

BRANDING

Marketing 2016-2017



Division of Student Affairs
Visual, Editorial and
Web Standards

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A MESSAGE FROM OUR VICE PRESIDENT

The Division of Student Affairs and the departments within are committed to ensuring we uphold the name and brand of Florida Atlantic University. As our institution continues to grow, we are excited to build our identity within it.

Behind every great brand is a fundamental core brand message and this document helps guide us in communicating our values and key differentiators that define our division. Granted we develop marketing and messages to address different needs and audiences, however these messages should create a cohesive voice that tells our story. The content within this document should be viewed as best practices to ensure we are developing a divisional brand identity that complements our University.

A portrait of Dr. Corey A. King, a Black man with a grey beard, wearing a dark suit, red shirt, and patterned tie. He is smiling slightly and looking towards the camera.

Corey A. King

Dr. Corey A. King
Vice President
Division of Student Affairs

BRANDING vs MARKETING

Marketing is what we do.

Branding is what we are.

OUR DIVISION

Vision Statement

The Division of Student Affairs aspires to ignite purpose and passion in our students to become socially responsible and globally engaged leaders. We will challenge ourselves and our students, to accept and act upon our responsibility, to be role models who learn and act to create meaningful and impactful change at FAU and beyond.

Mission Statement

We create diverse, challenging and transformative environments through our innovative and effective programs, services, and outcomes-based approach to student learning and development. We equip students with necessary tools to achieve academic, personal, and career success.

The Division of Student Affairs core values are:

Diversity
Innovation
Integrity
Collaboration
Leadership
Wellness

MARKETING AND COMMUNICATIONS

The Division of Student Affairs Marketing and Communications Shared Services Team is committed to delivering professional marketing and communication services for the division. We help departments achieve their objectives in a timely and creative manner with the highest level of excellence in design and communication.

OUR CONNECTION TO UNIVERSITY COMMUNICATIONS

We serve as the divisions liaison to University Communications, serving as the primary point of communications for the Vice President of Student Affairs Office. We also assist Student Government, and Registered Student Orgs. with the approval process, brand guidelines, and signature event designs.

HOW WE CAN HELP

Graphic and Web Design | **Approval Process** | **Brand Guidelines** | **Promotional Items**

INTRODUCTION

In an effort to develop our brand identity and communicate our fundamental core brand message, our Marketing and Communications Shared Services Team would like to introduce the Division of Student Affairs 2016 - 2017 “We’re All About” campaign. This campaign will be used to promote the division and communicate its core values. In order to brand this campaign, both campuswide and within the Division, visual standards are necessary for ensuring strong identity and cohesive messaging.

From the proper use of wordmarks to font types, consistency among the division’s communication pieces is essential in order to relay our message in the most effective manner.

To maintain a high level of division standards and achieve a uniform identity, the following topics are addressed in this document: visual identity, editorial and web standards, along with helpful resources to successfully accomplish marketing goals. These standards are meant to bring visual, editorial and Web elements together to create a strong image for our division that complements our institution. Adhering to these standards ensures the strength of our collective departments coming together to tell the purpose of the Division of Student Affairs at Florida Atlantic University.

STUDENT AFFAIRS “WE’RE ALL ABOUT” CAMPAIGN

How our students, parents, campus and external community perceives who we are starts with the message we communicate. The “We’re all about” campaign will serve as much more than just a visual identity, it will serve as the fundamental core brand message that ties back to our divisions core values. More on the implementation of this campaign can be found in the Division of Student Affairs Communications Strategic Plan.

This visual identity will only be used on materials produced by the Marketing and Communications Shared Services Team and will only be displayed in the below manners.

Graphic version:



Text standard version:

We're All About
COLLABORATION

Text standard straight version:

We're All About **LEADERSHIP**

“WE’RE ALL ABOUT” CAMPAIGN

The previous examples are just a small sampling of available marks, and additional ones can be created if the need arises. The basic concept is that the words “We’re All About” will accompany one of our divisions’ core values.

These marks are intended to be used as a tie to the Division of Student Affairs and in instances where the divisional wordmark would add to the complexity of the artwork. Below are a few examples where the mark can be applied. Note: This mark is not to replace the use of the Divisional workmarks and is encouraged only as an addition to identified artwork.



BRAND GUIDELINES

Our university has three primary identity fonts which are Palatino, Optima, and FAU Bold.

FfAa Uu

Palatino

Ff Aa Uu

Optima

Ff Aa Uu

FAUBold

The primary colors for our University are FAU Blue and FAU Red. As stated in the Visual Standards Manual, FAU Blue should be the dominant color in all University communications. FAU Red is to be used as a complement.

There are two secondary identity colors which are FAU Silver (and its nonmetallic alternative, FAU Gray). These colors may be used as an accent to the two primary colors.

FAU Blue



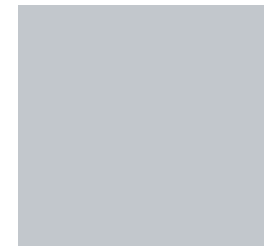
FAU Red



FAU Silver



FAU Gray



BRAND GUIDELINES

The university and divisional marks should always have a minimum clear zone and are never to be altered. The marks are never displayed any smaller than the minimum allowable size. (Owl Head 3/4" and Wordmarks 2") Best practice is to never use two university marks/logos within the same artwork. Example: Series of logos representing sponsorships on a t-shirt or printed flyer.

Note: Marketing materials that include any official University logo and/or trademark must be sent to our office via our SA Marketing service request to be reviewed and sent to Creative Services for final approval.

Various Identity Violations

For FAU to maintain the design integrity of its identity marks and maximize each mark's effectiveness as an identifier, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Some examples of unacceptable uses of the University marks are shown on this page.

Examples of Unacceptable Uses of FAU Logos



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Florida Atlantic University
Visual Standards Manual



BRAND GUIDELINES

The Division of Student Affairs wordmark usage is the keystone to our visual identity. Wordmarks may be used with or without the Division of Student Affairs type included. The preferred usage would be with the Division of Student Affairs type, however in instances where the divisional type would add to the complexity of the artwork the mark without can be used.



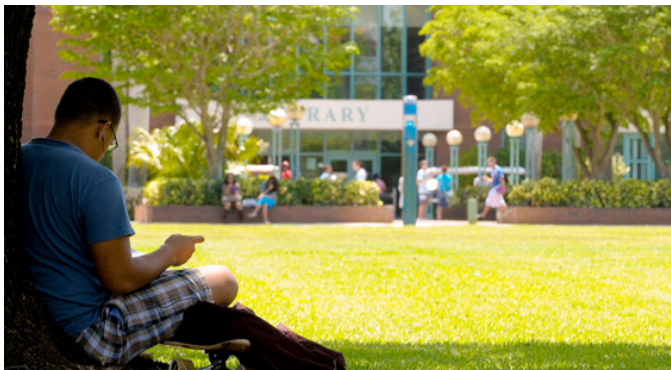
Note: Any marketing and communication materials that contain a divisional mark or university logo that will be printed must be submitted to SA Marketing and Communications for approval. This includes internal printing for external usage.

BRAND GUIDELINES

Photography used in divisional publications and/or marketing materials should convey the division's slogan by featuring students shown in engaged, satisfied and successful behaviors. This is often illustrated through photos that include, however are not limited to: family, collaboration, spirit, focus, determination, academics or engagement.

Thought should always be given to what is purposefully featured in our imagery. Taking consideration of main subject matter, other elements that exist in the foreground and background, aid in the reduction of image clutter. A picture is truly worth a thousand words and the use of high impact imagery helps eliminate the need to be text heavy.

The use of landmarks and campus architecture can also help to convey a strong story. The images below are examples that aid in enhancing our divisions visual identity. **Note: Any image used in print should have a minimum resolution of 300 dpi at actual size.**

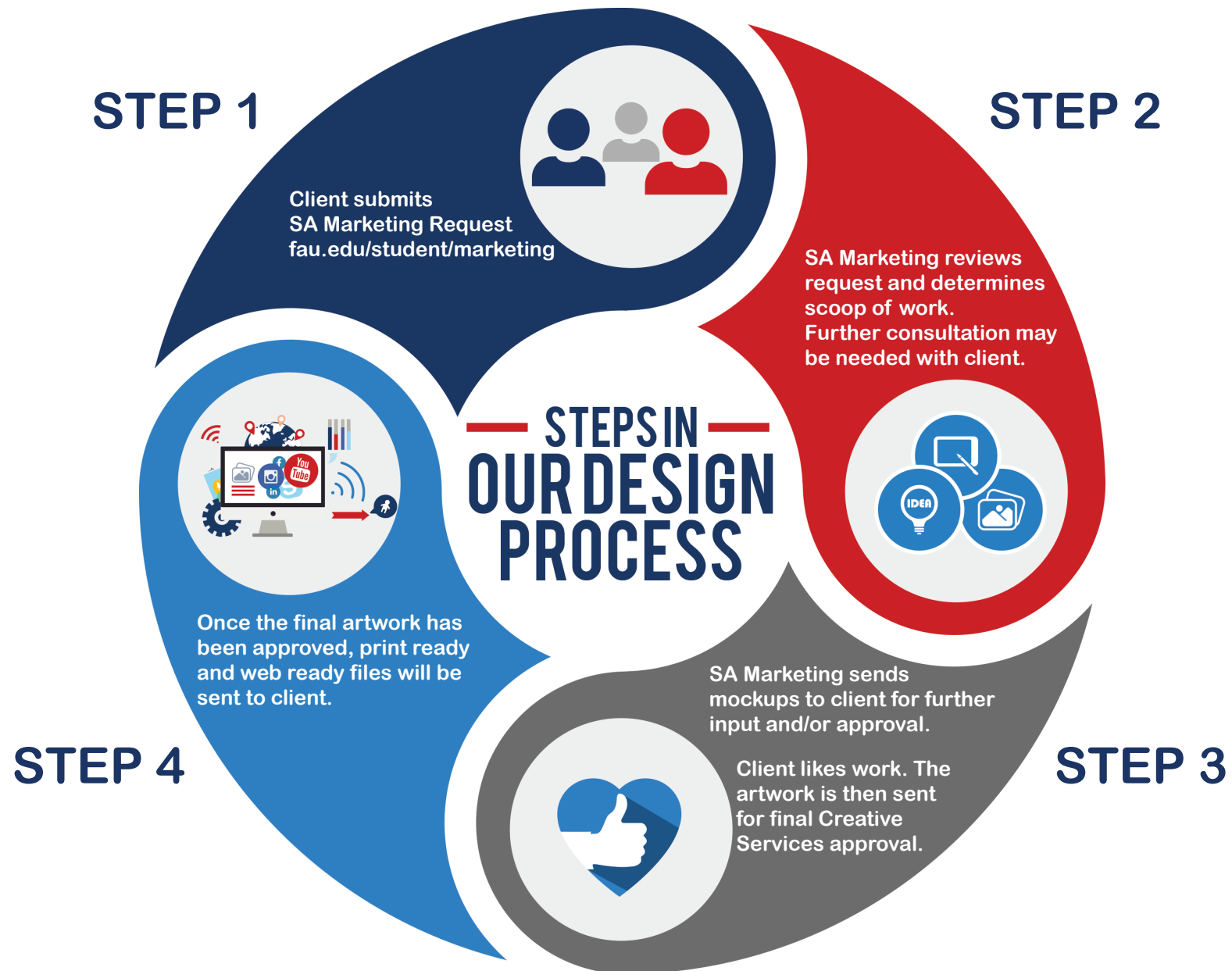


DESIGN PROCESS

The Student Affairs Marketing and Communications Shared Services Team is here to assist in the creation of all Division of Student Affairs departmental marketing needs. As it relates to the graphic design of any marketing and/or communication materials a SA Marketing service request ticket must be submitted to ensure timely processing of departmental marketing needs.

As written in the Division of Student Affairs Communications Strategic Plan, SA Marketing and Communications assists with any printed materials and graphic design work to include, however not limited to: postcards, posters, invitations, mail-outs, a-frames, vinyl indoor/outdoor banners, sidewalk signage, yard signs, rack cards, t-shirt designs, die-cut prints, etc.

DESIGN PROCESS



APPROVAL PROCESS

Any “PRINTED” materials must be submitted to our office via our SA Marketing service request ticket system to be reviewed and sent to Creative Services for final approval. Note: This approval is required in order to complete the PO process for a print vendor to be paid.

Any marketing materials that include any official University logos and/or trademarks must be sent to our office via our SA Marketing service request ticket system to be reviewed and sent to Creative Services for final approval. Note: In some cases the artwork submitted may be solely reviewed by our office. Any digital artwork that will be emailed and/or posted to social media that includes official University logos and/or trademarks must also be submitted to our office to ensure brand cohesion and standards.

Examples: 4x6 Postcard that does not include any SA department logos and/or University logos but will be printed by an outside vendor. (Submit to our office for approval)

8.5x11 Flyer that will be printed in house and has a SA department logo and/or University logo. (Submit to our office for approval)

**8.5x11 Flyer that will be printed in house and does not contain any SA department and/or University logos.
(No approval needed by our office) Note: This can still be submitted for review to ensure SA brand cohesion.**

APPROVAL PROCESS

How The Artwork Approval Process Works

1. Submit existing artwork via SA Marketing service request ticket system. **Note:** This will only apply in special projects where departments are collaborating with outside entities and/or student organizations that will utilize any University logos and/or departmental logos.
2. Artwork is reviewed by SA Marketing, if additional approval is needed artwork is forwarded to Creative Services for further review. (72 hour turnaround) **Note:** This step also applies to any artwork that SA Marketing develops for departmental use that contains any University logos and/or departmental logos. As stated previously any artwork that will be printed by an outside vendor must go through this approval process.
3. Once approved, notification will be sent to requestor. If additional design work is needed prior to approval, SA Marketing will work with requestor to modify design.



PROMOTIONAL ITEMS

The University's Office of Trademark Licensing and Marketing (OTLM) has the responsibility for maintaining, managing, and licensing the Trademarks. The use of any Trademark that identifies, or is associated with, Florida Atlantic University may not be used without the approval of the University's Licensing Administrator or designee. Promotional items are: cups, pens, t-shirts, sunglasses, hats, towels, water bottles, etc... **Note: Printed vinyl banners are not promotional items. Any indoor/outdoor banner will be designed by SA Marketing and sent to outside vendor for printing. The artwork design for promotional t-shirts will be designed by SA Marketing and sent to outside vendor for print.**

PROMOTIONAL ITEMS

HOW TO ORDER PROMOTIONAL ITEMS

STEP 1: Choose a vendor listed EFFECTIVE from one of the licensee lists.

(visit: fau.edu/otlm/find-fau-products/order.php)

NOTE: The purchasing department will ONLY approve requisitions from effective licensed vendors.

STEP 3: Once you have a satisfactory quote from the vendor, submit a purchase requisition to the purchasing department and attach quote to the Workday requisition.

NOTE: NO Blanket PO's will be approved for Promotional Items. The purchasing department will ONLY approve requisitions from effective licensed vendors.

STEP 2: Work with the vendor to choose the product, develop a design concept, and determine proper logo use. All licensed vendors have access to FAU Artsheet Guide, which shows logos available for use on promotional items. **NOTE:** Do not use a vendor that asks you for a logo. FAU department logos not listed below, will be sent to vendor by request

STEP 4: Once a purchase order number has been issued, you may approve the vendor-designed product(s) and proceed with the order. The purchasing department will e-mail purchase order number directly to vendor. After you approve the artwork, the vendor will work on your behalf to secure final approval through FAU's licensing system. Once approved, the vendor will fulfill the product and/or merchandise orders. **NOTE:** Promotional items are a separate process than print materials and artwork approvals. Promotional Item questions should be directed to Dexter LaMont (dlamont@fau.edu).

WEB STANDARDS

The Division of Student Affairs' online communications will represent the University and division in a professional manner and present informative, up-to-date and well-designed content. Each department within the division will follow the standards outlined here and within the University's Web Standards. All major divisional web development will be handled by the SA Marketing and Communications web team.

Omni Update

All divisional websites will adhere to the Florida Atlantic University primary template design elements and will be developed with the university's content management system (CMS).

The use of the CMS ensures our cohesion with the University's web presence and policies. The CMS also allows departments a tool by which content can be quickly and easily placed on the public website, utilizing pre-designed templates that will be developed by the SA Marketing web team. Access to departmental websites will be requested through SA Marketing to ensure proper user level and orientation to the website requested. Further information regarding user access can be found within the "Content Management/Website Access Guidelines" (fau.edu/student/marketing).

SA Marketing performs periodic reviews of all divisional websites. The review scans for: Incorrect or out-of-date content, broken links, editorial style compliance and 508 web accessibility.

WEB STANDARDS

The Division of Student Affairs currently has two web templates that will be utilized to brand our departmental websites. These two templates are showcased below. Only certain elements of these two templates will be uniformed. Additional elements and content can be added as needed.

Full Width Hero Slider

Department Name

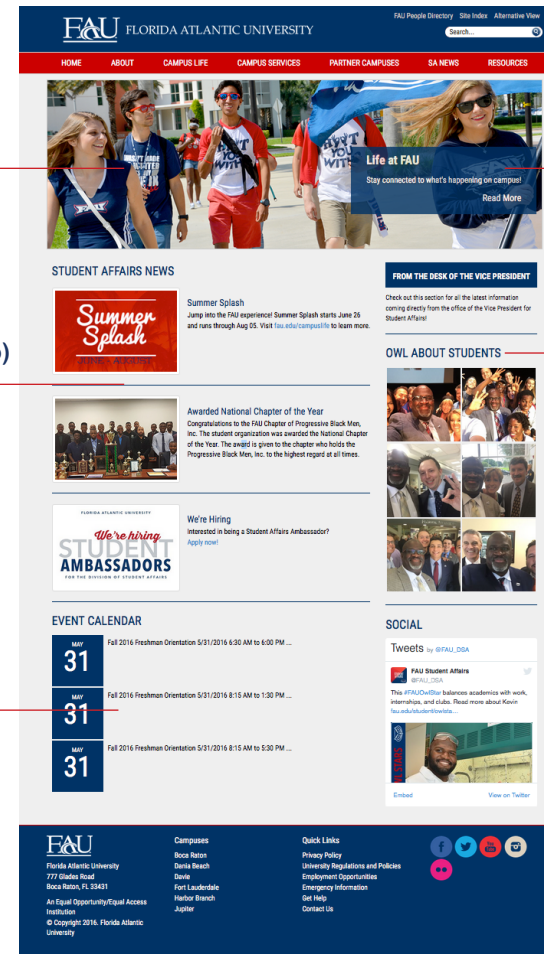
Welcome Message



Large 1170 x 400 Slider

Column One (Primary Info)

Optional third section



Slider Content Box

Column Two (Secondary Info)

EDITORIAL STANDARDS

The Division of Student Affairs produces a substantial number of promotional and marketing materials, both in print and on the Web. Our materials reach current students, prospective students, parents, faculty, staff, administrators and university partners. These materials must convey consistent images and messages while maintaining a high degree of editorial accuracy.

The following editorial guidelines are based on the Associated Press Stylebook and Florida Atlantic University Editorial Standards.

Note: The guidelines mentioned within this section of the Division of Student Affairs Visual, Editorial and Web Standard guide are those most commonly seen and/or used within our communications. A complete listing of these and more can be found by visiting: (fau.edu/comm/branding/files/editorial-style-guide.pdf)

Use the complete Florida Atlantic University on first reference for external audience. FAU or University can be used on second reference. University, when referring to FAU, is always capitalized.

ABBREVIATIONS

Before a name: Abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen. Spell out all except Dr., Mr. and Mrs., when they are used before a name in direct quotations.

With dates or numerals: Use the abbreviation A.D., B.C., a.m., p.m., when used with the day or the month (NOTE: upper and lowercases,

EDITORIAL STANDARDS

as well as inclusion of periods). The abbreviations are correct only with figures. In 450 B.C.; at 9:30 a.m.; in room No. 6; on Sept. 16.

Months: Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone. Jan. 5; January; January 2012.

Days of the week: Capitalize. Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without periods, in tabular composition)

Dates and times: Always use Arabic figures for dates, without st, nd, rd or th: Nov. 1, 1998. Always abbreviate the months of Jan., Feb., Aug. Sept., Oct., Nov. and Dec. Spell out March, April, May, June and July. (Exceptions allowed on formal invitations: February 12, 2008)

Use figures for times except for noon and midnight. Use a colon to separate hours from minutes. It isn't necessary to indicate a time "on the hour" by typing ":00". Avoid redundancies like 12 noon; 10 p.m. tonight. If the current year is implied, it isn't necessary to write it out. Use the year in text if it refers to past or future years. (Examples: Our January 2000 meeting. Our Dec. 20 party.)

Lowercase a.m. and p.m., with periods: 9:30 a.m., 1 p.m., noon.

Spaces between the hyphens with times: 9:30 a.m. - 3 p.m.

Addresses: Abbreviate avenue (Ave.), boulevard (Blvd.) and street (St.) in numbered addresses. He lives on Pennsylvania Avenue. He lives at 1600 Pennsylvania Ave. Always use numerical figures for an address number (ex. 9 Morningside Circle). Spell out and capitalize First through Ninth when used as street names.

EDITORIAL STANDARDS

When used after a name, an academic abbreviation is set off by commas: Jeffrey Buller, Ph.D. Do not precede and follow a name with a courtesy title for an academic degree. Using both Dr. and Ph.D. is redundant. **Correct: Sam Jones, Ph.D. Incorrect: Dr. Sam Jones, Ph.D.**

DOCTORAL, DOCTORATE

Doctoral is an adjective; doctorate is a noun. He earned his doctoral degree. He earned his doctorate.

Lowercase with no hyphen: email

The word “faculty” pertains to a group of people, not one person. One person should be referred to as a faculty member.

INTERNET/COMPUTER REFERENCES

The words Internet, Web and Word Wide Web should always be capitalized in every reference.

Other terms include:

- website (is in one and lowercase)
- home page (is two words lowercase)

PERCENT

Spell out “percent” in text, and always use numerals. (Example: Our retention rate is 85 percent.)

PHONE NUMBERS

Use figures. The form: 561-297-5555. (Do NOT use periods). If extension numbers are needed, use a comma to separate the main number from the extension: 561-297-5555, ext.22. Capitalize letters in phone numbers: 1-800-FAU-OWLS.

EDITORIAL STANDARDS

ACADEMIC DEPARTMENTS/COLLEGES/OFFICES

Official name is capitalized. (Examples: College of Engineering and Computer Science; Office of Communications and Marketing; Office for Students with Disabilities). Lowercase in casual reference. (Example: Send the files to communications.)

FAU currently includes 10 colleges. Use full name on first reference and “college” on second reference, not capitalized:

- Dorothy F. Schmidt College of Arts and Letters
- College of Business
- College for Design and Social Inquiry (note use of “for” instead of “of”)
- College of Education
- College of Engineering and Computer Science
- Graduate College
- Harriet L. Wilkes Honors College
- Charles E. Schmidt College of Medicine
- Christine E. Lynn College of Nursing
- Charles E. Schmidt College of Science

In listing more than one college, the preference is to list them alphabetically by content area of the college (as listed above), not alphabetically by donor name.

Note for a complete listing of all our University Editorial Standards see the FAU Editorial Style Guide.

DIGITAL SIGNAGE

The Division of Student Affairs digital signage presence will promote University and divisional activities, events and educational opportunities by providing well produced, eye catching advertisements to a large internal audience and visitors with the goals of improving communication across campus, increasing attendance at events, informing the campus community of University and divisional news, programs and services all while assisting and building broad based support for the Division of Student Affairs mission, vision and core values.

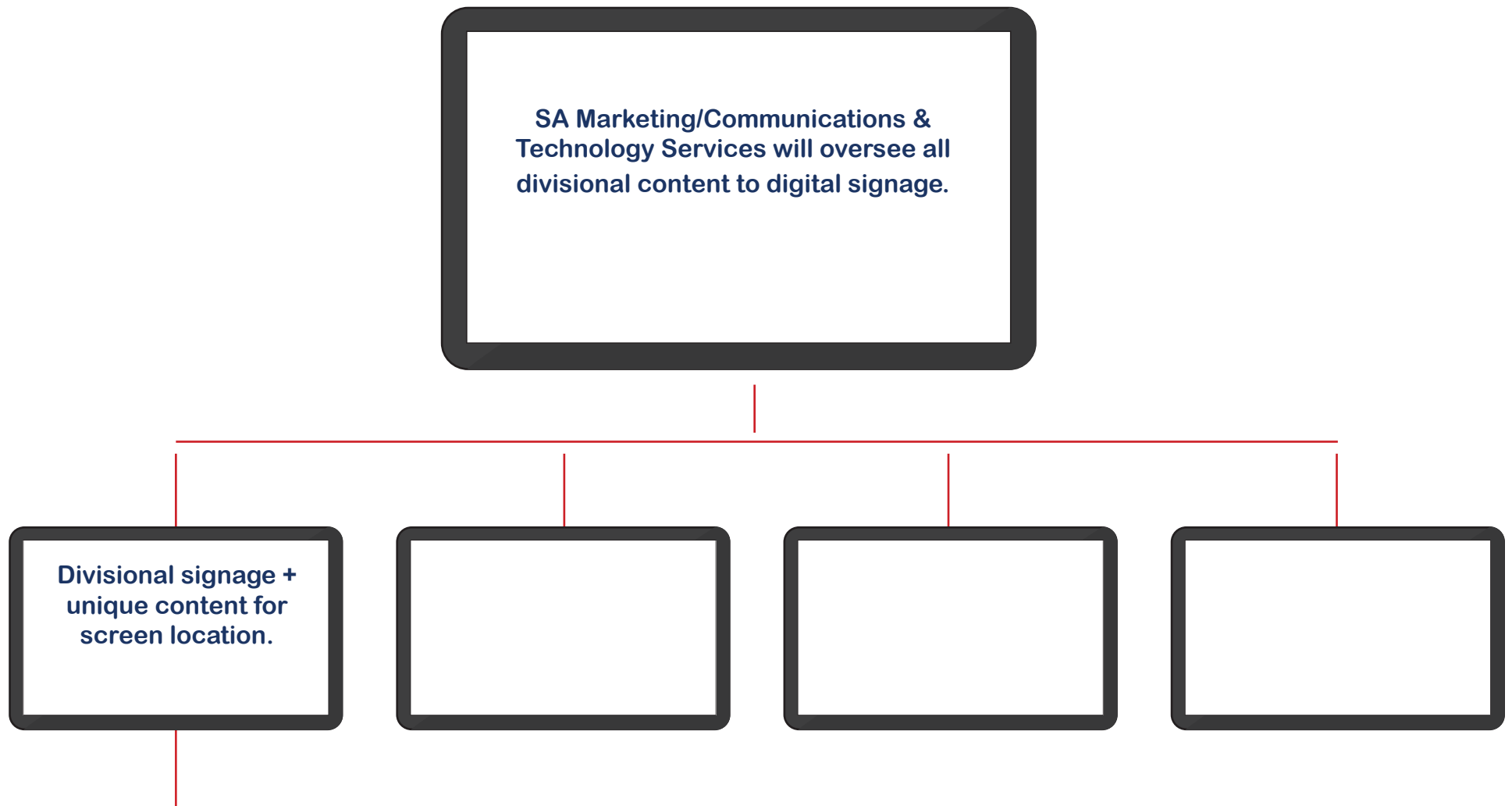
Each advertisement has a short time frame to tell a story, due to the rotating nature of digital signage, so well-designed concise messages will be critical to our success.

The decentralized nature of the digital signage screens and the diverse purposes and constituencies they serve require that as much freedom as possible be granted to the primary content that is placed on each. Special consideration will be given to ensure the primary content meets the needs of the location base, while still allowing for broad messages to be communicated.

This project is an ongoing initiative to strength our digital footprint and develop digital signage infrastructure that will serve our divisions mass communication needs.



DIGITAL SIGNAGE



If this screen is located in Housing. The primary content that will be displayed on this screen will pertain to Housing, however will also include divisional wide marketing of signature events and identified programs/services.

We're all about
STUDENTS

Division of Student Affairs
Marketing and Communications Shared Services
samarketing@fau.edu | fau.edu/student/marketing