



Delaware State University

Branding & Communications Tool Kit

FEBRUARY 2018



Importance of the Tool Kit



Faculty, staff and students,

As Delaware State University's stature continues to grow, it is critical that we present a unified visual identity both on and off campus.

By having a more consistent identity both on the Web and for printed and multimedia materials, we demonstrate and reinforce our commitment to quality and excellence.

Our Department of Marketing and Communications has prepared a Branding and Communications Tool Kit to assist you in your communications.

It is my hope that each of you will take this visual identity guide seriously and refer to its resources at all times.

Thank you for exemplifying DSU's commitment to excellence.

A handwritten signature in black ink that reads "Wilma Mishoe". The signature is written in a cursive, flowing style.

Dr. Wilma Mishoe
Interim President

Tool Kit Overview

The purpose of Delaware State University's Branding and Communications Tool Kit is to ensure that all of the University's marketing communications materials have a unified look and voice consistent with the University's mission and vision. Having a unified look and feel will make our various constituents recognize DSU more easily and quickly. It will also demonstrate our commitment to quality.

The Branding and Communications Tool Kit accomplishes several key goals:

1. To explain the role of branding and why it is so important *(Page 4)*
2. To educate and empower DSU's colleges and departments on how to properly use the University's visual system, including:
 - Definition of a trademark/registered mark *(Page 5)*
 - Usage guidelines for DSU's logotype *(Pages 6-11)*
 - The meaning behind DSU's logotype and its primary colors *(Page 6)*
 - The DSU college and department signatures *(Page 7)*
 - Requesting a logo *(Page 7)*
 - Proper placement of the DSU logotype *(Pages 8-9)*
 - Inappropriate uses of the DSU logo *(Pages 10-11)*
 - Related logos *(Pages 12)*
 - Incorporating University branding in your area *(Page 13)*
 - Business cards *(Page 13)*
 - Email signatures *(Page 13)*
3. To educate and demonstrate how DSU can better align what we say with who we are:
 - The voice of the University and tips for written and e-communications *(Page 14)*
 - Editorial Style Guide for printed publications *(Pages 15-18)*
 - Official University facts *(Page 19)*
 - Social media guidelines *(Page 20)*
4. To define the role of the Department of Marketing and Communications and provide an overview of its available resources and how to request its assistance *(Pages 21-23)*
 - Website guidelines *(Page 24)*
 - Photography resources *(Page 25)*
 - Email newsletters *(Page 26)*
 - News & media relations/obtaining press support *(Page 27-28)*
 - Merchandise guidelines *(Page 29)*
 - Event and ceremony guidelines *(Page 30)*
 - Contacts *(Page 31)*

The Importance of DSU's Brand: Who We Are as a University

The Delaware State University brand helps to define who we are as a University and what makes us different — what makes our University distinguishable from other institutions.

The brand is the sum total of one's experience with DSU. Some people may define the brand as a logo or a tagline, but this is merely one part.

Brand perception is based on all of one's interactions with DSU. For example, a prospective student experiences DSU in many ways:

- How his or her phone call is answered
- Appearance and content of Admissions marketing materials — Do they speak to his or her needs?
- Experience using the website — Is it user-friendly and easily informative? Does it help make the prospective student more interested in visiting DSU?
- Tour impressions — What is the tour leader like? What does the campus look like? Do the students appear to be happy? How engaged are faculty with their students? Can the student envision him or herself living in a residence hall on campus?
- When receiving a mailing from the University, is it produced with quality? Does it speak to the student and address his or her needs?
- If attending an event on campus, what was the experience like?
- If attending a football game, how was the level of school pride and did it meet the student's expectations?

The official slogan “Making our mark on the world” and the globe image reinforce our international presence and demonstrate the world of opportunities that we offer our students and how we provide them with the best chance for success.

What is a Trademark/Registered Mark?

A trademark (or mark) is any logo, image, symbol, name, nickname, letter(s), word, slogan or derivative used by an organization, company or institution to identify its goods/services and distinguish the institution from other entities or competitors. It is “owned” by the organization and cannot be legally used outside of the organization without permission.

The name “Delaware State University” is a trademark and can be only be used on promotional materials or merchandise with approval from the Department of Marketing and Communications. Other symbols and icons are also protected trademarks.

Our brand is the primary means by which DSU is recognized; therefore, the University name, in the appropriate font that constitutes our logotype, should appear on all forms of communication.

The logotype may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally or otherwise tampered with.



Delaware State University
HORIZONTAL Logo



Delaware State University
STACKED Logo



The Meaning Behind the Delaware State University Logotype

- The logo is comprised of four design elements:
 1. The global sphere in the color Pantone 297 C
 2. A median crescent in the color Pantone 299 C
 3. A handle crescent in the color Pantone 485 C
 4. A base crescent in the color Pantone 299 C
- Strong, solid colors complement the equally bold geometric design and contribute to the University's image of leadership and confidence.
- The typefont is both bold and contemporary.
- The logo and globe must always be featured together.
- The four elements of the symbol are arranged in a fixed size relationship that does not change.

Primary logo colors



PMS / SPOT COLOR: Pantone 485 C
CMYK Values: C: 0 M: 95 Y: 100 K: 0
RGB Values: R: 238 G: 49 B: 36
Hexadecimal: #EE3124



PMS / SPOT COLOR: Pantone 297 C
CMYK Values: C: 49 M: 1 Y:0 K: 0
RGB Values: R: 114 G: 205 B: 244
Hexadecimal: #72CDF4



PMS / SPOT COLOR: Pantone Process Black
CMYK Values: C: 0 M: 0 Y:0 K: 100
RGB Values: R: 35 G: 31 B: 32
Hexadecimal: #231F20



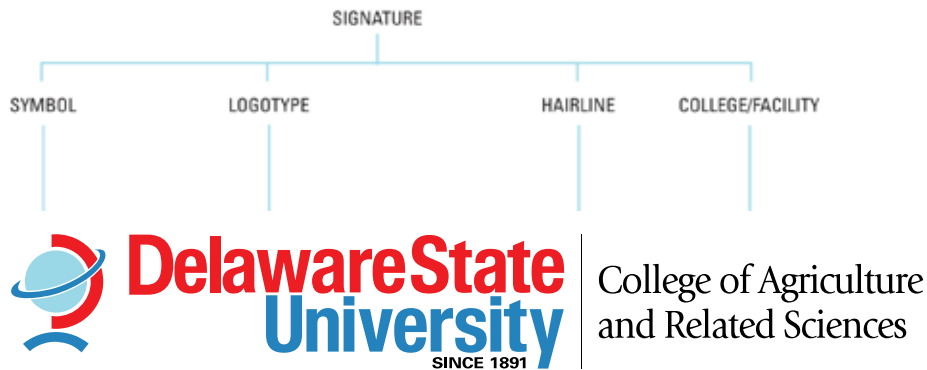
PMS / SPOT COLOR: Pantone 299 C
CMYK Values: C: 85 M: 19 Y:0 K: 0
RGB Values: R: 0 G: 157 B: 220
Hexadecimal: #009DDC

The Delaware State University College Signature

The DSU college signature is a combination of four elements: the symbol (the globe), logotype (Delaware State University), vertical line and a specific college. The specific college name should always appear at the right of the logotype separated by a vertical line and displayed in the font ITC Giovanni Std. Book.

The symbol (globe) and logotype must always be used together.

The logotype cannot be used in conjunction with the DSU Hornet logo.



The Department/Organization/Program/Unit Signature

The DSU department/organization/program/unit signature is a combination of three elements: the symbol (the globe) and the logotype (Delaware State University) with the department/organization/program/unit name appearing directly underneath Delaware State University in the font ITC Giovanni Std. Book. "Making Our Mark on the World" or "Since 1891" is not used in conjunction with this signature logo.

The symbol (globe) and logotype must always be used together.

The logotype cannot be used in conjunction with the DSU Hornet logo.



Requesting a Logo

To request an official University logo for your use, please complete a Department of Marketing and Communications Project Request Form at www.desu.edu/about/administration/integrated-marketing/marketing-project-request-form.

Delaware State University Logotype Size Requirements

Minimum Size: 1"



The logos should remain in a fixed, proportional ratio

Actual Size



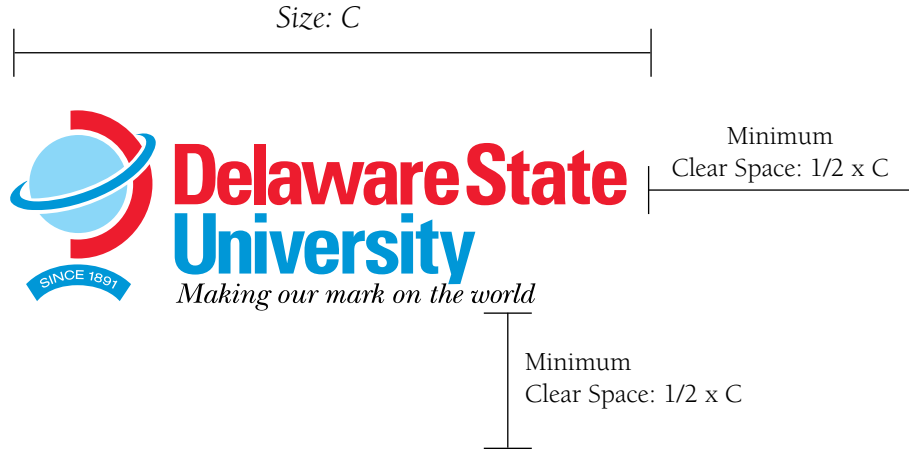
Minimum Size: 2"



Actual Size



Delaware State University Logotype Clear Space Requirements



Inappropriate Logo Usages



Ratio imbalance

The aspect ratio of symbol and text should not be changed.

Hint #1: Hold down the shift key to maintain equal ratio proportions

Hint #2: In Word, right click on the logo photo box and select 'Size and Position.' Make sure the percentage for height and width is the same in the scale section.

Hint #3: In Publisher, right click on the logo photo box and select 'Format Picture.' Click on the Size tab. Make sure the percentage for height and width is the same in the scale section.



Typeface substitution

Do not attempt to retype the words in the logo or use a different typeface.

Inappropriate Logo Usages



Complicated backgrounds

Do not place the logo over complicated backgrounds



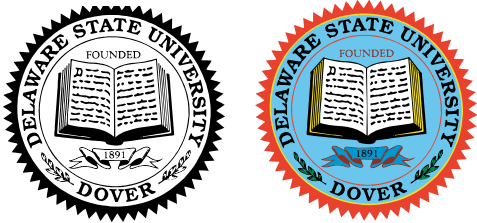
Double Logo Usage

Please do not use double logos on any one given medium.

Related logos

Delaware State University Seal

The seal is to only be used in communications from the president's office. No other usage is permitted.



Delaware State University Foundation Logo

This logo is only to be used on behalf of the Division of Institutional Advancement.



Delaware State Alumni Association (DSUAA) Logo

This logo is only to be used by the DSUAA and Office of Alumni Relations.



Delaware State University Athletics Logos

The Delaware State University Hornet logo captures the spirit and pride of the University and is only to be used for the marketing of athletic events. This logo adheres to the same colors as the University's logotype. It cannot be used in conjunction with the University's logo.

Hornets Nest vs. Hornets Hive — When referring to a home for the Hornets, it is most appropriate to use the terminology Hornets Nest and related imagery. While bees construct hives, hornets construct nests.



Approval of Marketing Communications/Merchandise

The Department of Marketing and Communications wishes to work collaboratively with units across campus to help ensure that DSU logos are used properly, that messaging is on target and consistent, and that the University is positively positioned. To achieve this goal, the department requests that the items below be submitted for review and approval prior to production:

- Marketing communications designed by colleges, departments, programs, student organizations or the on-campus Copy Center
or
- Trademarked merchandise ordered from vendors

To initiate a request for our review, please complete the work order form found at www.desu.edu/about/administration/integrated-marketing/marketing-project-request-form.

The Department of Marketing and Communications is also happy to assist in the creation of your pieces. *For more information, please see Page 21.*

University Letterhead and Business Cards

For consistency in branding, University letterhead and business cards are required to utilize the official Delaware State University template featuring the University seal. Orders for these pieces are requested to be made with the assistance of the Department of Marketing and Communications by completing a work order form found at www.desu.edu/about/administration/integrated-marketing/marketing-project-request-form.

Official University business cards should not include any unofficial slogans, titles or photos without prior approval from the Department of Marketing and Communications. Content should not be printed on the back of the card.

Email Signatures

Email signatures should also be consistently branded by University employees and only feature official University logos.

The following items are prohibited:

- URLs other than official Delaware State University websites
- Personal or professional social media handles e.g. *@loveyouearth*
- Unofficial slogans e.g. *“Make it happen!”*
- Quotes e.g.
 - *“The Future depends on what we do in the present.”* - Ghandi
 - *“Every good and perfect gift is from God.”* - James 1:17
- Hashtags e.g. *#believeitornot*
- Multi-colored text e.g. *Delaware State University*
- Background colors and patterns

The University Voice

Delaware State University communications should be simple and straightforward, addressing main points quickly and concisely; maintaining an academic tone while having a conversational feel; and directing readers to the next steps. Our voice reflects our respect for various audiences and our desire to create a close-knit community.

Some tips for written and e-communications:

PRINT AND EMAIL/WEB:

- Indicate who the message is for
- Keep your message simple and straightforward
- Address the benefit of the information to the reader up front
- Show that we care and want to help
- Use a conversational tone in your writing
- Break up your information into manageable parts:
 - Use headlines to highlight ideas or sections
 - Use bullets and bold text as accents
 - Condense key points into small paragraphs; on the Web, cut information you would include in a print piece by half. Since websites and eblasts are often scanned by the reader, presenting your information in a short format is key.
- Always indicate next steps and/or action needed
- Provide a contact name and phone number
- Use Web links whenever possible
- Show the Delaware State University logo on official communications

WEB-SPECIFIC:

- Reduce introductory text on your Web page; focus more on the main points
- Continually monitor your content to ensure that it's accurate and current
- Double check links to make sure that they are live and go to the proper destination

Editorial Style Guide for Printed Publications

To maintain consistency in writing and editing, Delaware State University communications should adhere to style guidelines that employ the rules for English grammar, punctuation and spelling; follow DSU style; and generally follow the *Associated Press Stylebook*, with a few exceptions.

A

ADDRESSES

— **City, state:** Following a city, use the two-letter Postal abbreviation for the state, e.g., Newark, DE. (*DSU style*)

— **Spell it out, or not?** In address blocks, such as on the backs of brochures, spell out every word in the street address, e.g., 1200 North DuPont Highway, except when space does not allow. (*DSU style*)

— **When to abbreviate:** If space is limited, abbreviate compass points (N., S., E., W., N.E., etc.) in a numbered street address, plus Avenue (Ave.), Boulevard (Blvd.) and Street (St.), e.g., 123 N. Main St. If street number is omitted, do not abbreviate, e.g., North Main Street. Spell out all other similar words, such as Road, Drive, Circle, etc. (*AP Style*)

ADMISSIONS

Admissions has an “s” on the end, e.g., Office of Admissions

AFRICAN-AMERICAN

African-American is hyphenated and both “African” and “American” are capitalized.

ALUMNA/US/I

— Alumna is a female graduate
 — Alumnus is a male graduate
 — Alumni is a group of graduates (can also be referred to as alums)

— **Class Year:** Uppercase Class when referring to a specific class, e.g. DSU’s Class of 1962

— **Punctuation:** There is no comma before the graduation year. Use a rounded, second apostrophe smart quote. e.g., *Clint K. Saunders ’03.* (*DSU style*)

ATHLETICS

— **Capitalization:** Capitalize “Championship” when referring to a specific competition, e.g., MEAC Championship, the Championship was taken. (*DSU style*)

— **Numerals:** For athletics statistics, scores and measurements, use figures: e.g., 3–10, 1-yard touchdown, 6’3” senior. (*AP Style*)

B

BOARDS AND COMMITTEES

— **Capitalization:** Capitalize the full, proper names of boards and committees, e.g. Board of Trustees. When talking about the board or committee on second reference and “board” or “committee” stands alone, lowercase it.

BUILDINGS

— **Capitalization:** Capitalize “Building” in proper names of buildings (*AP Style*)

— Formal names:

Agriculture Annex Building
 Alumni Stadium
 James W.W. Baker Center
 for Agriculture and Natural Resources
 Bank of America Building
 Claibourne D. Smith Administration Building
 Conrad Hall
 Delaware Hall
 Education and Humanities Center
 ETV Building
 Richard S. Grossley Hall
 William C. Jason Library-Learning Center
 Loockerman Hall
 Martin Luther King Jr. Student Center
 Memorial Hall Complex
 Luna I. Mishoe Science Center North and South
 Optical Science Center for Applied Research (OSCAR) Building
 John R. Price Building
 M.E. Thomasson Building
 Ulysses S. Washington Jr. Cooperative Extension Center
 and Herbarium
 Wellness & Recreation Center

Residence halls:

DSU Living and Learning Commons
 Harriet Tubman Hall
 Lydia P. Laws Hall
 Medgar Evers Hall
 Meta V. Jenkins Hall
 W. Richard Wynder Towers
 Warren-Franklin Hall
 University Courtyard
 University Village

Campus venues:

Theater, Education and Humanities Center
 Arts Center/Gallery (located in the William C. Jason
 Library-Learning Center)

C

COLLEGES & SCHOOL

— **Capitalization:** Capitalize the formal names of colleges, but do not capitalize the word college when it stands alone.

— **Formal Names:**

College of Agriculture and Related Sciences
 College of Arts, Humanities and Social Sciences
 College of Business
 College of Education, Health and Public Policy
 College of Mathematics, Natural Sciences and
 Technology
 University College
 School of Graduate Studies and Research

COMMAS — SERIES

Do not use a comma before the conjunction in a simple series of items; e.g. DSU core values are community, integrity, diversity, scholarship and outreach.

Use a comma before the final conjunction when the series of items is more complex or includes multiple conjunctions. (*AP style*)

COMMENCEMENT

Uppercase Commencement when it refers to DSU's ceremony (*DSU style*)

D

DATES

— **Capitalization:** When a date includes the month, day and year, include a comma after the year. e.g., March 20, 2012, is the first day of spring. (*AP Style*)

— **Superscript:** Do not use a “th” with the day of the week.

DEGREES

— **After a name:** On first usage of a person's name with academic degree, spell out the full name, followed by a comma and the academic degree, e.g., John Smith, PhD, spoke at the conference. In subsequent references to that person, use only the person's last name (e.g., Smith), unless it would be confusing to do so, for example, if there are two people with the same last name in the text. (*AP Style*)

— **Capitalization:** Lowercase the common nouns for degrees: associate degree, bachelor's degree, master's degree, doctoral degree, doctorate.

Capitalize the proper nouns for degrees: Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Social Work, etc. (*AP Style*)

— **Punctuation:** Note that bachelor's and master's are possessive, as they are equivalent to saying, “the expert's degree,” and, therefore, require an apostrophe. For plural degrees, place the apostrophe last: two bachelors' degrees. (*AP style*)

Omit periods on academic degrees: PhD, EdD, MD, MSW, etc. (*DSU style*)

DEPARTMENTS AND OFFICES

Capitalize full proper names of offices or departments, i.e., Office of—, Department of—, Institutional Advancement, Admissions. If you decide to use initial-caps, make sure you're using the full proper name of that office or department for clarity and consistency; e.g., Office of the Cashier vs. cashier's office. (*DSU style and AP Style*)

DEPARTMENTS AND OFFICES

— Formal Names:

College of Agriculture and Natural Resources

Department of Agriculture and Natural Resources
Department of Human Ecology

College of Arts, Humanities and Social Sciences

Department of English and Foreign Languages
Department of History, Political Science and Philosophy
Department of Mass Communications, Visual and
Performing Arts
Department of Psychology
Department of Sociology and Criminal Justice

College of Business

Department of Accounting, Economics and Finance
Department of Business Administration
Department of Sport Management

College of Education, Health and Public Policy

Department of Education
Department of Nursing
Department of Public and Allied Health Services
Department of Social Work

College of Mathematics, Natural Sciences and Technology

Department of Biological Sciences
Department of Chemistry
Department of Computer and Information Sciences
Department of Mathematical Sciences
Department of Physics and Engineering

E

EARLY COLLEGE HIGH SCHOOL

Early College High School@Delaware State University (ECHS@DSU) — It is also appropriate to use the word ‘at’ in place of the @ symbol.

F

FACULTY, STAFF

Do not uppercase when the words stand alone.
(Also see **Titles** entry)

FOUNDERS DAY

No apostrophe

FUNDRAISING

Fundraising is one word, no hyphen. (*DSU and AP Style*)

H

HYPHENS AND DASHES

— **Hyphen:** A hyphen (-) is used to divide words that break at the end of a line or to connect two words to form a compound adjective or noun, such as go-between, ill-fated and run-of-the-mill. On the computer keyboard, the hyphen is located to the right of the zero.

— **Em-dash:** An em-dash (—) is a long dash used to indicate an abrupt change in thought in a sentence or an emphatic pause. When used mid-sentence, set off the abrupt thought with an em-dash before and after it. An em-dash can also be used to attribute a quote from an author, poet, artist, etc.

— **En-dash:** The en-dash (–), which is shorter than an em-dash and longer than a hyphen, is used to indicate a range of values, such as a span of time or numerical quantities (similar to using “from...to...”), e.g., 9 a.m.–5 p.m., Monday–Friday; ages 5–8; academic year 2009–10. Do not use spaces around the en-dash.

I

INCORPORATED

Do not precede Inc. with a comma. (*AP Style*)

J

JUNIOR, SENIOR

Do not precede Jr., Sr., III, etc., with a comma. (*AP Style*)

L

LOCATIONS

DSU@Georgetown
DSU@Wilmington

M

MAJORS, CONCENTRATIONS AND CLASSES

Uppercase the names of majors, concentrations and classes if their formal, proper name is used. If referenced generally, then lowercase.

MIDDLE STATES

Proper name is Middle States Commission on Higher Education (MSCHE)

N

NUMBERS

— **Academic years:** Abbreviate the second year and use an en-dash: 2008–09 (*DSU style*)

— **Spell out, or not?** In general, spell out whole numbers one through nine. Use figures for numbers for 10 and above, ages and percentages. (*AP Style*)

— **Time:** Acceptable formats: 6:30 a.m.–8:30 p.m., 6–8 a.m. Do not use :00 when it is a full hour. (*DSU style*)

— **Phone/fax numbers:** Use periods instead of hyphens, e.g., 800.845.2544. Omit the number “1” before an area code or toll-free number. (*DSU Style*)

P

PARENTS DAY

No apostrophe

PUBLICATIONS

Italicize the names of publications in text. (*DSU style*)

S

SEASONS

Lowercase spring, summer, fall, winter unless part of a proper name. (Note: “fall semester” and “spring semester” are not proper names and should be lowercase.)

SPACING

Do not double space after a period. (*AP Style*)

T

THE

Do not capitalize “the” before a formal name unless it is part of the title; e.g., He is a student in the College of Business; she is reading *The Hunger Games*.

TITLES

— **Professional: When to capitalize:** Capitalize professional titles only when they precede proper names, e.g., Principal John Smith. Otherwise, lowercase titles. E.g.: Jane Brown, president of the company.

Do not capitalize titles that stand alone without the person’s name. (*AP Style*)

U

UNIVERSITY

Capitalize “University” when it refers to Delaware State University, e.g., the University, University housing, University policy, University calendar, University students. Lowercase it as a common noun when referring to other universities, colleges etc. (*DSU style*)

W

WEB TERMS

— email is one word, no hyphen

— online is one word, no hyphen

— website is one word

— internet is lowercase

Official University Facts

STATISTICAL INFORMATION

The Office of Institutional Research, Planning and Analysis maintains statistical information on the University's student body, employees, freshman admissions, enrollment, graduation and accreditations in the University Fact Book at www.desu.edu/about/administration/institutional-research-planning-analytics.

MISSION/VISION STATEMENTS

The University's Mission and Vision statements should be used in conjunction with one another. The Mission should always be listed first.

Mission Statement

Delaware State University is a public, comprehensive, 1890 land-grant institution that offers access and opportunity to diverse populations from Delaware, the nation and the world. Building on its heritage as a historically black college, the University purposefully integrates the higher standards of excellence in teaching, research, and service in its baccalaureate, master's and doctoral programs. Its commitment to advance science, technology, liberal arts and the professions produces capable and productive leaders who contribute to the sustainability and economic development of the global community.

Vision Statement

As one of America's most highly respected Historically Black Colleges and Universities, Delaware State University will be renowned for a standard of academic excellence that prepares our graduates to become the first choice of employers in a global market and invigorates the economy and the culture of Delaware and the Mid-Atlantic Region.

CORE VALUES

Community
Integrity
Diversity
Scholarship
Outreach

BOARD OF TRUSTEES

Visit www.desu.edu/about/administration/board-trustees.

MAJORS AND CONCENTRATIONS

Visit www.desu.edu/majors.

Social Media Guidelines

OFFICIAL DSU FACEBOOK, TWITTER, FLICKR AND YOUTUBE

The official Delaware State University Facebook, Twitter, Instagram, Flickr and YouTube sites are operated through the Department of Marketing and Communications. For assistance in establishing a social media presence or publishing on the University's official pages, please contact Dawn Mosley, executive director of Marketing and Communications, at ext. 6272.

The following are tips to consider when posting on Delaware State University online and social media networks/sites or from your personal networks/sites on behalf of Delaware State University:

FOCUS ON PROVIDING CONTENT YOUR AUDIENCE WILL FIND VALUABLE

Online and social media users are in the space to fulfill a need or want. Whether that need or want is directions around campus, event information, the ability to make an online purchase or something less tangible like a funny video or interesting conversation to pass time, it's important to provide something of value to your audience when communicating with them online.

USE A CONVERSATIONAL TONE

Writing for social media should be less formal and more conversational, all the while aiming to draw interest to your message, event promotion or department. The focus should first be on the topics of interest of your audience. Introducing institutional DSU messages should be secondary and in sync with the audience's desired topic of conversation whenever possible.

CONSIDER YOUR AUDIENCES

Social media can often blur traditional boundaries between professional and personal relationships; use privacy settings to manage your dissemination of information. Select profile photos and avatars carefully and be mindful regarding the type of photos you upload.

SHOW FORETHOUGHT, RESPECT AND PROFESSIONAL RESTRAINT

- Think before you post — remember that no social media site is “private.” Posts and comments remain in archival systems after deletion and in search engine results for years.
- When discussing a bad experience or disagreeing with a concept or person, if you're constructive and respectful in your posts, you have a better chance of achieving your goals or swaying a critic.
- In cases of responding to emotional or sensitive issues, take extra time and caution in responding. While immediacy is important in social media, in some cases it may be necessary to vet your response with a colleague or supervisor prior to posting that response.

CHECK YOUR FACTS

Verify information before you post to reduce the chances of having to make a correction. If a correction is needed, post the updated information quickly and visibly.

MAINTAIN CONFIDENTIALITY

Use good ethical judgment when posting on social media sites. Follow University policies and do not post confidential or proprietary information about the University, students, alumni or co-workers. If discussing a situation involving individuals, ensure that they cannot be identified. Federal requirements such as FERPA, HIPAA, Health Insurance Security/Privacy and NCAA regulations should be followed.

AVOID DISCUSSIONS ABOUT RELIGION AND/OR POLITICS

Unless the discussion is specific to your program or job responsibilities, avoid highly emotional and divisive topics such as religion and/or politics when communicating on behalf of DSU.

SOURCES: Portions of this document have been adopted from the following sources:

Ball State University. “Ball State University Social Media Policy.” 17 November 2009. http://cms.bsu.edu/About/AdministrativeOffices/UMC/WhatWeDo/Web/~/_/media/DepartmentalContent/UMC/pdfs/BallState_SocialMediaPolicy.ashx.

DePaul University. “Social Media Guidelines.” 2006. http://brandresources.depaul.edu/vendor_guidelines/g_recommendation.aspx.

Role of the Department of Marketing and Communications

The role of Delaware State University's Department of Marketing and Communications is to promote and market the University both internally and externally to increase recruitment, retention, engagement and giving. The University's Strategic Plan guides its marketing efforts.

DSU's marketing is focused on Admissions, Athletics, the colleges, the Early College High School, Government Relations, Graduate Studies, Institutional Advancement and University events. The Department of Marketing and Communications makes every effort to assist other areas that have a budget.

As the gatekeepers of the DSU brand, the Department of Marketing and Communications makes sure the DSU identity is included in all communications and that it is shown correctly, following the brand identity guidelines. This is important because consistency in branding communicates a quality institution and reinforces the DSU brand.

FAQS: SERVICES OFFERED

I'd like to design my own marketing communication. Do I need to seek approval for the finished product?

Yes. Any communications you design for your college, department, student organization or program must be submitted to Marketing for review and approval to help ensure that DSU logos are used properly, that the messaging is on target and that the University is positively positioned.

I'd like to request assistance from the Department of Marketing and Communications for my project. How can you help?

Depending on your marketing objective, we can assist with the development of print materials, advertising and media placement, as well as provide Web and social media consulting.

The department can also offer full marketing support and would meet with you to review your existing communications and understand your area's current market situation, the marketing objective/s, and the program's, department's or college's meaningful and unique differentials.

How do I make a request for assistance?

To initiate a project or submit communications for our review, you must complete the work order form found at www.desu.edu/about/administration/integrated-marketing/marketing-project-request-form.

Role of the Department of Marketing and Communications

What are the next steps in the production process?

- **Project Identified**

After we receive your request, Marketing staff will assess whether it can be handled internally or whether it needs to be outsourced to a vendor. In either case, your Marketing team will oversee the project and/or campaign and communicate next steps and any further information needed to facilitate the project's completion.

- **Quote Obtained**

If you are requesting items for print or production, project time lines begin with quotes obtained from vendor(s). After you are provided with a quote, receipt of a PO is required prior to moving the project forward.

- When completing your marketing request, it is essential to include the quantity of your print piece for quoting purposes.
- Marketing requests involving a mailing are most efficiently handled when the mailing list in the form of a CSV or Excel file is provided at the beginning of the project in order to accurately provide a postage invoice for securing postage check, which is necessary before the mailing can occur.
- Obtaining a printing and/or mailing quote from a vendor can take 24-72 hours or longer, depending on the scope of the project.
- **Receipt of a PO is necessary prior to producing any artwork for a project.**

- **Project Completion**

The services offered by the Department of Marketing and Communications are targeted and created especially to get your message to the right audience. A great deal of care and consideration goes into each piece we create.

It is our goal to complete your project in a timely manner. We require a 14-business day project window for marketing requests. **The window begins when all of the content required for the project's completion as well as the PO have been received.** Time lines for the development of each piece, including design and copy editing/proofing, vary depending on the project's complexity.

- **New Print Projects** | Depending on design needs, the scope of the project and the uniqueness of the identity/art needed, please allow an additional five to seven days for the design of new creative artwork.
- **New Design for Existing Print Pieces** | A design for a particular piece should have a shelf life of two years. If an existing project has been identified as warranting a new design, please allow an additional three to five days for the design of new creative artwork.
- **Updating Existing Print Pieces**
While updating an existing project is a fairly simple process, please allow an additional 24-28 hours of production time based on project work flow.
- **E-Marketing Services | Eblasts and Surveys**
 - Please allow 48-72 hours from the time of your request for the production of eblasts and email surveys, and five to seven days for the production of email newsletters.
 - Optimal production and dissemination of eblasts and surveys happen when the "send" date is identified and mailing list received (or identified if an in-house listserv) at the time of the request.

Should your work order have a restrictive time line, please contact the department to discuss your specific needs.

• Potential Situations Causing Changes in Delivery Expectations

Minor edits are expected throughout the design process, but major edits such as a complete redesign or a new layout are among the scenarios that may require a change in your project's delivery time. Other situations that may delay completion of a marketing request are the following:

- Missing information
- Delayed responses to emails for approval
- Missing mailing lists
- Lack of purchase order/postage check required to send print pieces to a vendor for production
- Excessive edits

• Quoting and Printing Production Time Lines

Following is a glimpse at the standard quoting and printing production time lines for a variety of the marketing materials produced by Marketing, as well as the standard quantities often requested. Indicated time lines are based on marketing project request forms received by 1 p.m. on a business day.

Project	Standard Quantity	Standard Quote Time Needed	Standard Production Time Required After Final Artwork Approval*
Posters/Postcards	1-249	24-72 hours	48 hours
Tri-fold or bi-fold brochure	250-500	24-72 hours	48 hours
Programs	500 or more	24-72 hours	48-72 hours depending on vendor used
Magazines/ large booklets	Varies by project	24-72 hours	10+ business days
Ads		24-72 hours	Based on scheduled insertion date
Banners	1-5	24-72 hours	At least 72 hours

*AFTER artwork is released to a vendor prior to noon on a Monday-Friday. Items submitted on Friday after noon will be processed the following Monday.

We're planning to meet to further discuss my project. How should I prepare?

A couple of considerations you should think about before meeting with the Department of Marketing and Communications team to discuss your project request:

- What is your marketing objective?
- What do you want your communications to accomplish? How will we measure success?
- Who is your communications directed toward and what action do you want from the audience?
- What gives DSU the ability to prove your key point?
- If specific artwork or non-DSU logos need to be used, please supply high resolution artwork with confirmation that we have permission to use it.
- Please be prepared to provide text to be included in new print pieces, or edits made within a PDF document for an existing piece. For existing pieces, please ensure that standing information, including people's names, URLs and telephone numbers, is confirmed to be current and accurate.

Website Guidelines

The University website is a vital communications tool reaching both internal and external audiences. It is also one of the most important marketing vehicles and contributes to the image of DSU. The look, content and navigability of the site can easily influence the user: for example, a prospective student's Web experience can determine whether or not the student will apply.

The Department of Marketing and Communications oversees all content and monitors visual identity on the administrative section pages of the desu.edu website. These official pages are ones that support home page elements such as the colleges, offices, departments and programs and are subject to the review and approval of the Web manager.

CONTENT MANAGERS

DSU content managers serve a critical role in maintaining the accuracy and user friendliness of their department, college or area's Web pages. They must provide content that is engaging, succinct, informative as well as factually and grammatically correct. *Please see e-communication guidelines on Page 14.*

The process of publishing a new or updated page begins with the content manager. The content manager creates or updates content which is then submitted to the Web manager for review from a branding and layout standpoint. Once the Web manager approves the new or edited page, the Web manager publishes the page onto the website.

Content management training is available upon request to the Web manager. If a content manager needs technical assistance, please send inquiries to webmaster@desu.edu. We kindly request up to 48 hours turnaround time. A content management user guide is available at www.desu.edu/CMSHelp/.

Content managers should:

- Use the same navigational theme, typography and University colors established by DSU's home page.
- Keep the page clean and easy to read.
- Review image requirements at www.desu.edu/imageformat.
- Provide their email address and date of last edit.
- Comply with established institutional policies, as well as state and federal laws.

RECOMMENDED BROWSERS, VERSIONS AND PLUG-INS FOR END USERS

- Chrome: (Current - 1) and Current
- Edge: (Current - 1) and Current
- Firefox: (Current - 1) and Current
- Internet Explorer: 9+
- Safari: (Current - 1) and Current
- Opera: Current

COLORS

Base Colors



Photography Guidelines

PHOTO SHOOTS

The Department of Marketing and Communications organizes photo shoots during the different seasons of the year to grow the University's archives and stay visually current.

In photographing faculty and students in academic and casual settings on our beautiful campus, we aim to capture candid moments, a close-knit community and diversity.

Open access to our photo archives is not available to the campus community so that we can control the amount of usage and build equity in the most popular images. However, the Marketing Department will provide images for college and department use upon request.

We typically have photography coverage of on-campus events, including athletics. Please contact our news director, Carlos Holmes, at ext. 6062 for more information.

You may contact Tracy Channel, communications manager, at ext. 7724 if there is a specific photograph that you are looking for.

The Marketing Department can arrange professional photo shoots for the various colleges at their expense.

Images supplied by departments or colleges for inclusion in marketing materials must be approved for use by the photographer.

IMAGE QUALITY BEST PRACTICES

- Primary subject should be large in the image frame; crop to eliminate empty space in the photograph
- Sharp focus
- Accurate color, lighting and exposure
- Web photos are rarely suitable for print due to low resolution and/or quality.

IMAGE FORMAT

Print: 300 DPI minimum at actual size.

Web: See www.desu.edu/imageformat for image requirements.

Email Newsletters

The Department of Marketing and Communications produces the following electronic publications for audiences including students, faculty and staff, alumni, parents and friends of the University:

ENEWS

eNews, an email newsletter, is the primary communication tool for University information to faculty, staff and students; it is published bi-weekly on Tuesdays and Fridays. Submit items for consideration to eNews@desu.edu by 12 p.m. on Monday for Tuesday's publication or by 12 p.m. on Thursday for Friday's publication. All items must be of interest to the entire DSU community; personal announcements and appeals will not be accepted. Notices should include the following when appropriate: Name or title of the event, activity, project or program; date, time, location and cost; deadline for reservations or fees; and name and telephone number of the contact person. Questions should be directed to Tracy Channel at ext. 7724 or tchannel@desu.edu.

If you have an urgent/immediate announcement requiring timely dissemination as a special *eNews*, please follow up your email with a phone call to Tracy Channel at ext. 7724.

HORNETS RISING

Hornets Rising is an email newsletter for DSU friends, alumni, parents and the surrounding community that highlights University news, events, and faculty and student accomplishments through stories and clickable links to the Web. It is produced once per month. For inquiries about Hornets Rising, please contact Dawn Mosley at ext. 6272 or dmosley@desu.edu.

PARENTBUZZ

ParentBuzz is an email newsletter for parents of DSU students that highlights University news and events, faculty and student accomplishments, and important upcoming dates and deadlines. For inquiries about ParentBuzz, please contact Dawn Mosley at ext. 6272 or dmosley@desu.edu.

Media Guidelines

Delaware State University wants to assist the media with their stories and coverage as much as possible, but also must be mindful of rights of students, faculty and staff as well as the academic mission of the campus. For those reasons, a DSU Media Policy has been established that addresses those concerns.

DSU MEDIA POLICY

All media inquiries, interviews and visits to the DSU campus relating to non-athletics affairs are to be coordinated by the director of news services in the Office of Public Relations. If the director is unavailable, the Office of Public Relations will coordinate the media contact with the campus.

All media inquiries concerning athletics issues are to be coordinated by the Department of Athletics' Office of Sports Information. The exception to this would be any executive leadership personnel development (appointment, resignation, etc.), in which case the media coordination will be handed by the director of news services with assistance by the Office of Sports Information.

DSU faculty and staff who are contacted by the media without prior notification by the director of news services or the Office of Public Relations are to refer that media representative to that director or office (see the below contact numbers) and also make the director or office aware of the media contact.

MEDIA ON CAMPUS PROCEDURES

Most local media organizations know that at DSU they need to contact the director of news services to be authorized on campus. The proper protocol is for the media to call the director of news services or the appropriate alternative at the following numbers:

- 1.) Carlos Holmes, office ext. 6062; cell 302.399.5972; email cholmes@desu.edu
- 2.) If he is unavailable, call the Office of Public Relations at ext. 6061.
- 3.) If neither Mr. Holmes nor a Public Relations staff member can be reached, contact Dawn Mosley, executive director of Marketing and Communications, at ext. 6272.

All media must receive authorization to be on campus. If a media representative attempts to come through the front gate or is observed on campus after gaining access through another entrance, and if the main gate personnel and Public Safety dispatchers have not been informed of their authorization to be on campus, then they therefore do not have authorization. In such a case, Public Safety is authorized to detain the media representative until clarification can be obtained from the director of news services or the Office of Public Relations.

Media representatives who obtain authorization to be on campus will receive specific permissions as to where they can go. Generally, if a media representative wants to do random "man/woman on the street" interviews with students, he or she will be permitted to interview students outside and inside the Martin Luther King Jr. Student Center. There may be times of inclement weather or other circumstances in which the director of news services will permit the media to conduct interviews in other areas of the campus.

Media Guidelines

Media representatives are not to be in the residential halls (including University Village and Courtyard Apartments), cafeterias, academic buildings, the Administration Building or Memorial Hall unless given specific authorization for any of those locations. Public Safety will be informed of the parameters of each visit.

If you have any questions concerning this media procedure, contact the director of news services.

DSU PRESS RELEASE GUIDELINES

The DSU Office of Public Relations is responsible for overseeing the dissemination of all non-athletics press releases to media outlets and all other internal and external targets.

Athletics-related press releases are produced, overseen and disseminated by the Department of Athletics' Office of Sports Information. The exception is cases of change in executive athletics leadership personnel, which is handled by the Office of Public Relations.

Some DSU departments craft their own press releases to make the public aware of events and developments that are going on in their areas. All press releases produced in this manner must be reviewed and approved by the director of news services or, in the director's absence, the Office of Public Relations.

Press releases will be checked for accuracy and for conformity with media relations standards (completeness, grammatical correctness and appropriate format). The release will then be approved or returned with the specified corrections.

Merchandise Guidelines

Merchandising is another way the University can reinforce our brand image and maintain a consistent look.

Any University requests for trademarked merchandise should be vetted through the Department of Marketing and Communications.

GIVEAWAYS

The Department of Marketing and Communications can assist you in ordering giveaway items for your event. Please submit your request, including the name and date of the event and a description of the type of merchandise you are looking for, through the online Marketing Project Request Form at www.desu.edu/about/administration/integrated-marketing/marketing-project-request-form. Please allow at least 30 days for this process, which will include research, design, payment processing and approvals.

TRADEMARKING AND LICENSING GUIDELINES

DSU expects our licensees to follow our visual identity guidelines and maintain the University's high-quality reputation.

In order to protect the ownership of our "intellectual property," DSU requests that potential licensees develop tasteful merchandise designs that are close in look, color and feel to the University's academic logotype as well as our athletic logos.

Clear space: Include a 1/4" margin of free space around each Delaware State University logo or word mark.

Type font: A block-style font is preferred for merchandise designs; the Myriad Pro family is used in University printed materials. Cursive or non-block-style letterings should not stray too far from DSU's look and feel.

Logo guidelines: Academic and athletic logos should not be used together in merchandise designs. Designs should not be cluttered with use of multiple wordmarks and logos in one area of the design. Images not affiliated with Delaware State University should not be part of a merchandise design. Logos should not be faded to the point of becoming hard to read.

Event and Ceremony Guidelines

Planning and hosting an on-campus event showcases to visitors what your department and Delaware State University has to offer. Following are some tools and tips for maximizing the impact of your event.

DO'S

- For assistance in marketing your event through University publications and through external news sources, including free Community Calendars (if applicable), provide your event details and/or copy of your program to the Office of Public Relations.
- Place your event on the University's online calendar.
- Notify the Office of University Events and Ceremonies of any dignitary, state official or celebrity who may be featured or attending your event.
- Contact the Department of Marketing and Communications for approval of event materials that use the University's logo.
- Provide your event details and or/copy of your program to the Public Safety main entrance.
- If the president is speaking, the seal must be on the podium.
- Reserve seats in your venue for special guests.
- Develop a severe weather contingency plan for your event.

DONT'S

- Produce handmade signage (indoor or outside directional or other signs).
- Place flags for décor — follow flag protocol for United States, Delaware and University flags.
- Schedule an event during a major University event/ceremony, i.e., Homecoming, Open House, Founders Day, Commencement, etc.
- Schedule an event during NASCAR weekends.

Contacts

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**Delaware State
University**

Making our mark on the world