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## University brand and graphic identity standards

The Division of Enrollment Management and Marketing (EM & M) at DePaul has primary responsibility for defining, monitoring, enforcing and updating various aspects of the DePaul Brand. All departments in the university are responsible for understanding and applying the brand, when appropriate, as well as adhering to the university's graphic identity standards. If you are responsible for the production of *any* publications for your department, make sure to visit the [Brand Resources](#) page. University *guidelines* on this page that you should be familiar with include:

- Application development (for social media or mobile phones)
- Co-branding and endorsements (co-sponsors or partners for an event)
- Goods and merchandise
- International
- Letterhead and stationery
- Photography
- Presentation templates
- Signage
- Social media guidelines
- Vendors

University *policies* on the Brand Resources page that you should be familiar with include:

- University logos and signatures
- Letterhead and stationery
- Copyright
- Copyright statement and compliance
- Use of EM & M marketing photographs
- Endorsements
- Trademark and licensing policy

## Marketing Communications

EM & M has a Marketing Communications (MarComm) department that offers *free* design services for departmental publications.

- The professional designers in MarComm are familiar with the university and the division's brand standards and can quickly and effectively apply those standards to your project.
- Projects through MarComm can take up to 10 weeks from delivery of content (produced by you) to printed product.
- Although design is free, departments must pay for printing. Departments can choose to use a printer recommended by MarComm, they can choose their own external printer or they can use university Distribution Services.

To start a project with MarComm, complete a [project intake form](#), and a project manager will contact you within 2 business days.

## Communications in the Division of Student Affairs

Departments can find guidance for their communications and information about divisional and university communication policies and guidelines from the divisional marketing communications specialist, a member of the Planning, Operations and Assessment team in the Office of the Vice President for Student Affairs. The marketing communications specialist is responsible for:

- a centralized graphic designer resource for departments, accessed through the technology ticketing system
- assisting the vice president with his social media efforts, including strategy
- updating content on divisional website, managing the divisions intranet, reviewing and approving departmental content edits to the Student Affairs website
- the weekly divisional internal newsletter, the Weekly Announcements
- the divisional quarterly newsletter for faculty and staff, Co-Curricular Connections
- divisional publications including the annual report and faculty resource guide
- development or review of email communications on behalf of the vice president and cabinet, as well as review of all CRM email campaigns
- communications plans for departments and content creation and review for large, departmental publications and websites, or as requested
- quarterly graphic designer meetings
- quarterly communications committee meetings
- Co-Curricular Connections editorial board meetings
- application of the divisional graphic identity<sup>1</sup> and distribution of the fonts for the graphic identity

You can contact the marketing communications specialist at 312.362.6454.

Helpful information about divisional communications can be found on the [Student Affairs website](#). Below is a brief overview of the various communications initiatives in the division.

### Communications committee

The committee is co-chaired by the assistant vice president of planning, operations and assessment and the divisional marketing communications specialist. At least one representative from each department sits on the committee. Meetings are held approximately one time every six weeks during the academic year. The purpose of the Student Affairs communications committee is to serve as a resource and support mechanism for the division's marketing and communication efforts and activities, as well as assist with ongoing communications assessment.

The committee's primary functions are to:

- Review, modify and suggest changes to divisional marketing and communication policies and guidelines
- Set strategy or determine next steps for divisional marketing and communication
- Discuss how strategic plan activities related to communications will be integrated into the work of the division (e.g., social media initiatives)
- Assist with ongoing assessment of divisional communication
- Share marketing ideas and publications
- Suggest divisional professional development topics to help build capacity related to communication

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<sup>1</sup> When a department uses Marketing Communications to create a publication, the communications coordinator does not have to review/approve the project for application of the graphic identity. If a staff member in a department creates a publication independently, send a draft version to the communications coordinator for review and approval before printing.

## Graphic designer meetings

The graphic designers in the division, typically student workers, meet one time each quarter, along with the communications coordinator. The purpose of the graphic designer meetings is to:

- Share design ideas and information
- Be a sounding board for design ideas and review designs when presented
- Provide feedback on the application of graphic identity

## Graphic identity guidelines

You can find the [Graphic Identity Guidelines booklet](#), which provides much of the information that departments need to know about the application of the graphic identity to publications, on the Student Affairs website. There is also a [Graphic Identity FAQ booklet](#) on the Student Affairs website that answers some commonly asked questions about the graphic identity. To develop publications and apply the graphic identity standards, you will need the following:

### Adobe Creative Suite

You must have Adobe Creative Suite (specifically, Adobe InDesign or Illustrator) to apply the graphic identity to your publications. Adobe Creative Suite is now available to all university staff and can be downloaded at <http://software.depaul.edu>. Click on the 'Software for DePaul-Owned Computers' link. Choose the appropriate access link on the right in the Adobe Creative Cloud row to visit the software portal and see the full list of available products.

### Fonts

There are three fonts associated with the graphic identity. Licenses for the fonts must be purchased, and each department has a set number of licenses. The communications coordinator keeps the fonts and tracks the number of licenses. If you would like to know how many font licenses your department has, or if you would like to purchase more licenses for the fonts so staff in your office have easier access to the fonts, please contact the communications coordinator.

*The fonts are only available to designers on the computers that the fonts were loaded to. If your designer frequently works from another workstation, you might want to establish the ability to remotely connect to the computer that has the fonts loaded to it. Contact Information Services' Technology Support Center for help establishing a remote connection.*

Marketing Communications has developed templates for posters, flyers and postcards that staff members can easily change text, colors and photos in to reflect their area's identity and the purpose of the communication:

### Templates

If you do not have much confidence with or knowledge of Adobe InDesign (or other Creative Cloud software, like Illustrator or Photoshop), or if you are having difficulty applying the graphic identity guidelines, the templates allow you to easily create a publication that properly applies the guidelines. You can find the templates on the [Student Affairs website](#), in the Student Affairs Technology Manual, Topics, Marketing and Communication, Branding and Graphic Identity.

## Graphic Design Requests for Divisional Resource

If you are in need of design services, you can use the designers in Marketing Communications, or you can use the graphic designer in the Office of the Vice President for Student Affairs. To request the Student Affairs designer's services, you must submit a ticket through the [Technology Resource Manual](#). In the manual, select 'Create Ticket' and in the 'Category' drop down menu, select 'Publication Design.' Complete the form, include any attachments and submit the ticket. After you submit the ticket, someone will respond to you within two business days to get a timeline established and start the design process.

### Logo guidelines

Official logos for all university departments, divisions and colleges are created by Enrollment Management and Marketing. Departmental and divisional logos for Student Affairs are housed on the shared drive at W:\aa\PUBLIC\Student Affairs logos.

Only the official logos created by EM & M are allowed to be used on official departmental publications and merchandise. Any other logo use (logos made in-house, old logos made by EM & M prior to their current system/rules) is strictly prohibited by EM & M. For more logo guidelines and information on logo use, please visit the [Student Affairs website](#).

### Photography and photography guidelines

The subjects of photographs have certain rights to their likeness or image, and photographers own the copyright to their photographs. In order to be able to use photos publicly and freely in publications or on the Web, you must get permission from both the subjects of the photograph/s and the photographer.

Student Affairs staff members have centralized access to recent, professional quality photos of our students and staff at our events at W:\aa\Student Affairs Photographs. If you would like access to this folder on the shared drive, please contact the communications coordinator at 312.362.6454.

Please read the [Photography Guidelines](#) on the Student Affairs website under Communications Guidelines to learn more.

## News and Events

### Weekly announcements

The Weekly Announcements were created to help foster communication among and between the departments in the division, as well as reduce cluttered email inboxes. The announcements are emailed to the division every Wednesday, and include those messages that staff would like to share broadly with the division.

In the Weekly Announcements, you can:

- spread news about a program, service or event

- invite staff members to volunteer or assist with a program or service
- announce a milestone or accomplishment
- announce new hires or departing staff
- share news of a celebration

## **Co-Curricular Connections**

Co-Curricular Connections is a quarterly newsletter for university faculty and staff. Each quarter, a call for submissions is put into the weekly announcements, and an email is sent to directors asking them to encourage their staff to submit news items.

Submissions are short and simple, and need only include the following:

- topic or title of article
- 4-6 bullet points of the major themes of the article
- how the article/topic aligns with Vision2018 or the student affairs strategic plan
- sources of information (names and contact information of people who can be contacted for interviews)
- supporting photos, if you have any

Submissions are then reviewed by the editorial board, and final selections for inclusion in the newsletter are made. All those who submitted article ideas will be contacted by the communications coordinator and informed of the editorial board's decision.

## **Newsline**

Public Relations and Communications produces a digital version of Newsline, a newsletter for university faculty and staff. The digital version is updated on a regular basis, and the print version is released monthly. News items included in Newsline are determined by an editorial board.

If you would like to submit a news item to be considered for inclusion in Newsline, please contact the divisional marketing communications specialist, [Jessica Peterson](#), who sits on the editorial board and will bring the news item to the board for consideration.

## **Localist/OrgSync**

The best way to publicize an event is through OrgSync, a student organization management tool that also has a calendar function. Students frequently access OrgSync for information about organizations and events. When you enter an event into OrgSync, it will appear on that calendar of events, as well as the events calendar on DePaul's main web page (Localist), which all faculty and staff members and students can access. Please contact [Lindsay Ritenbaugh](#) in the Office of Student Involvement to learn more about OrgSync and how to use OrgSync. For access to, information about, or training on Localist, contact Media Production and Training at 773.325.1091

## **Social Media Guidelines**

If you manage or produce any social media for your department, you should make sure that you are familiar with both the [university social media guidelines](#) and the university [Social Media Program Guide](#). The guidelines provide general and basic information about establishing social media, developing content, responding to negative posts and logo use, among other things. The Social Media Program Guide goes into more detail about social media strategy and measurement. Also, if you have an active role in social media, you should be a member

of the university's Social Media Working Group. Contact [Kris Gallagher](#) of Enrollment Management and Marketing if you would like to learn more or to join the group.

## **Website changes and email campaigns**

Website changes and email campaigns can be initiated by submitting a ticket to Student Affairs GA Techs (SA Techs) via <http://studentaffairs.depaul.edu/>, Staff Resource, Student Affairs Technology Manual, Create Ticket. As a part of the SA Tech process, the communications coordinator will automatically review new content or content changes for websites and text for email campaigns.