the ability to choose the path that best fits their needs.</p> <p>More Topics:</p> <ul style="list-style-type: none"> Nearly 300 degree, diploma, and certificate programs available <p>More Options:</p> <ul style="list-style-type: none"> Earn an associate degree, work toward a four-year degree, or take a direct path to employment <p>More Ways to Learn:</p> <ul style="list-style-type: none"> 8 locations (6 campuses, 2 centers) throughout Mecklenburg County Hundreds of online classes and a variety of online programs | <p>Providing students the skills, resources, and network they need to succeed.</p> <p>Real-World Experience:</p> <ul style="list-style-type: none"> Hands-on learning Passionate faculty with real-world knowledge and university experience Wide range of co-op, internship, and apprenticeship programs Partnerships with nearly 300 local companies, including AIG, Groniger, and Blum <p>Security / Peace of Mind:</p> <ul style="list-style-type: none"> Unique programs in high-demand fields (e.g. Tesla START Program) Guaranteed placement in the UNC system Save more than \$42K over two years at Central Piedmont Over \$3 million in scholarships available each year | <p>Instilling a strong sense of community and belonging.</p> <p>Small Class Size:</p> <ul style="list-style-type: none"> Average class size of 19 students <p>Big Student Life:</p> <ul style="list-style-type: none"> Central Piedmont student life - 50+ student clubs and organizations and campus activities/events Spring and summer study abroad programs Student Government Association (SGA) on all campuses International Honor Society, Phi Theta Kappa |

Messaging Framework

CENTRAL PIEDMONT STRATEGIC MESSAGING

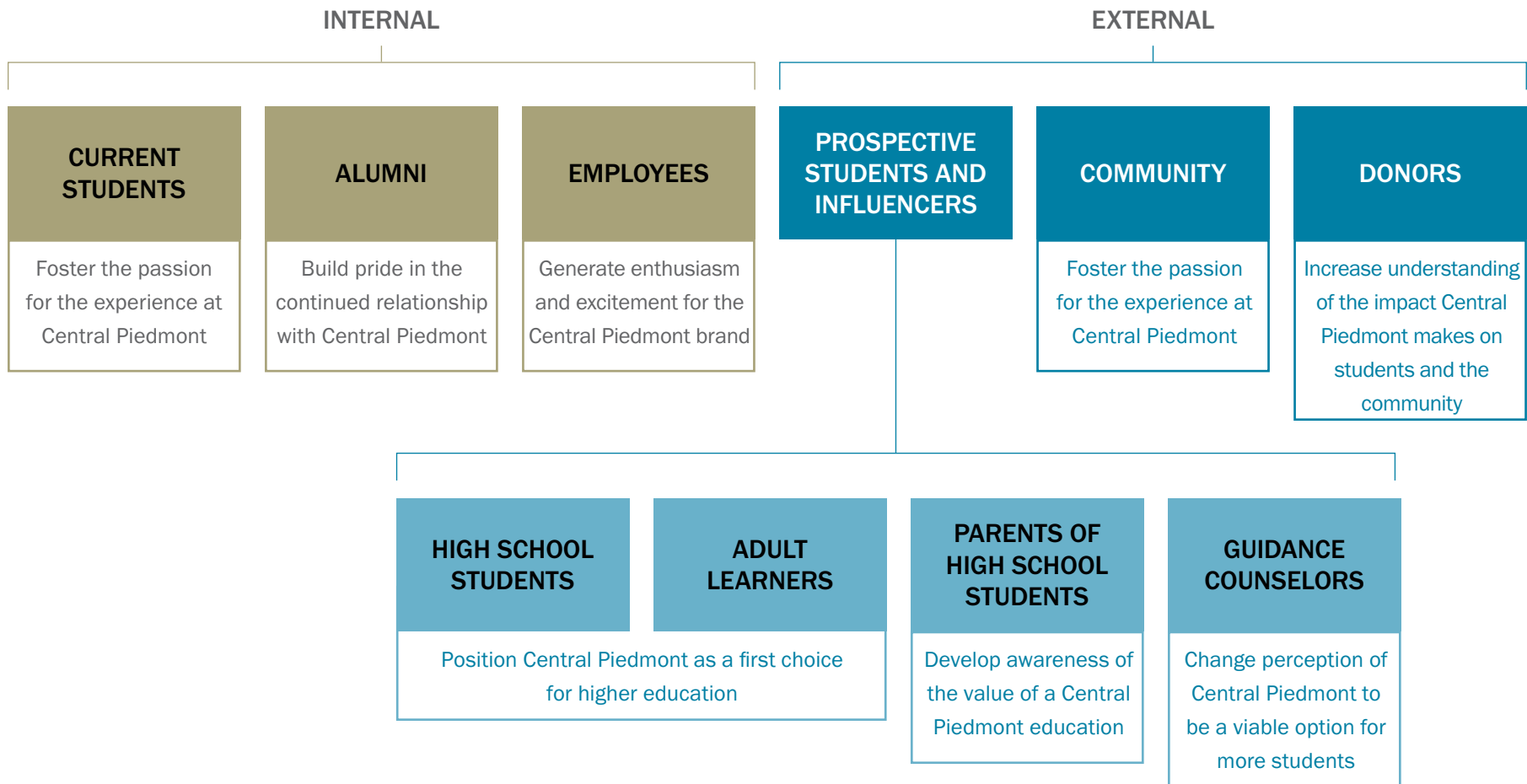
BRAND PROMISE: Real-world, affordable, hands-on education that will transform you, change your life, and impact our community.

KEY MESSAGE: Powering a stronger future

| | VALUE: Providing quality education at an affordable price. | ADDED SUPPORT: Ensuring each student reaches their maximum potential. | OUTCOMES: Demonstrating a commitment to student success. |
|----------------|--|---|---|
| PARENTS | <p>SAVINGS:</p> <ul style="list-style-type: none"> • Save more than \$42K over two years at Central Piedmont when compared to other UNC systems and local private or for profit colleges and universities • \$3K average tuition per year <p>SCHOLARSHIPS:</p> <ul style="list-style-type: none"> • More than \$3 million in scholarships available each year | <p>SMALL CLASS SIZE:</p> <ul style="list-style-type: none"> • Average class size of 19 students <p>1:1 ADVISING:</p> <ul style="list-style-type: none"> • Individual faculty advisors committed to helping students reach their goals • One-on-one academic advising <p>PERSONALIZED CAREER & LEADERSHIP DEVELOPMENT:</p> <ul style="list-style-type: none"> • Personalized career counseling to help students define their career focus • Student leadership development • Wide range of co-op, internship, and apprenticeship programs | <p>PASS RATES:</p> <ul style="list-style-type: none"> • 100% pass rate for students taking licensure or certification exams in more than a dozen programs • Guaranteed placement at one of 12 North Carolina four-year institutions <p>JOB PLACEMENT:</p> <ul style="list-style-type: none"> • Access to Career Coach, an online portal for students to research local job openings and salaries |

Audiences

When crafting communications, it's important to think about who you are communicating to. Keep these groups and goals in mind when creating new content.





Logo Usage

Logo

The Central Piedmont logo reflects the college’s vision as an institution committed to impacting lives through education. The mark, incorporating an intertwined “C” & “P,” reveals itself and allows different viewers to draw their own inferences. Some see a three-dimensional tower, others see an upwardly-pointing arrow and still others are reminded of a cap and gown.

The logo achieves balance by virtue of a contemporary-looking icon that is combined with a more formal and traditional typeface. With this combination, we believe the new logo is both forward looking but also respectful of tradition.

The college uses this logo as its **ONE** mark for a stronger visual identification. The use of multiple logos is confusing to the overall brand—with one mark, we are stronger as an institution. With one identifying mark for the college, it means when a department or program succeeds, we all benefit.

The sole exception to this rule is the college foundation.

PRIMARY COLLEGE LOGO



STACKED ALTERNATIVE



COLLEGE LOGO EXCEPTION

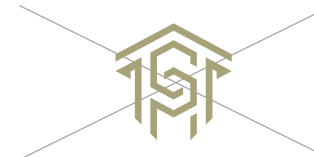


How to Differentiate Your Program

We often get requests from programs that want their own logo or their own look to help distinguish them from other programs. A unique logo doesn't help differentiate your program, it dilutes the overall college brand. The best way to differentiate your program is to carefully consider your audience, tailor your message specifically for them, and present it in a compelling manner.

We do not permit the use of individual program logos. We also don't permit the placement of a department name near the college logo as that gets visually confusing. (See page 43 for department uniforms and T-shirts). We believe we all benefit from the use of our sole college logo.

The gold icon should not be used by itself. The exceptions to this are when it is used as a design element but within proximity of the full logo itself. If you feel you have a need to use the gold icon by itself, please contact Communications, Marketing, and Public Relations. For instances where the icon is used as a design element within proximity of the full logo, the icon may bleed off the edge of the page, but the "C" and "P" must remain completely in view and not be cropped in any way. See the PowerPoint slide at right as an example.



Free Space / Minimum Size

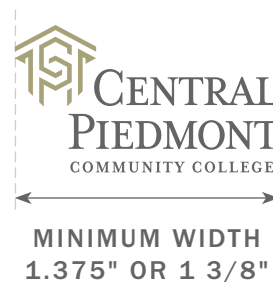
Free Space

To ensure the logo is clear and legible, a free space area (height of the “E”) should be maintained around its perimeter at all times.



Minimum Size

To ensure the logo is legible, the minimum width of the primary logo (including “Community College”) is 2.5" and the stacked alternative (including “Community College”) is 1.375" or 1 3/8".



Acceptable Usage / Colors

4 COLOR VERSION



2 COLOR VERSION / PMS4515C AND 75% BLACK



1 COLOR VERSION / BLACK



2 COLOR VERSION
GOLD ICON AND WHITE TEXT OVER BACKGROUND
COLOR: 75% BLACK OR BLACK



1 COLOR WHITE VERSION



Unacceptable Usage

Do not distort or morph the logo in any way



Do not rearrange the logo or change the proportions of the logo



Do not place the logo at an angle



Do not screen the logo



Do not place the logo in a box



Do not add any graphics or text to the logo



Do not use colors other than those designated on the previous page.



Do not place the logo on a photograph without enough contrast to easily see/read the logo.



Do not outline the logo



Do not add special effects (drop shadow, outer or inner glow, emboss) to the logo



Do not reduce the logo width to less than 2.5" for the primary logo or 1.375" for the stacked alternative (as specified on page 7)



College Seal

History

Clint Moody, the first chairman of Central Piedmont's Commercial Art and Advertising Design Program, designed the official college seal. It features a simple tree with five roots and five branches with 23 leaves – an adaptation of the tree in the symbol on the west corner of the Central High Building. The tree was inspired by a weeping willow that once stood in front of the building. The leaves represent Central Piedmont's earliest programs; the roots, the five initial areas of study – liberal arts, technical, trade (vocational), adult education, and extension; and the crescent at the base of the tree symbolizes the Piedmont Crescent geographical region.

Purpose

The purpose of the seal is to designate an official, formal relationship with the college. The college seal should not be substituted for the college logo. The use of the seal is restricted to authorized personnel only. Questions about using the Central Piedmont seal should be directed to Communications, Marketing, and Public Relations.

Usage

The college seal is reserved for:

- official degrees, diplomas, and certificates.
- official communication from the college president.
- transcripts from the registrar's office.

1 COLOR VERSION / BLACK



GOLD FOIL STAMPED





Graphic Elements

Color Palette

Our color palette reflects Central Piedmont’s tradition of academic excellence for over half a century. Primary colors set a tone of sophistication, while the accent colors add a vibrancy and optimistic spirit.

The primary colors are to be used on collateral, banner, Web graphics, posters, and fliers that promote any college event, program, or informational piece.

The secondary colors complement the Central Piedmont brand colors and are intended as visual accents. The secondary colors can be used for major headlines and call-out copy in printed materials, such as the introduction paragraph or a pull quote to place emphasis on that text. Secondary colors must be applied subordinately to the primary colors. They should represent no more than 10% of the overall color application in the design or layout. They can also be used as part of the design elements. They are not to be used for promotional items or clothing.

Any of the colors from the Central Piedmont color palette can be used at up to a 50% screen. Any percentage less than 50% is too light for use. All colors, except Pantone 202, can be used as a tint at any percentage above 50%. Because the maroon will turn pink as a tint, it should only be used at full strength and 75%. The only color that can be used at 25% tint is the Central Piedmont Gray.

Choosing type color against a brand color background:

Use the examples shown to the right to select the correct type color when using a brand color and tints in the background.

Please reference page 58 for web color palette and accessibility guidelines.

Primary Colors

CENTRAL PIEDMONT GRAY
75% Black
 CMYK 0/0/0/75
 RGB 99/100/102
 HEX #636466

50% 25%

CENTRAL PIEDMONT GOLD
PANTONE 4515 C
 CMYK 32/26/56/7
 RGB 168/162/121
 HEX #B6A269

75% 50%

Secondary Colors

PANTONE 633 C
 CMYK 98/6/10/29
 RGB 0/115/150
 HEX #007396

75% 50%

PANTONE 260 C
 CMYK 66/100/8/27
 RGB 100/38/103
 HEX #642667

75% 50%

Accent Colors

PANTONE 7406 C
 CMYK 0/20/100/2
 RGB 241/196/0
 HEX #F1C400

75% 50%

PANTONE 717 C
 CMYK 0/68/100/0
 RGB 212/93/0
 HEX #D45D00

75% 50%

Emergency Communications Color

PANTONE 202 C
 CMYK 9/100/64/48
 RGB 134/38/51
 HEX #862633

75%

Color Usage

Gray and Gold are Dominant

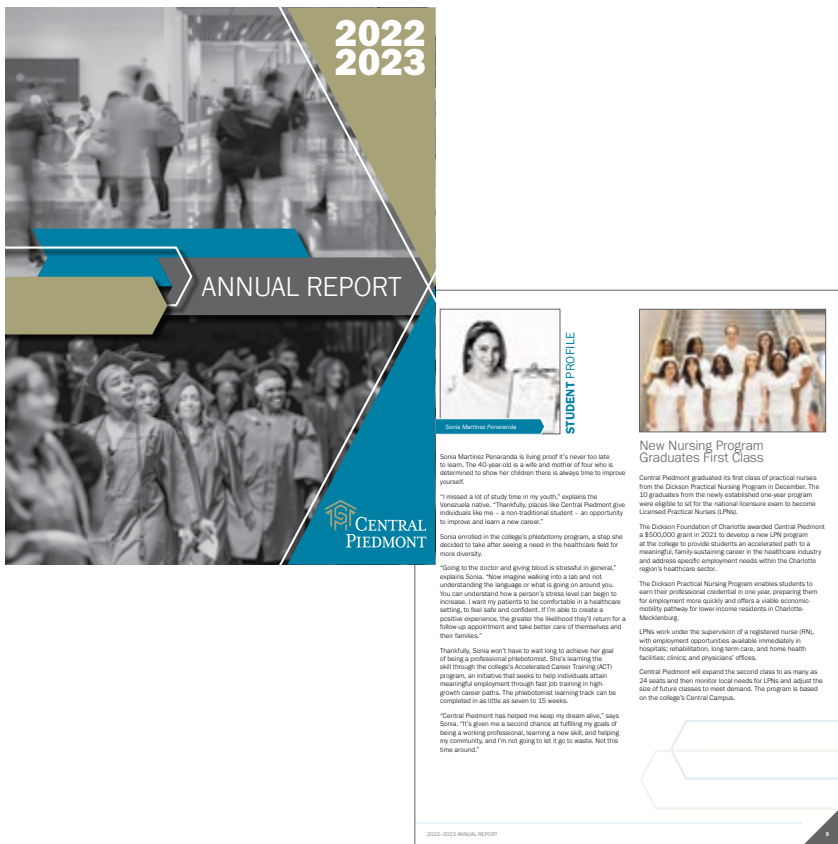
Wherever you are, you can spot the Central Piedmont Gray and Gold that our students, faculty, and staff wear. The same is true of communications from the college. When Central Piedmont Gray and Gold are your dominant colors — in print, online, or on promotional items — your audience will know you speak for Central Piedmont.



Color Usage

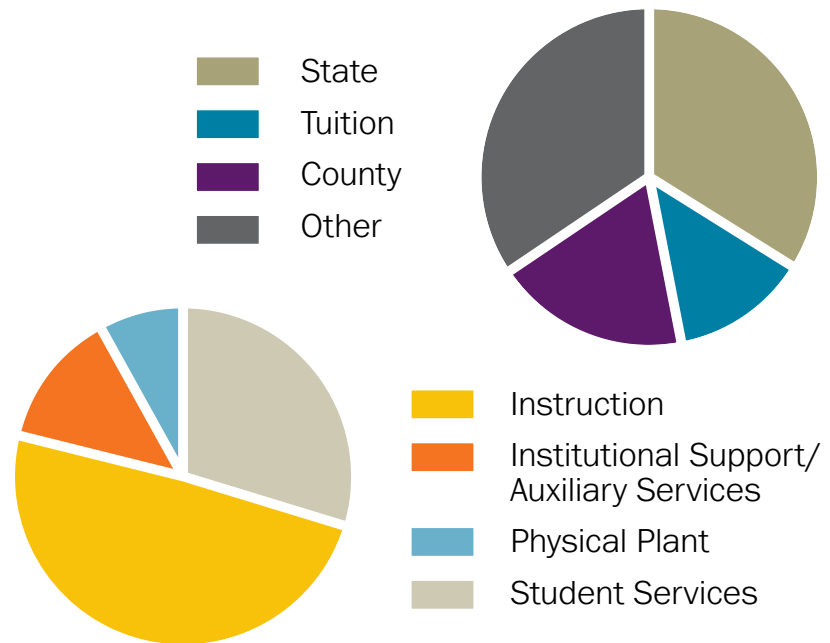
Secondary colors are for sparse use

These colors are for calling out headlines, bold text, or for visual graphic elements that support the Central Piedmont Gray and Gold. They are not intended to dominate the page, allowing the Gray and Gold to still have prominence.



Accent colors are for graphs and charts

These colors complement the Central Piedmont Gray and Gold and are approved options to use in charts and graphs that need multiple colors to illustrate information when necessary. Charts and graphs often have more data points than the primary and secondary color palettes offer, so the accents can be used to extend the colors available. The Gray and Gold must be used in these charts as well, and are used to illustrate the most important information in a chart or graph.



Typography

Franklin Gothic URW has excellent legibility and a straightforward, no-nonsense feel. As the primary brand typeface, use it for all headlines and most body copy. When used as a headline, Franklin Gothic URW should generally be used in initial caps or sentence case to reinforce Central Piedmont as a friendly, approachable college.

The primary weights to be used are Light, Book, Book Italic, Medium, and Medium Italic. In most circumstances, Medium – not Demi – should be used for the bold weight. Demi and Heavy are generally reserved for headline copy.

Franklin Gothic URW

Franklin Gothic Light URW

Franklin Gothic Book URW

Franklin Gothic Book Italic URW

Franklin Gothic Medium URW

Franklin Gothic Medium Italic URW

Franklin Gothic Demi URW

Franklin Gothic Demi Italic URW

Franklin Gothic Heavy URW

Franklin Gothic Heavy Italic URW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Typography: Alternatives

Franklin Gothic URW and ITC New Baskerville are primarily print fonts and Central Piedmont does not have an enterprise license to push these official fonts to all computers. As an alternate to these fonts, there are standard PC fonts installed on all college computers that will serve as approved alternatives.

PRIMARY

Franklin Gothic

- Franklin Gothic Light
- Franklin Gothic Book
- Franklin Gothic Book Italic*
- Franklin Gothic Medium
- Franklin Gothic Medium Italic*
- Franklin Gothic Demi**
- Franklin Gothic Demi Italic***

SECONDARY

Baskerville

- Baskerville Roman
- Baskerville Italic*
- Baskerville Semibold
- Baskerville Semibold Italic*
- Baskerville Bold
- Baskerville Bold Italic*

Typography

ITC New Baskerville has a classic feel, yet is approachable in nature. Use ITC New Baskerville for subheads, callouts, and small blocks of copy that need emphasis. It should not be set as body copy for large amounts of text.

The six weights approved for brand usage are Roman, Italic, Semibold, Semibold Italic, Bold and Bold Italic.

ITC New Baskerville

ITC New Baskerville Roman

ITC New Baskerville Italic

ITC New Baskerville Semibold

ITC New Baskerville Semibold Italic

ITC New Baskerville Bold

ITC New Baskerville Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890



Visual Media

Imagery

Imagery is key to building and reinforcing the Central Piedmont brand. All images must have the necessary licensing and permissions (not copied from the Internet) and be high resolution (300 ppi for photos, and at least 1080p for video) to reflect the professionalism of the college. Though not preferred, stock images can be used in special instances when approved by Communications, Marketing, and Public Relations.

Permissions

For photography and videography, do not use any material, person's image, sound recordings/music, or third-party trademarks for which you haven't cleared the rights. If you have any questions about copyright or intellectual property rights, please contact the Communications, Marketing, and Public Relations department.

Attire

We feature Central Piedmont staff and students in our marketing efforts to give viewers a true representation of the quality of individuals that make the college a great choice. To aid in making those images as impactful as possible, please use these guidelines for all subjects within your images:

- Avoid clothes with large, distracting patterns or tight, grid-like patterns (herringbone, etc.)
- Avoid large, non-Central Piedmont logos or graphics (sports teams, "statement" T-shirts, etc.) unless otherwise approved



Photography Production

Our photography should have a slice-of-life approach that feels authentic – whether it be on campus, in the classroom, or at a college-sponsored event. We want to show genuine community and the unique educational environment that is Central Piedmont.

With the exception of portraiture, subjects should not be looking at the camera, and instead, be engaged in whatever activity is taking place. In all photography, subjects should not look overly posed or expressing forced emotion. Photos should be well-lit, nicely composed, and properly focused. Whenever possible, capturing an experience from an unusual or unexpected angle is ideal.

Photography requests

Communications, Marketing, and Public Relations has professional photographers on staff who can shoot photographs for all kinds of projects. Learn more about requesting photography at cpcc.sharepoint.com/sites/insd-branding/SitePages/Photography.aspx.

Headshot Backgrounds

For Social Media: Black & white image on over-exposed / high-key (gray) or on black background (any subject)

For Web: Black & white image on over-exposed / high-key (gray) background (so background can be removed)

For Printed: Color or black & white image (depending on use)

All Students and Alumni: On gray and on black backgrounds

- For headshot-style, use middle gray background (SGA and PTK presidents, Ambassadors, etc.)
- For “feature” pose use over-exposed / high-key (gray) background and on black backgrounds

All Employees: On gray and on black backgrounds

- For headshot-style, use middle gray background
- For “feature” pose use over-exposed / high-key (gray) background and on black backgrounds

Cabinet: For headshot-style only, use gold background

Board Chairs: For headshot-style only, use gold background

Group Shots: On-site or in-studio depending on availability

Video Production

All video scripts that promote anything on behalf of the college must be approved by Communications, Marketing, and Public Relations prior to beginning your video project. Do not produce your video until a script or concept has been approved by Communications, Marketing, and Public Relations. Learn more about requesting video production at cpcc.sharepoint.com/sites/insd-branding/SitePages/Videography.aspx.

Process for Non-Communications, Marketing, and Public Relations Produced Videos

Any video not produced by Communications, Marketing, and Public Relations, but intended for the website or public distribution, must be reviewed and approved by the Communications, Marketing, and Public Relations team. This ensures that all content aligns with Central Piedmont’s brand standards. Rough cuts should be shared with Communications, Marketing, and Public Relations for feedback before finalizing the video.

General Video Guidelines

Ideal Length of Videos:

- Promotional/Marketing Videos: 30 seconds to 1 minute. Shorter videos generally perform better in online environments.
- Educational/Instructional Videos: 2-3 minutes. Keep them concise and focused.
- Event Coverage: Highlight reels should be 1-3 minutes.
- Social Media Clips: 15-60 seconds.

Lighting Basics:

- Use natural light when possible. If artificial lighting is needed, aim for soft, diffused light to avoid harsh shadows.
- Ensure the subject is well-lit and the background does not overpower the subject.

Tone of Video:

- Reflect the tone appropriate for the audience and purpose. For example, promotional videos should be upbeat and engaging, while instructional content should be clear and focused.
- Maintain a professional tone, but don’t be afraid to showcase the warmth and inclusivity of Central Piedmont.

Accessibility Standards

Accessibility

- Ensure good color contrast for all text and graphics to make content accessible to viewers with visual impairments.
- All videos must be accurately captioned for accessibility. This applies to all videos, regardless of where they are used, stored, or embedded. This is non-negotiable in order to comply with legal requirements.

Types of Captions

Closed captions can be turned off or on by viewers as needed. This is our preferred format to be used whenever possible, as these options allow the most flexibility for end users to meet individual needs. Closed captions are provided through a separate file (e.g., an SRT, webVTT, etc.).

Open captions always appear in the video because they are a part of the video itself. These sorts of captions are less accessible, as screen readers cannot process the text. This format should only be used when closed captions are not an option (such as a live event or a web player that doesn't allow closed captions).

Captions

- An excellent place to start with captions is Adobe Premiere's AI caption function. This system will help get captions ready

for your video, but it does require editing and review for accuracy.

- Communications, Marketing, and Public Relations can assist in having your video professionally captioned, if necessary. There may be a fee for this service.

Audio Descriptions

In addition to an accurate transcript of the spoken text of the video, captions should include identifying any changes of speaker, as well as any sound descriptions that impact the video.

Examples

>> NAME 1: Text of spoken dialog

[sarcastically] Sure.

[Upbeat music playing]

Video Assets

Video templates, logos, lower thirds, and other assets will be available from the Communications, Marketing, and Public Relations team. Always ensure you are using the most up-to-date assets which are available from the [assets folder](#).

Lower Thirds

To identify people or locations in the video presentation, please use the following format:

- **Placement:** Place the lower third on either the right or left side of the image to balance the composition with the subject.
- **Text Guidelines:** Subject’s name (36pt Franklin Gothic Medium), title, company/school (24pt Franklin Gothic Light). Avoid italics for readability.
- **“Icon” Usage:** Do not display the “icon” logo while lower thirds are in use.



Name
Franklin Gothic Medium 36 pt.

Person's Title
Franklin Gothic Light 24 pt.

[LongFirstName, LongLastName
Title, Company/School

Video Standards

Title and Action Safe Areas

Be sure to think about action safe areas and title safe areas for High Definition HD (16:9) video format.

Action Safe:

All essential action and actors should be inside this outer boundary

Title Safe:

While this is less important if being used online (where are pixels of a video are generally viewable), it is essential if your video will be displayed in any broadcast, on televisions (including digital signage, etc.), or in any other medium that might overscan/crop the image.

Video Sequencing

When creating the video, the standard sequencing should be:

1. Show the Video Project Title graphic for 3-4 seconds to allow viewers to read all information, or use the opening animation. Both the Video Project Title Template and the opening animation are available from the [assets folder](#).
2. Present video content
3. Show closing animation.

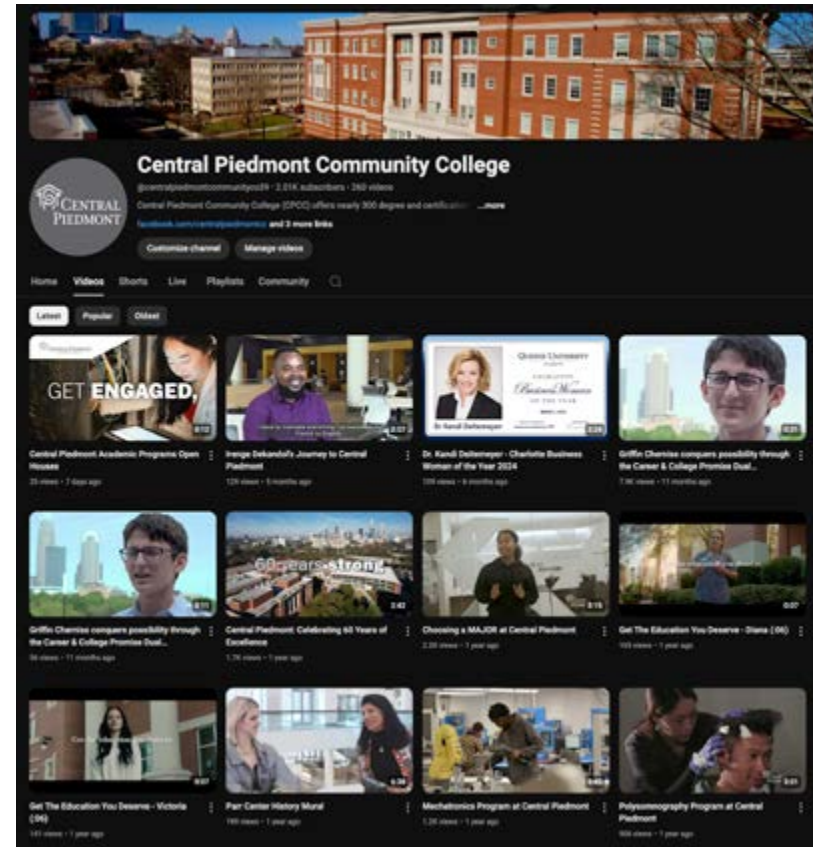


HD Action Safe Area

Social Media

Social media videos do not have to follow the traditional branding with animated openers. Instead, they should be customized to fit the needs and tone of the specific platform. Focus on capturing attention quickly with compelling visuals and concise messaging.

- For longer videos on YouTube, consider a short opener that catches attention (5-30 seconds), then use the animated opener before getting to the main content.



Best Practices

Is Video the Right Medium?

Evaluate if video is the most effective medium for your message. If a simple image or graphic can convey the same message, it might be a more efficient option.

Video Longevity:

Avoid including dates or time-sensitive information in your videos to ensure they remain relevant for at least 18 months.

Keep it Short:

Shorter videos are more likely to retain viewer attention. Aim for 1-2 minutes whenever possible. Consider breaking longer content into a series of shorter videos.

Legality and Consent:

Ensure all individuals who are clearly visible have signed a release form. Be mindful of copyright when using music or other media elements.

Info on how our release policy works for Students and Faculty/ Staff can be found in [our policies](#).

Audio Considerations:

Ensure dialogue is clear and free from background noise. Music should complement, not overpower, the dialogue. Audio is often overlooked in the process, but is just as important as the images on screen.

Visual Orientation:

All videos should be shot in a horizontal (landscape) format. This is particularly important when filming with smartphones.

Certain exceptions exist for social media videos or other specific use scenarios.

Quality Assurance:

Always prioritize quality. Any video, photo, or other media reflects Central Piedmont and should uphold the highest standards.

Key Considerations

To ensure all video content reflects the Central Piedmont brand, keep the following in mind:

- **Be Authentic:** Capture moments that reflect the spirit of Central Piedmont.
- **Be Engaging:** Create a strong focus on your subject.
- **Be Appealing:** Utilize natural lighting—it adds a welcoming and inviting touch to your footage.
- **Be Energetic:** Highlight action that keeps the video lively and the viewer engaged.
- **Be Inclusive:** Consistently incorporate diverse perspectives and subjects in your storytelling.

By adhering to these updated standards, we can ensure that all video content produced by or for Central Piedmont is of the highest quality, maintains brand consistency, and is accessible to all viewers.

EXCEPTIONS

Exceptions to these guidelines can be made on a case-by-case basis. Contact Communications, Marketing, and Public Relations for approval.





Graphic Identity

Stationery

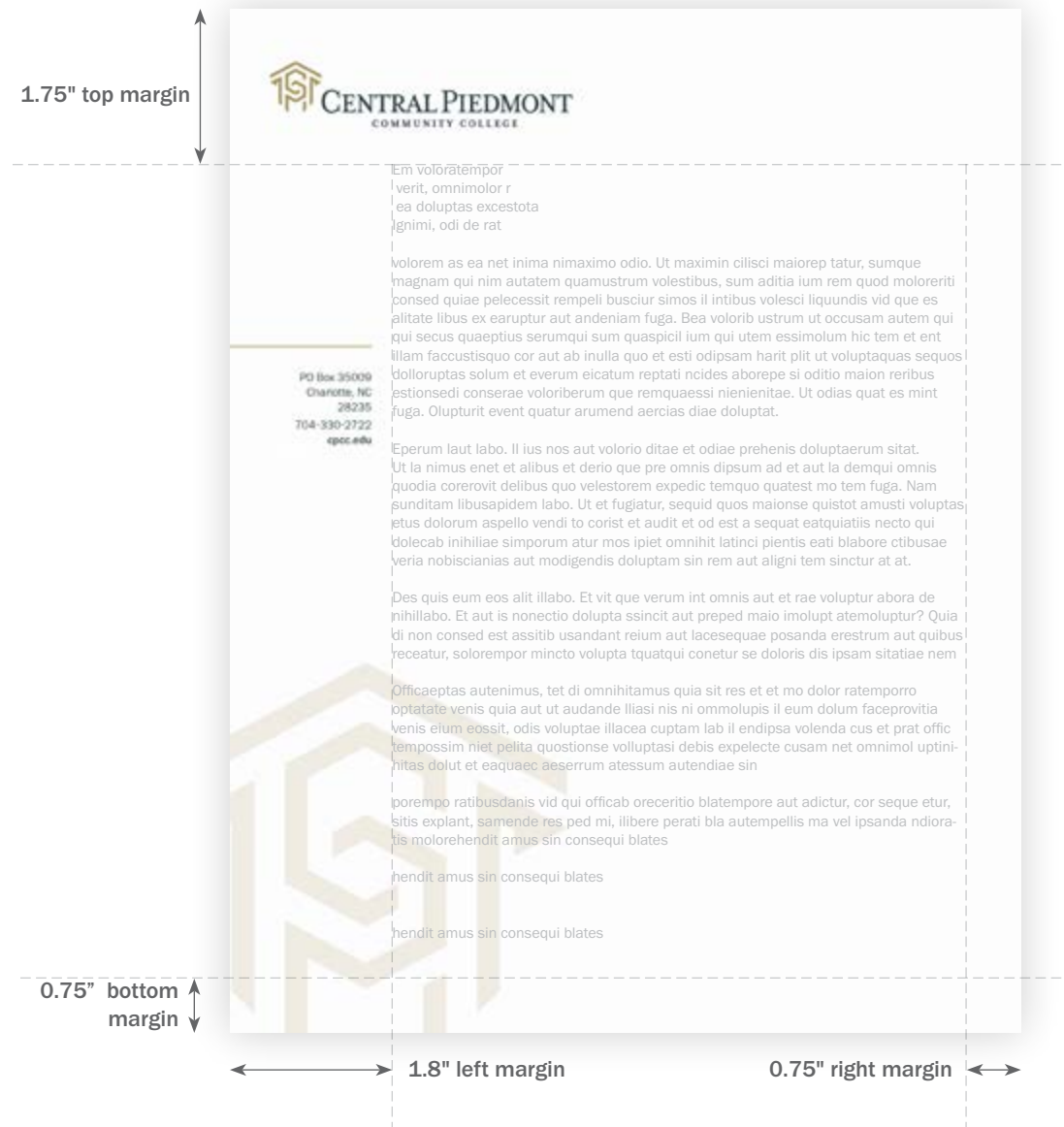
When using the Central Piedmont letterhead, it's important to use the correct margins.

Margins on letterhead:

- Top margin: 1.75"
- Left margin: 1.8"
- Right margin: 0.75"
- Bottom margin: 0.75"

The letterhead is printed on Cougar White 80# smooth text paper.

The letterhead is also available as a digital template without the icon in the lower left.



Stationery

Envelopes

The Central Piedmont envelopes match the design from the letterhead for a clean, cohesive look.

Envelopes are printed on Cougar White #10 smooth.



Business cards

The Central Piedmont business cards showcase the new logo in a clean, single-sided design.

The business cards are printed on Cougar White 100# smooth cover paper.

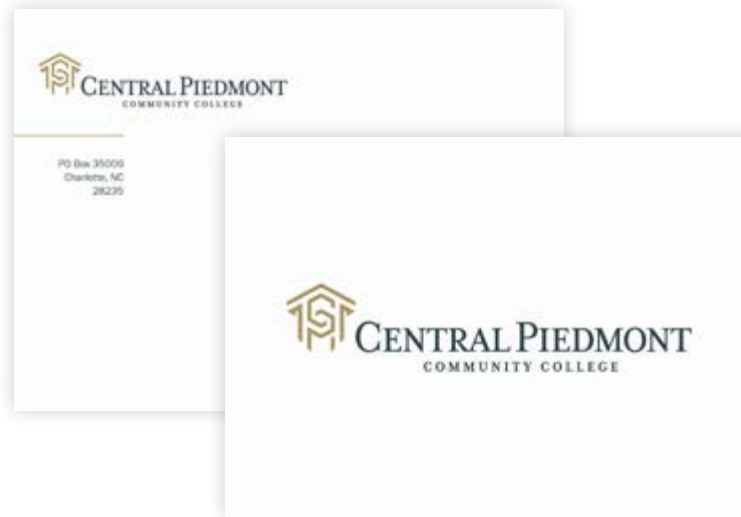


Stationery / Templates

Note Cards

The Central Piedmont note cards and envelopes match the design from the letterhead for a clean, cohesive look.

Envelopes are printed on Cougar White #10 smooth.



Design Templates

There are a variety of templates available on cpcc.sharepoint.com/sites/insd-branding for employees to use to create invoices, certificates, flyers, information cards, and PowerPoint presentations. For help with more complex design needs, please contact Communications, Marketing, & Public Relations.



Staff Uniforms

Embroidered Polo Shirts

General Guidelines

- Logo should always be high on left chest without “Community College.” Full-color logo on white shirt, white logo on gray and black shirts, as shown on the next page.
- Optional to use stacked version of logo, if desired.
- The department name should appear on sleeve or on left chest, depending on logo location chosen.
- Department name should be centered, in all caps, in Franklin Gothic Medium. Thread color should either be:
 - » the closest match to Central Piedmont Gray (75% black) or black for white shirts, o
 - » white for gray and black shirts, as shown on the next page.



Staff Uniforms



Staff Uniforms

Embroidered Polo Shirts

Guideline Exceptions

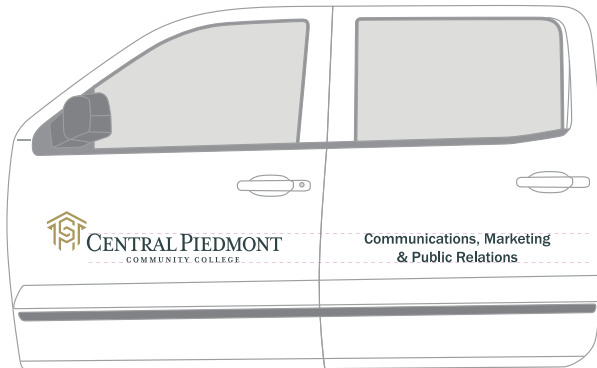
- College Security Services is the one exception for adding an additional element to the shirt guidelines.
- The addition of “SECURITY” on the back side of the shirt can be added for fast identification to the public.
- The backside may be screen printed with Central Piedmont Gray (75% Black) on white shirts, and white on gray and black shirts and may be safety reflection ink for easier visibility at night.
- Department name should be centered, in all caps, in Franklin Gothic Medium. Thread color should either be:
 - » the closest match to Central Piedmont Gray (75% black) or black for white shirts, o
 - » white for gray and black shirts, as shown.



Vehicle Logo: Identification

General Guidelines

- The preferred logo with “Community College” should always be used.
- Placement: Centered (left to right) in top door panel area directly below window, driver and passenger sides with adequate clear space around the logo (using the icon from logo to measure.)
- The department name should be centered (left to right) on the rear door centered with the logo as shown for both single-line and two-line department names as shown. Department name should never appear below the logo. The department name should be set in Franklin Gothic Medium. Additional specifications include:
 - » Initial caps Centered, on rear door; if possible keep department name to one line
 - » Color – Closest match to Central Piedmont Gray (75% Black)
 - » Vinyl colors preferred for each: “Avery HP750 Battleship Grey” and “Shine Rite 872C Gold”
- Use the illustration shown as guidance for visual proportions.
- All vehicle graphics require approval from Communications, Marketing, and Public Relations before implementation/printing.

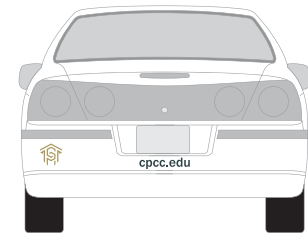
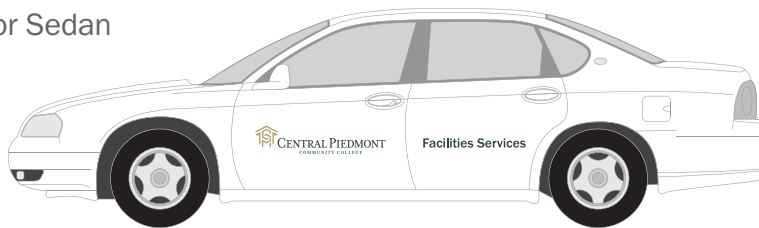


Vehicle Logo: Standard Fleet

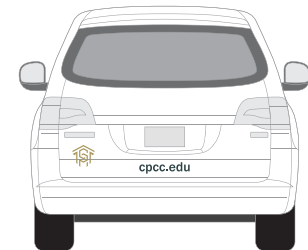
Fleet Guidelines

- Please use these examples as reference for the various vehicle types. For specific vehicle designs using the logo and department name, please contact Communications, Marketing, and Public Relations.
- College website (cpcc.edu) should be centered on the back bumper or tailgate as shown using closest match to Central Piedmont Gray (75% Black)
- Central Piedmont Icon placed on lower left of bumper or tailgate as shown.
- All vehicle graphics require approval from Communications, Marketing, and Public Relations before implementation/printing.

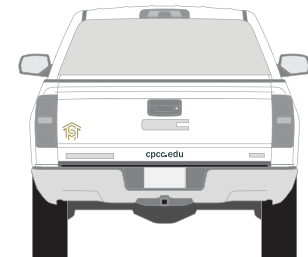
4-Door Sedan



Passenger Van



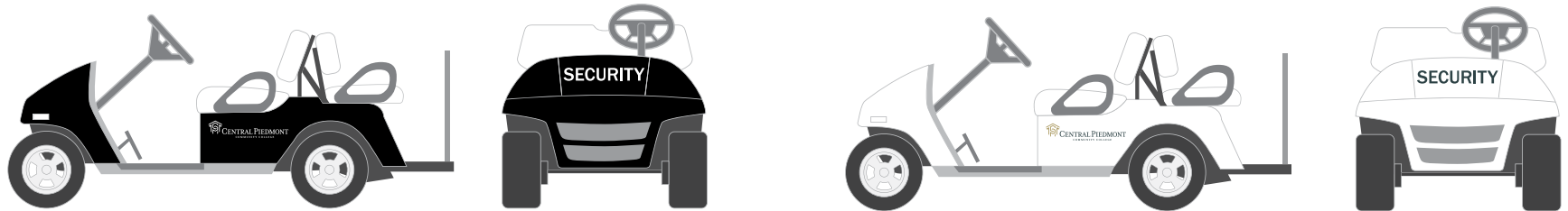
Pickup Truck



Vehicle Logo: Additional Fleet

Fleet Guidelines

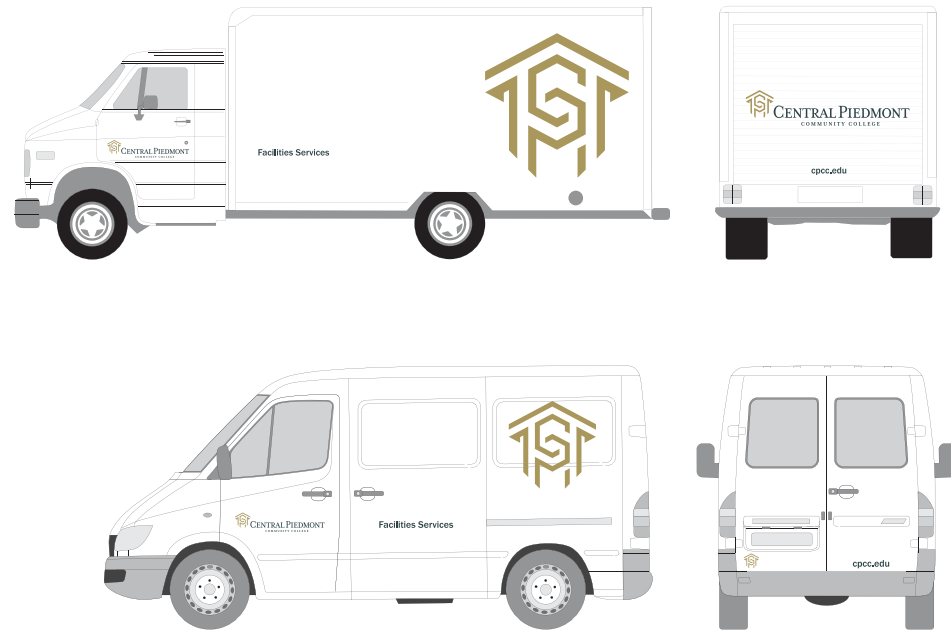
- For black vehicles, both the logo and department name should be white vinyl. Icon and website on rear of vehicle will be white as well.
- All vehicle graphics require approval from Communications, Marketing, and Public Relations before implementation/printing.



Vehicle Logo: Large Fleet

Large Fleet Guidelines

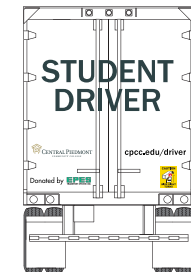
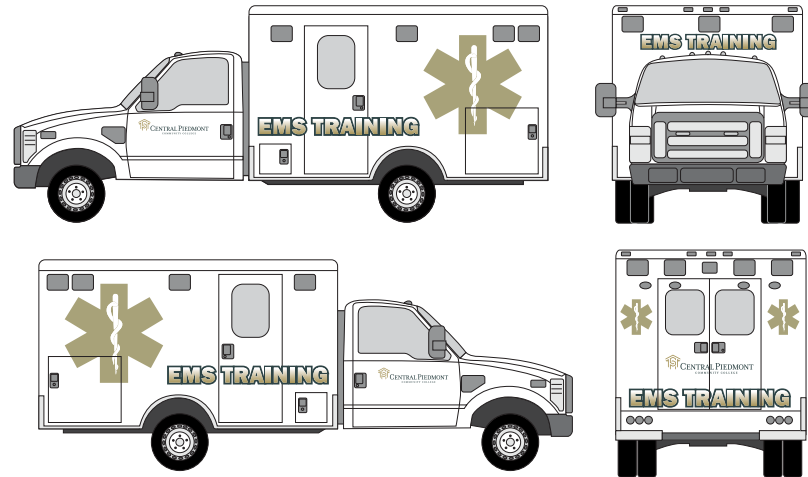
- For transport fleet vehicles, logo is centered in top door panel area directly below window, driver and passenger sides with adequate clear space around the logo (reference pg. 22.)
- Department name is shifted to cargo area centered with the logo (reference placement positioning on pg. 22.)
- Large Central Piedmont Icon placed at the rear of the cargo area centered from top to bottom in Central Piedmont Gold. Vehicles with room for full logo on rear of cargo area, logo should be centered and use clear space regulations (reference pg. 22.)
- College website (cpcc.edu) should be centered on the back bumper or tailgate as shown using closest match to Central Piedmont Gray (75% Black)
- Central Piedmont Icon placed on lower left of bumper or tailgate as shown.
- All vehicle graphics require approval from Communications, Marketing, and Public Relations before implementation/printing.



Vehicle Logo: Exceptions

General Guidelines

- Some vehicles need to deviate from college vehicle guidelines because of specific industry regulations that require certain identifiers.
- Exceptions to the vehicle logo guidelines are:
 - » Central Piedmont Basic Law Enforcement Training training vehicles
 - » Central Piedmont Commercial Drivers License training vehicles
 - » Central Piedmont Emergency Medical Services training ambulances
 - » Central Piedmont Mobile Learning Kitchen
- All vehicle graphics require approval from Communications, Marketing, and Public Relations before implementation/printing.



Promotional Items

General Guidelines

- Please use these examples as reference for the various promotional items. These represent some of the more popular items ordered and how the college logo should be applied.
- Items should be ordered in official Central Piedmont colors where possible. Gray, white, and black are acceptable, as well as metallic gold. Although colors may not always be exact, please try to get items in colors as close as possible to stay on brand.
- Be sure the vendor you are ordering your promotional items from is registered with our licensing partner at CLC. If the vendor is not registered, they may contact CLC at: 770-956-0520 or applications@clc.com.
- Because the intention of the promotional items is to promote the college as a whole, individual departments and areas of the college are **NOT** allowed to place specific websites, phone numbers or department names along with the logo.
- If you feel your department or area name needs to be included on a promotional item, it must be placed in an area separate from the logo (a second imprint location). Communications, Marketing, and Public Relations will set up your artwork for you in this instance and send to the vendor on your behalf.

Water Bottles/Cups



Pens



Phone Chargers



Promotional Items

- The college logo must always remain more prominent than any additional co-sponsor's logo or wording added in the second imprint area.
- For more obscure items or very small items that may only have room for the icon, and how to place the college logo, please contact Communications, Marketing, and Public Relations.
- Student groups are only held to the standards in this guide when using the official Central Piedmont marks. We realize there are times when student events or groups need to align their promotional or giveaway items with a theme or the latest fashion. Central Piedmont student organizations that are recognized by Student Engagement may use the "Central Piedmont Community College" name and colors (gray and gold) on apparel, publications, etc., so long as the name and colors are not used in connection with alcohol, drugs, obscene, or offensive material, or materials that would violate applicable laws or college policy.

Note Pads



Pop Sockets



For Obscure/Small Items:
Contact Communications, Marketing, and Public Relations

Lanyards



Lapel Pin



ID Badge Holder

Tablecloths

Here are approved tablecloth and table runner designs that can be purchased and used.

- **For on- or off-campus use:** You can purchase a black tablecloth with the college logo (and no department information) centered on it.
- **For on-campus use only:** You can also buy a set including a black tablecloth with the college logo offset to the right, and a college gray table runner with your department's name, that can drape over the front of the table (see image below for example). If you want to use your tablecloth off campus, you can purchase an additional table runner with the logo's "tower" icon on it to use in place of your department, since you're representing the college as a whole.
- Use the Library's [online reservation form](#) to reserve and check out a simple black tablecloth with the college logo on it.
- Communications, Marketing, and Public Relations has pricing available for tablecloths and table runners.
- Contact Communications, Marketing, and Public Relations for a price quote and help with design.

Off-campus option 1



Off-campus option 2



On-campus use only





Digital Content

Logo: Maximum / Maximum Size

Maximum Size

To ensure the logo is not too large, the maximum width of the primary logo (including “Community College”) is 600 pixels and the stacked alternative (including “Community College”) is 330 pixels.



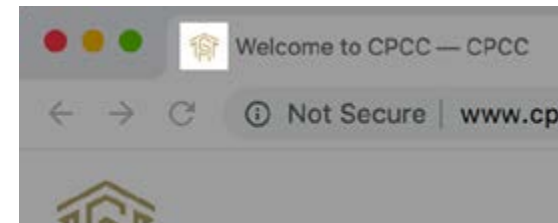
Minimum Size

To ensure the logo is legible, the minimum width of the primary logo (including “Community College”) is 300 pixels and the stacked alternative (including “Community College”) is 165 pixels.



Sizes less than 165 pixels

The gold icon should be used for a favicon and any spaces less than 165 pixels in size.



Logo: Free Space

Free Space

To ensure the logo is clear and legible, a free space area (padding) should be maintained around its perimeter at all times.



MINIMUM PADDING IS 20 PIXELS



MINIMUM PADDING IS 20 PIXELS



MAXIMUM PADDING IS 40 PIXELS



MAXIMUM PADDING IS 40 PIXELS

For logo usage and colors please reference pages 19-20

Typography: Approved Fonts

Futura PT

Futura PT Book: Used for regular body text

Futura PT Bold: USED IN ALL CAPS FOR SECTION HEADERS AND SUBHEADLINES

Futura PT Extra Bold: USED IN ALL CAPS FOR MAJOR HEADLINES ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Futura PT alternative

Poppins – fonts.google.com/specimen/Poppins

Baskerville PT

Baskerville PT Regular: May be used as first paragraph of body copy only, all text after uses Baskerville PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Baskerville PT alternative

Libre Baskerville – fonts.google.com/specimen/Libre+Baskerville

Web Color Palette / Accessibility

Our web color palette reflects Central Piedmont’s tradition of academic excellence for over half a century. The primary colors used should be the Central Piedmont Gray and Central Piedmont Gold. The blue should only be used as an accent color. No additional colors may be used in design on the website.

Accessibility

Use these examples to select the correct type color when using a brand color in the background. For readability, black type should be used with Central Piedmont Gold and white type should be used for Central Piedmont Gray and the Accent Color.

Primary Colors

| | |
|---|--|
| CENTRAL PIEDMONT GRAY RGB 0/0/75 HEX #636466 | CENTRAL PIEDMONT GOLD RGB 168/162/121 HEX #B6A269 |
| 50% HEX #ACAEBO | 25% HEX #D4D5D7 |
| 50% HEX #D0C5A2 | |

Secondary Color

| | |
|------------------------------|--------------------|
| RGB 0/115/150 HEX #007396 | |
| 75% HEX #0798BA | 50% HEX #67B2CD |

Templates

Email Templates

When sending Central Piedmont emails through a third party vendor similar to Constant Contact, please adhere to these guidelines.

Colors:

- Central Piedmont Gray #636466
- Central Piedmont Gold #B6A269

Fonts:

- 16pt. Arial or Roboto used in Central Piedmont Gray for body copy
- 26pt. Arial or Roboto used in Central Piedmont Gray or Central Piedmont Gold for headings

Images:

- 276 pixels X 184 pixels (W x H)
- Resolution 100 dpi

Buttons:

Buttons should be blue (#007396) to give the highest amount of contrast within our color palette. The text on the button should be white.

Use the approved Central Piedmont header. There is one in gray and white.

16pt. Arial or Roboto used in Central Piedmont Gray for body copy.

Images should be sized 276px X 184px (W x H) at 100 dpi.

Central Piedmont Gold 2pt horizontal rule.

26pt. Arial or Roboto used in Central Piedmont Gray or Central Piedmont Gold for headings.

Featured story background Central Piedmont gray with white copy.

Sample email button

BUTTON TEXT





CENTRAL PIEDMONT

COMMUNITY COLLEGE