CAMPUS MARKETING TOOLKIT

for student organizations and campus partners

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Student Affairs Communications and Marketing

Student Activities and Student Organizations
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INTRODUCTION AND PURPOSE OF THE TOOLKIT

Specifically developed with student organizations in mind but applicable to all members of the University of Miami community, the Student Affairs Campus Marketing Toolkit seeks to consolidate the wide variety of policies, deadlines, departmental owners and design specifications of most – if not all – commonly used channels for publicizing campus programs, services and other initiatives. A web-based version of the toolkit is available at miami.edu/toolkit.

The Division of Student Affairs strives to keep this toolkit as current as possible. Please submit any additions or corrections to Student Affairs Communications and Marketing at sacomms@miami.edu.
DEVELOPING A COMMUNICATION/MARKETING PLAN

A **communication/marketing plan** allows members of an organization to identify all of the steps needed to successfully promote a program, service or initiative to their target audience. A well-developed plan enables an organization to set deadlines to complete the many tasks needed to execute their communication/marketing campaign.

A **communication/marketing campaign** is a collection of distributed messages to a target audience in order to achieve a desired goal within a specific timeframe. Use these worksheets to plan out a campaign to promote your organization’s event, service or other initiative.

**Sample Planning Timeline**

This checklist is for general planning purposes only; be sure to consult specific departments and any vendors you are working with to ensure that your materials are prepared on time.

<table>
<thead>
<tr>
<th># Weeks Before Event Date</th>
<th>Tasks to Do</th>
</tr>
</thead>
</table>
| 9-10                      | ☐ Complete Communication/Marketing Plan Worksheet and/or Social Media Strategy Worksheet  
☐ Identify available funds for printed/promotional items or advertisements |
| 8                         | ☐ Design marketing materials (especially if printing with a third-party vendor)  
☐ Contact vendors to receive quotes for printed materials & promotional items  
☐ Update necessary website(s) and/or web pages |
| 7                         | ☐ Work with your advisor to submit vendor quotes in Workday to request Purchase Order(s)  
☐ Review, edit and approve proofs for printed materials & promotional items  
☐ Contact Student Affairs Communications & Marketing regarding event coverage/news story |
<table>
<thead>
<tr>
<th>Step</th>
<th>Task(s)</th>
</tr>
</thead>
</table>
| 6    | Send final art files to vendors once Purchase Order is approved  
|      | Design materials for campus digital signage, social media posts, etc.  
|      | Develop social media content and create a schedule for posting |
| 5    | Submit materials to campus departments, Ibis News, etc.  
|      | Determine the tools/methods used to measure campaign’s success  
|      | (website traffic, social media analytics, event attendance, participant surveys, etc.) |
| 4    | Pre-schedule social media posts  
|      | Receive and inventory printed materials/promotional items |
| 3    | **Begin to fully execute your campaign**  
|      | Evaluation success of campaign so far |
| 2    | Continue campaign execution  
|      | Make necessary adjustments to campaign |
| 1    | Continue campaign execution  
|      | Make necessary adjustments to campaign |
| After Event | Evaluate success of the campaign and make notes for the future |
Communication/Marketing Plan Worksheet

1. Set the foundation
   a. What is your organization’s mission? Its values?
   b. How can you infuse these into your campaign?

2. Set campaign goals
   a. What are the tangible things you want your audience to do as a result of this campaign?
      i. Examples: 100 students attend our event; raise $3,000 in donations
   b. What are the communication/marketing goals of the campaign?
      i. Examples: increase social media followers by 10%; get 250 video views

3. Identify your target audience
   a. Be as specific as possible. What types of “students” are you trying to engage with your campaign?
   b. If targeting the entire UM community, break it up into smaller sub-groups

4. Conduct a “SWOT Analysis” to understand your current setting
   a. Identify **strengths**: internal elements of your organization that you can use to enhance the success of the campaign
   b. Identify **weaknesses**: internal elements of your organization that will hurt the success of the campaign
   c. Identify **opportunities**: external elements from your organization that you should capitalize on to add to the success of your campaign
   d. Identify **threats**: external elements from your organization that you should avoid (or at least be aware of) to minimize damage to your campaign’s success
5. Identify clear outcomes of your campaign (based on goals in Step 2)
   
   a. **Information**: what does your target audience need to know
   
   b. **Attitudes**: how do you want your target audience to feel/think
   
   c. **Behaviors**: what do you want your target audience to do

6. Write key messages and identify primary designs
   
   a. Strategic messages and purposeful images/design styles that will connect with your target audiences (Step 3) and achieve your desired outcomes (Step 5)

7. Write a positioning statement
   
   a. A positioning statement is an “elevator pitch” that summarizes your key messaging into one or two simple sentences. This statement allows all members of your organization to remain focused on the key elements of the campaign.

8. List all of your campaign outputs
   
   a. Also known as “deliverables” or “collateral,” list all of the communications/marketing pieces that will make up your campaign. This includes printed materials, social media posts, digital screen images, etc.

   b. Refer to “University-Wide Channels for Promotion” for all University-approved methods of communicating with the UM community

9. Develop a timeline
   
   a. Refer to the Sample Planning Timeline to plan your work

   b. Also develop a timeline for the campaign itself, noting when you will distribute the outputs identified in Step 8

<table>
<thead>
<tr>
<th>Output</th>
<th>Submission Deadline</th>
<th>Dates Output is Live</th>
<th>Text/Images Used</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HRL Screen</strong></td>
<td>2/3/2020</td>
<td>2/17-2/28</td>
<td>U statue; “Apply Now”</td>
<td>Jane</td>
</tr>
</tbody>
</table>

10. Identify costs of items listed in Step 8 and compare to allotted budget
Social Media Strategy Worksheet

Use this worksheet to establish a strategic approach to your organization’s presence on social media.

1. Establish a goal
   a. What is your organization trying to achieve using social media?

2. Determine a target audience
   a. Who is already following your social media channels?
   b. Who else will help you reach your primary goal? What do you know about them?

3. Develop a content plan
   a. What information do I need to share with my target audience?
   b. What action do I want my target audience to take? How will I measure success?
   c. What types of content will engage my target audience the most?

4. Review and adjust strategy
   a. What worked well in reaching my audience?
   b. What can I improve?

Sample Social Media Content Calendar Template

<table>
<thead>
<tr>
<th>Date &amp; Time</th>
<th>Channel</th>
<th>Topic/Text of Post</th>
<th>Photo Used</th>
<th>Call to Action/Link</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3/2020</td>
<td>Instagram</td>
<td>Application deadline</td>
<td>U Statue</td>
<td>Complete Application on Engage</td>
<td>Jane</td>
</tr>
</tbody>
</table>
Best Practices in Social Media

Create a Mix of Content
https://contentmarketinginstitute.com/2011/02/content-mix/

An effective social media content plan includes content with varied purposes to keep an audience engaged. Over-relying on links to articles can quickly bore your audience. However, only posting funny videos can quickly turn your social media into a source of entertainment rather than a valuable resource to help your organization achieve its goals. Visit the link above to learn more about the content mix.

Social Media Management Tools

A variety of social media management tools exist to help plan, schedule and track social media content. Facebook allows users to pre-schedule content but other platforms like Instagram and Twitter do not. Consider using the tools below to help manage your social media content calendar (some are free or offer basic free versions):

- HootSuite (https://hootsuite.com/)
- Buffer (https://buffer.com/)
- TweetDeck (https://tweetdeck.twitter.com/)
- Sprout Social (https://sproutsocial.com/)

Other Social Media Resources
- Social Media Examiner (https://www.socialmediaexaminer.com/)
- Sprout Social Insights (https://sproutsocial.com/insights/)
- HubSpot Blog (https://blog.hubspot.com/)
- Content Marketing Institute (https://contentmarketinginstitute.com/)
About Student Affairs Communications and Marketing

Student Affairs Communications & Marketing advances the mission of the Division of Student Affairs by crafting the Division’s shared story and supporting all Student Affairs units with a variety of creative communications, marketing and market research services.

Student organizations that would like to have their organization’s event or news featured on University-wide channels including News@TheU, the @univmiami Instagram story or others, are encouraged to email sacomms@miami.edu for assistance in developing a story that is relevant to the greater University of Miami community.

SA Comms is available to consult student organizations in developing a communication/marketing plan for an upcoming event. Additionally, SA Comms graphic designers are available to assist student organizations with design materials, but is unable to fully design pieces for student organizations at this time.

About University Communications

University Communications advances the mission and worldwide reputation of the University of Miami through powerful storytelling, strategic marketing, and swift delivery of information across internal and external channels. It provides robust resources to help UM’s outstanding schools, colleges, and administrative units do the same. Its award-winning team of news and feature writers, editors, graphic designers, videographers, social media specialists, and web and digital content developers are eager to help the University community elevate the voices that strengthen the identity and impact of the U.

In addition to contacting Student Affairs Communications and Marketing, student organizations hosting large or high-profile events can also reach out to University Communications early in the planning process.

With the exception of University of Miami student media, if someone from a newspaper, television or radio station, web-based news source, or other media outlet contacts a member of your organization, students should direct that media representative to University Communications. The Office of Media Relations is available to respond to inquiries from the news media and can also help put you in direct contact with a wide variety of experts in numerous specialties. Media Relations can be contacted at 305-284-5500, or 305-243-3249 for the Medical campus.

For more information, please contact University Communications at ummedia@miami.edu.
UNIVERSITY-WIDE CHANNELS FOR PROMOTION

Before submitting content, please review specific information (including policies) for each channel listed below.

Digital Signage

Student Center Complex
- More Info and Submission Form: [www.miami.edu/SCCscreens](http://www.miami.edu/SCCscreens)
- Deadline: 2 weeks before event
- Design Specifications:
  - 1920 px x 1080 px (horizontal) and 1080 px x 1920 px (vertical)
  - **Both sizes must be submitted**
- Do not use fonts smaller than size 14 or else it will be difficult to read
- Save as a .jpg file using RGB color profile
- Maximum file size is 20MB.
- Notes:
  - Available for events held in the SCC only
  - Must be of interest to the greater campus community
  - Must be open to the public or a broad segment of the campus community
  - SCC Communications must approve the signage content
  - Submitter is responsible for securing all rights for images/graphics used

Housing and Residential Life
- More Info and Submission Form: [www.miami.edu/housing](http://www.miami.edu/housing)
  - Click “Digital Signage Submission” link listed under “Forms/Applications”
- Deadline: 2 weeks before event
- Design Specifications: 1920 px x 1080 px (horizontal)
- Do not use fonts smaller than size 14 or else it will be difficult to read
- Maximum file size is 20MB.
- Notes:
  - The content must include the name of the registered student organization and/or UM department, and give the date, time, location of event and any applicable charges
  - HRL and the residential reception desks will not accept paper fliers. All fliers should be submitted digitally using this process.
Dining Halls

- Submissions: email alana.henderson@compass-usa.com
- Deadline: at least 48 hours prior to event
- Design Specifications: 1920 px x 1080 px (horizontal); must be submitted as a high-resolution PNG or JPG file
- Content is displayed for 7 seconds at a time, so plan your design accordingly
- Notes:
  - Your email must include the name of the registered student organization and/or UM department and give the dates that you would like your advertisement to begin and end.
  - Content accepted is displayed on 7 digital screens in Hecht-Stanford and Mahoney-Pearson Dining Halls.

e-Newsletters

Ibis News

- More Info and Submission Form: https://www.miami.edu/ibisnews
- Deadline: the Wednesday before each week’s edition
- Audience: every undergraduate student
- Distribution: weekly on Wednesdays during academic year
- Content:
  - University of Miami events open to all undergraduate students
  - Opportunities for on-campus student involvement relevant to undergraduate students
  - Information about new or changed campus resources, initiatives or services available to all undergraduate students
- Do Not Submit:
  - Events, programs or services that are not open to all undergraduate students
  - Events or deadlines that are more than two weeks away
  - Regularly scheduled club meetings
  - Non-University of Miami events
  - Outside advertising (including promotions of local businesses)
  - Recruitment for academic classes
  - Research or other types of polls or surveys
  - Student employment job postings for single positions (i.e. an office assistant)
Butler Connection
- Submission Form: https://miami.campuslabs.com/engage/submitter/form/start/313352
- Deadline: Tuesday at 5 p.m. the week of the newsletter
- Distribution: weekly on Thursdays during the academic year
- Audience: self-subscribed students, faculty and staff; community partners
- Content:
  - Leadership and service opportunities on campus and in the Greater Miami area
  - Only student organizations, university departments and official community partners may submit posts to the Butler Connection

UNITY Newsletter
- More Info and Submission Form: https://msa.studentaffairs.miami.edu/services-and-resources/unity-newsletter/index.html
- Deadline: listed on website; generally one week in advance
- Distribution: bi-weekly; dates listed on website
- Audience: students subscribed to MSA’s listserv
- Content: information for the University community about programs and activities for African, Hispanic, Asian, Native American, and multicultural community

Pride Press
- More Info and Submission Form: https://umiami.qualtrics.com/jfe/form/SV_2bM3Y3ouUEqREGH
  - At least one digital flyer or other promotional image is required, in addition to your informational blurb, and must meet the requirements listed below.
- Deadline: at least one week in advance
- Distribution: every Monday during the academic year
- Audience: student, faculty, staff and community members who subscribe to the LGBTQ Student Center listserv

Hurricane Family Connection
- Submissions: e-mail orientation@miami.edu
- Deadline: 2 weeks before e-newsletter is distributed
- Audience: families of currently enrolled students
- Distribution: the first Tuesday of every month (August – May)
- Content:
  - Primarily for UM departments to inform families about upcoming deadlines, programs or initiatives related to University services (housing, academic and financial deadlines, etc.)
- Avoid Submitting:
  - Regularly scheduled club meetings
  - Information not appropriate/relevant to families of current students

Student Organization Leader Listserv
CAMPUS MARKETING TOOLKIT

- Submission: email studorgs@listserv.miami.edu
- Deadline: two days
- Audience: all student organization leaders
- Distribution: when appropriate
- Content: upcoming events open to students
- Avoid Submitting: regularly scheduled club meetings

**GSA Weekly**
- Submission Form: [https://umiami.qualtrics.com/jfe/form/SV_1FAR589m6CZ5sUd?Q_JFE=qdg](https://umiami.qualtrics.com/jfe/form/SV_1FAR589m6CZ5sUd?Q_JFE=qdg)
- Deadline: 12pm Sunday
- Audience: All UM graduate students
- Distribution: Mondays during the academic year
- Typical Content: GSA and graduate student organization events, social events, research and internship opportunities, lectures, symposia and academic events
- Avoid Submitting: content not aimed at or inclusive of graduate students

**News@TheU**
- Submission Form: [https://news.miami.edu/contact/story-idea/](https://news.miami.edu/contact/story-idea/)
- Deadline: daily
- Audience: entire UM community (students, faculty, staff and administration)
- Distribution: daily
- Content:
  - University-level news and information (including large-scale, far-reaching events)
  - Stories that highlight the impact that a University-sponsored program or initiative has made on a group or individual
  - Stories that highlight the impact that a group or individual has made on campus or in the community
- Avoid Submitting:
  - Regularly scheduled club meetings
  - Events that are not open to the campus community
  - Stories that would not be of interest to the entire UM community

**Printed Materials**
Table Tents in Dining Locations
- Reservation: visit the Auxiliary Services Office within the Hurricane Foodcourt
- Deadline: Approved reservations should be submitted to Auxiliary Services by the Thursday at 5:00 pm preceding the Monday of the reservation
- Design Specifications: 4 in wide x 6 in tall, single-sided
  - Must be printed and dropped off in person; digital submissions are not accepted
- Note:
  - 25 copies should be printed per location desired
  - 75 copies max are accepted and would cover the Hurricane Food Court, Hecht-Stanford Dining Hall, and Mahoney-Pearson Dining Hall

Stakes on the Foote Green Walkway
- Reservation request: https://www.miami.edu/SCCreservations
- Deadline: must be confirmed at least 2-business days in advance.
- Students are responsible for placement and removal at the end of the reservation.
- Note: requesters are responsible for their own signs/stakes; consider laminating or using waterproof materials

Banners around Campus
- Reservation: Go to the UC Information Desk to reserve a location
- Timeframe: Banner reservations may be in one-week blocks, maximum of two successive weeks, running from Monday morning to the following Monday morning.
- Banners may be purchased at the UC Information Desk with cash, check, or an Interdepartmental Requisition Form (IDR) for $10 each.
  - Note: Each registered student organization has been pre-allocated 10 free banners per academic year.
- Size: 10’ wide x 3’ high
  - Note: Rope, for hanging the banner, is required and should extend 5 feet from both upper corners
- The organization's name must appear on the banner

Flyers/Posters in Whitten University Center
- Organizations must get permission from the UC Information Desk before the flyer can be hung up within any space within the Student Center Complex. Only the UC Information Desk staff will hang up flyers, and only one flyer per event may be hung at a time.
- Size: Up to 11” x 17”

Social Media

Student Center Complex (@UMiamiSCC on Facebook, Twitter and Instagram)
- Submission: email t.pottkerfishel@miami.edu
• Deadline: 2-weeks before event occurs
• Notes:
  o Event must take place at the SCC.
  o SCC Communications must approve the content.
  o Flyers/images should also be sent as they get a higher viewership
• What Not to Submit...
  o Regularly scheduled club meetings
  o Outside advertising (including promotions of local businesses)

**Student Center Complex Snapchat Geo Filter**
• The SCC Snapchat Geofilter is primarily intended for large events and activities held in the Shalala Student Center (SC), Rathskeller, Rock Plaza, University Green, or University Center (UC) Pool
• Submission: [https://miami.campuslabs.com/engage/submitter/form/step/1?Guid=e9e78b63-ae2e-49d8-9b5d-46feec38f9e3](https://miami.campuslabs.com/engage/submitter/form/step/1?Guid=e9e78b63-ae2e-49d8-9b5d-46feec38f9e3)
• Deadline: 1 week prior to start date
• Notes:
  o The Student Center Complex logo is required to be on the Geofilter
  o No photographs of people
  o No phone numbers, emails, URLs, Snapcodes,
• Templates are provided on the form for both Illustrator and Photoshop
  o Files should be under 300KB in size and a .PNG file with a transparent background

**Student Media Outlets**

**The Miami Hurricane (Student Newspaper)**
• Student organizations may advertise in The Miami Hurricane at a discounted rate.
  o Rates can be found at: [www.themiamihurricane.com/advertise/](http://www.themiamihurricane.com/advertise/)
• Student organizations may also submit calendar events and news briefs for free to The Miami Hurricane.
  o Office: Shalala Student Center, Student Media Suite (room 200-C)
  o Phone: 305-284-4401
  o E-mail: [www.themiamihurricane.com/tmh-staff-3/](http://www.themiamihurricane.com/tmh-staff-3/)

**WVUM Radio (90.5 FM)**
• Send information about your event or ask about potential on-air promotion/discussion
• Email: [psa@wvum.org](mailto:psa@wvum.org)
University of Miami Television (UMTV)
- Send information about your event and ask about potential on-air promotion/discussion
- Email: umtv@miami.edu

Other

Blackboard Banner Ad
- Submission form: lpt.it.miami.edu/wiki/event-promotions-submission-form/
  - Include image, link to a web page as well as start and end dates
  - Can run for up to two weeks total
  - More info & current reservations: lpt.it.miami.edu/wiki/eventinformation/
- Size: 360 px wide x 136 px high
  - .jpg or .gif

Tabling in the UC Breezeway
- Reservation: www.miami.edu/SCCreservations
- Tables are reserved on a whole-day basis only; an organization may use the table any time starting at 9 a.m. and ending at 5 p.m., or any portion of that time.
- Tables are available to an organization one day per week, or up to 3 days per week if there is a special once-per-semester celebration or event taking place.
- Literature may be distributed at tables, but do not “bombard” people with handouts (flyers/handbills) as they pass through the Breezeway. Users are responsible for cleanup of any dropped /discarded materials in and around

Tabling in the Residential College
- Student organizations are able to table in Residential Colleges and University Village
  - Note: If a group would like to recruit while tabling, the request will be sent to the Director of Residential Life for approval. Please note there may be a delay in approval
- Reservation and More Info: www.miami.edu/housing/reserve

Engage (Student Organizations Only)

Student organizations are encouraged to add their events to the Engage events calendar. View the tip sheet available on the Engage website for more information.

Tip Sheet: https://engagesupport.campuslabs.com/hc/en-us/articles/204033924

Note: All images uploaded to Engage are run through a resizer, so there are no recommended image sizes for organization profile pictures or event graphics.

DESIGN SPECIFICATIONS AND TIPS
In addition to using popular design software such as Photoshop, Illustrator or InDesign, below are resources available to students to help with creating images for digital and print. This information is intended to provide an overview of various components of graphic design. Student organizations are encouraged to email sacomms@miami.edu with specific questions.

Adobe Spark

Adobe Spark is a user-friendly graphics creation and management tool that is part of Adobe’s suite of design software. All members of the University of Miami community have access to the full suite of Adobe platform using their UM credentials. Spark allows users to modify templates designs for their needs and includes a variety of common sizes for both print and digital files. Uses can also establish a “brand” for easy access to color palettes, fonts and logos to use repetitively in their designs. Spark also allows users to share files among 2 or more users.

To Access Adobe Spark
1. Visit spark.adobe.com and click “Log In”
2. Click “Log In With School Account”
3. Type in your UM e-mail address
4. Click “Enterprise ID” and enter your UM login information

Designing in Adobe Spark
1. Once logged in, click “Create a Project”
2. Click “Graphics”
3. Select the piece of content you would like to design
4. By placing your cursor over a selection, click “See More” to view all pre-made templates
5. Select a template and begin to customize for your needs
   a. Note: You can also click “Start From Scratch” to design your own work


Digital Signage Graphics Help for Student Organizations

In addition to using Adobe Spark, the Student Center Complex can help student organizations promote your their event using the digital screens in the SC. Feel free to create your own flyer, or fill out a graphics request form, online on Engage (form is named Student Center (SC) Digital Signage Graphic Design Request Form) to have a flyer professionally designed. The communications department will create SC digital signage for your organization at no charge. Registered student organizations can submit two graphics request per semester at no charge. A 3 week notice is required.

Form Link: https://miami.campuslabs.com/engage/submitter/form/start/325746

Social Media Sizes

Facebook
• Profile Picture: 180 px x 180 px
• Cover Photo: 820 px x 312 px
• Shared Image: 1200 px x 630 px
• Event Image: 1920 px x 1080 px

Twitter
• Profile Picture: 400 px x 400 px
• Header Photo: 1500 px x 500 px
• Post: 1024 px x 512 px

Instagram
• Profile Picture: 110 px x 110 px
• Square Post: 1080 px x 1080 px
• Landscape Post: 1080 px x 556 px
• Portrait Post: 1080 px x 1350 px
• Stories: 1080 px x 1920 px

Always Up-to-Date Guide to Social Media Image Sizes
https://sproutsocial.com/insights/social-media-image-sizes-guide/

Visit the link above to view a website with updated sizes for popular social media sites.
File Types

Raster Files

Raster Images are composed of pixels and have a fixed resolution.

- **PSD (.psd)** - layered Adobe Photoshop document; use for retouching, editing and creating digital images
- **JPEG (.jpg)** - use for online and print photos and artwork. JPEGs do not save transparency, resulting in a white box around non-square images
- **PNG (.png)** - use when you need transparent web graphics that do not have a white background box
- **GIF (.gif)** - use for web animation (saves transparency)

Vector Files

Vectors are dependent on the equations of dots, lines and shapes and can be scaled to any size. **Most promotional product companies require vector files.**

- **AI (.ai)** - Adobe Illustrator file; use for creating and editing full vector designs
- **PDF (.pdf)** - use for printing and displaying documents on the web. PDFs can store vector information, but not all PDFs are in vector format. Open the file in Illustrator to confirm the use of editable shapes.
- **EPS (.eps)** - use for individual vector elements like logos. Not all EPS files are in vector format. Open the file in Illustrator to confirm the use of editable shapes.

Color

Create a cohesive color scheme for your organization using a monochromatic, analogous, complementary, triad, or compound color palette. Use [color.adobe.com](http://color.adobe.com) for help in creating a color palette.

![Color Palette Diagram](image)

Especially when using Adobe design software, use a CMYK color profile (or “color mode”) for printed and promotional items and RGB for web/digital files.
Appropriate Use of University Logo and Colors

The University of Miami Visual Identity Manual provides specific guidelines and standards for the system in all forms of University communication. Adherence to these guidelines is vital for the University to be represented in a uniform and consistent fashion.

**Official UM Logos (also known as Signatures):** [https://ucomm.miami.edu/tools-and-resources/visual-identity/signatures/index.html](https://ucomm.miami.edu/tools-and-resources/visual-identity/signatures/index.html)

- Student organizations should never use the University seal without first consulting University Communications

**Unacceptable Alterations**

Guidelines for acceptable treatment of the split U are found throughout the Visual Identity Manual. The University of Miami signatures should be reproduced using only the files provided by the University. Several examples of unacceptable variations are shown below. This list is not exhaustive.
Use of Various Signatures

This matrix lists a variety of common communication applications and identifies the most appropriate graphic element for each item. While this matrix does not provide an exhaustive list of possible branded communications, it is meant to provide direction for most types of applications.

<table>
<thead>
<tr>
<th>Stationery</th>
<th>Letterhead</th>
<th>Business Cards</th>
<th>Envelopes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Signature</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Master Brand Signature</td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Engraved Brand Signature</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applications</th>
<th>Brochures</th>
<th>Newsletters, Posters, Flyers</th>
<th>Ads</th>
<th>Web</th>
<th>Official University Documents</th>
<th>PowerPoint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Signature</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Master Brand Signature</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Engraved Brand Signature</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supplies</th>
<th>Clothing</th>
<th>Merchandise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Signature</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Master Brand Signature</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Engraved Brand Signature</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
University of Miami Colors

The primary colors for the University of Miami are Miami orange and Miami green.

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Color Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coated Paper</td>
<td>Pantone® 3435 C</td>
<td>#005030</td>
</tr>
<tr>
<td></td>
<td>Pantone® 1665 C</td>
<td>#f47321</td>
</tr>
<tr>
<td>Uncoated Paper</td>
<td>Pantone® 3435 U</td>
<td>#005030</td>
</tr>
<tr>
<td></td>
<td>Pantone® 1665 U</td>
<td>#f47321</td>
</tr>
<tr>
<td>Screen Mode</td>
<td>Red</td>
<td>#f04237</td>
</tr>
<tr>
<td></td>
<td>Green</td>
<td>#008000</td>
</tr>
<tr>
<td></td>
<td>Blue</td>
<td>#000080</td>
</tr>
</tbody>
</table>

The supplementary color palette included below is provided as an aid to designing print and web communications that reflect the University of Miami’s brand in tone and style through consistent use of color. Color formulas are available in the Visual Identity Manual.
Access to University Photo Libraries

Student organizations can access these libraries for photographs to be used in designs and on social media:

- [www.jennyabreu.com/University-of-Miami-Events](http://www.jennyabreu.com/University-of-Miami-Events)
- [univmiami.photoshelter.com/index](http://univmiami.photoshelter.com/index)
  - Download password: coralgables

*Note: student organizations are not required to credit the photographers from these sites if photos are being used for University purposes (i.e. poster for a student organization event).*

Working with Vendors for Print and Promotional Items

In general, the steps to order a promotional item (including apparel) is as follows:

1. Brainstorm product ideas and what you would like to print on them
2. Send product selections and designs to vendors to receive quotes
   a. In your e-mail be sure to include
      i. The quantity of items you would like to order
      ii. The date by which you need the items delivered to you
      iii. Approximate price you are willing to pay per item
   b. Prices for promotional items can vary widely depending upon the number of colors used in your design. Ask your vendors to provide you with multiple pricing options.
   c. Artwork for use on promo products should always be created in vector format, typically in Adobe Illustrator. Many vendors can help you with this, but may charge additional “art” fees
3. Work with your advisor to submit the final quote to University Purchasing so that a Purchase Order can be generated to the vendor – **no promotional items can be ordered without first having a PO issued (unless you are paying with a University Purchasing Card)**
4. Approve the proof from the vendor and await shipment information

Refer to the Planning Timeline for ordering promotional items.

About Colors for Promotional Items

The price of promotional products are highly dependent on the number of colors used. The most budget-friendly designs are printed in one solid color, as printing additional colors typically increases costs. Thus, it is best practice to use the least amount of colors possible (or even a one-color design to minimize the cost of your order).
# Commonly Used Vendor List

## Printed Banners/Signage

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
<th>Phone</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA Flag &amp; Banner</td>
<td>Retta Logan</td>
<td>305-474-7600</td>
<td><a href="mailto:retta@aaflag.com">retta@aaflag.com</a></td>
</tr>
<tr>
<td>FastSigns</td>
<td>Susan Chai-Onn</td>
<td>305-669-9944</td>
<td><a href="mailto:39@fastsigns.com">39@fastsigns.com</a></td>
</tr>
<tr>
<td>FedEx Office</td>
<td>Office</td>
<td>35-445-2208</td>
<td><a href="mailto:usa1533@fedex.com">usa1533@fedex.com</a></td>
</tr>
<tr>
<td>OAI Visual Branding</td>
<td>Mary Brittany</td>
<td>813-888-8796</td>
<td><a href="mailto:bmary@oaicorp.com">bmary@oaicorp.com</a></td>
</tr>
<tr>
<td>Ricoh USA</td>
<td>Bessy Morales</td>
<td>305-348-7426</td>
<td><a href="mailto:bessgui@comcast.net">bessgui@comcast.net</a></td>
</tr>
<tr>
<td>Vista Print</td>
<td>N/A</td>
<td>N/A</td>
<td><a href="http://www.vistaprint.com">www.vistaprint.com</a></td>
</tr>
</tbody>
</table>

## Printed Flyers/Palm Cards

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
<th>Phone</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>FedEx Office</td>
<td>Office</td>
<td>35-445-2208</td>
<td><a href="mailto:usa1533@fedex.com">usa1533@fedex.com</a></td>
</tr>
<tr>
<td>Jet Graphics</td>
<td>Isa Garcia</td>
<td>305-264-4333</td>
<td><a href="mailto:info@jetgraphics.com">info@jetgraphics.com</a></td>
</tr>
<tr>
<td>Miami Flyers</td>
<td>Office</td>
<td>786-382-0178</td>
<td><a href="mailto:sales@miamiflyers.com">sales@miamiflyers.com</a></td>
</tr>
<tr>
<td>PF Solutions</td>
<td>Lori Casner</td>
<td>305-592-2895</td>
<td><a href="mailto:lori@printfarm.com">lori@printfarm.com</a></td>
</tr>
<tr>
<td>Ricoh USA</td>
<td>Bessy Morales</td>
<td>305-348-7426</td>
<td><a href="mailto:bessgui@comcast.net">bessgui@comcast.net</a></td>
</tr>
<tr>
<td>Southeastern</td>
<td>Craig Swanson</td>
<td>305-885-8707</td>
<td><a href="mailto:cswanson@seprint.com">cswanson@seprint.com</a></td>
</tr>
<tr>
<td>Vista Print</td>
<td>N/A</td>
<td>N/A</td>
<td><a href="http://www.vistaprint.com">www.vistaprint.com</a></td>
</tr>
</tbody>
</table>

## Promotional Items/Apparel

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
<th>Phone</th>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>4imprint</td>
<td>Madeline Westenberger</td>
<td>877-446-7746</td>
<td><a href="mailto:madelinew@4imprint.com">madelinew@4imprint.com</a></td>
</tr>
<tr>
<td>Artees</td>
<td>Rik Patel</td>
<td>305-477-1002</td>
<td><a href="mailto:rikesh@arteescorp.com">rikesh@arteescorp.com</a></td>
</tr>
<tr>
<td>Jordan Michael Designs</td>
<td>Rhona Dicciocò</td>
<td>561-274-6842</td>
<td><a href="mailto:jmduniform@aol.com">jmduniform@aol.com</a></td>
</tr>
<tr>
<td>Sobe Promos</td>
<td>Maddie Hasbrouck</td>
<td>305-470-6650</td>
<td><a href="mailto:mhasbrouck@sobepromos.com">mhasbrouck@sobepromos.com</a></td>
</tr>
<tr>
<td>Wizard Creations</td>
<td>LeAnn Nevels</td>
<td>954-317-2940</td>
<td><a href="mailto:leann@wizardcreations.com">leann@wizardcreations.com</a></td>
</tr>
</tbody>
</table>
RELEVANT UNIVERSITY POLICIES

All members of the University of Miami community are subject to a variety of policies related to marketing and communications. The policies listed below apply predominantly to student organizations but may be applicable to campus departments/units as well.

Copyright and Fair Use Guidelines

The Fair Use provision, established in the Copyright Act of 1976, is designed to allow the limited use of copyrighted works for the purpose of criticism, comment, teaching, scholarship and research. It allows limited reproduction of copyrighted works for educational and research purposes without prior authorization of the copyright holder and without paying royalty fees. Refer to the Copyright Information/Fair Use Guidelines resource page listed on the University of Miami Libraries website for more details.

From the Student Organization Handbook

www.miami.edu/handbook

Publicity and Promotion

There are countless digital and print mediums through which student organizations can promote their programs and services. All approved advertising must be displayed, distributed or placed in approved locations on campus. Advertising placed in inappropriate areas (sidewalks, trees, doors, bathroom stalls, windows) will be removed immediately. Advertising on campus is a right, not a privilege. The Vice President for Financial Operations or his/her designee has complete discretion to permit or disallow any type of advertising. Approval may be withdrawn at any time.

Students may not distribute advertisements or leaflets on behalf of an outside company without the permission of the Student Center Complex Reservations Office or the Office of Financial Operations. Any person not enrolled in the university or any entity not affiliated with the university is prohibited from advertising or soliciting on campus. Violators are subject to legal action.

Approval of advertising by the Department of Student Activities & Student Organizations or the Office of Financial Operations does not in any manner indicate endorsement, approval or support by the University of the advertised event, entity or establishment. The University assumes no liability for advertised events, entities or establishments.
Social Media

Many student organizations have “official” Facebook, Twitter, and/or Instagram accounts. Organizations should maintain a professional demeanor online, and should strive to provide relevant and informative content to followers. Pictures, posts, and other content represent both the poster and the entire organization.

All students and organizations are responsible for postings on the internet and/or social networking sites. Prohibited usage of internet/social networking sites may include:

- Stalking, harassing, or threatening another person or group;
- Creating language on a social network that is hateful, threatening, vulgar, or derogatory;
- Displaying or being displayed in an activity that violates federal, state, or local law and/or any regulation outlined in the University of Miami Student Rights and Responsibilities.

For a listing of key social media sites from across the university, visit http://www.miami.edu/index.php/university_news_resources/social_networks_and_other_web_resources/.

Flyers/Posters

Flyers in campus buildings are put up and taken down at the discretion of the administration of those buildings.

Student Center Complex

Organizations must get permission from the UC Information Desk before the flyer can be hung up within any space within the Student Center Complex. **Only the UC Information Desk staff will hang up flyers, and only one flyer per event may be hung at a time.**

Housing and Residential Life

Flyers, posters, etc. are not accepted for display within any residential facility.

Patti and Allan Herbert Wellness Center

Flyers, posters, etc. are not accepted for display at the Herbert Wellness Center.

Dining Locations (ex. Dining Halls, Foodcourt)

Flyers, posters, etc. are not accepted for display within dining locations.
Student Center Complex Naming Conventions

<table>
<thead>
<tr>
<th>Name</th>
<th>Approved Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Center Complex</td>
<td>SCC</td>
</tr>
<tr>
<td>Edward T. Foote II University Green</td>
<td>University Green or Foote Green</td>
</tr>
<tr>
<td>Lakeside Patio Stage</td>
<td>-</td>
</tr>
<tr>
<td>Lakeside Patio</td>
<td>-</td>
</tr>
<tr>
<td>Lakeside Stage</td>
<td>-</td>
</tr>
<tr>
<td>Rock Plaza</td>
<td>The Rock</td>
</tr>
<tr>
<td>U Statue <em>(note capital “s”)</em></td>
<td>-</td>
</tr>
<tr>
<td>Norman A. Whitten University Center</td>
<td>UC</td>
</tr>
<tr>
<td>University Center Breezeway</td>
<td>UC Breezeway or Breezeway</td>
</tr>
<tr>
<td>University Center Pool</td>
<td>UC Pool</td>
</tr>
<tr>
<td>Donna E. Shalala Student Center</td>
<td>SC</td>
</tr>
</tbody>
</table>

Rooms Often Misnamed/Misspelled

Grand Ballroom
- If you want to add the exact one then Grand Ballroom, East. We are trying to get away from East, West, Center because it tends to add to location confusion and as soon as you get to the Grand Ballroom you can tell which one has the event you are attending.

Activities Room
- If you are using the “combined space” it is just Activities Room adding the word “combined” wastes space and does not help with location finding as there is no room named as such.

StormSurge
- One-word and two capital “s.”

Lakeview Lounge
- The area in front of Grand Ballroom, formerly named Pre-Function Area.

Meeting Rooms in the UC:
- StormSurge Inside Foodcourt
- Biscayne 1220 Between to the Office of Admission and University Registrar
- 2300-H 2nd Floor
- 2300-J 2nd Floor
Quick Reference Guide

Commonly Used University-Wide Channels for Promotion

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Screen (Housing)</td>
<td>1920 px wide x 1080 px high</td>
</tr>
<tr>
<td>Digital Screen (Dining)</td>
<td>1920 px wide x 1080 px high</td>
</tr>
<tr>
<td>Digital Screen (SCC)</td>
<td>1920 px wide x 1080 px high &amp; 1080 px wide x 1920 px high</td>
</tr>
<tr>
<td>Blackboard Ad</td>
<td>360 px wide x 136 px high</td>
</tr>
<tr>
<td>Table Tents (in Dining)</td>
<td>4” wide x 6” high, single-sided</td>
</tr>
<tr>
<td>Campus Banner</td>
<td>10’ wide x 3’ high</td>
</tr>
<tr>
<td>Flyer in UC</td>
<td>No larger than 11” wide x 17” high</td>
</tr>
</tbody>
</table>

Social Media Sizes

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile</td>
<td>108 px x 180 px</td>
<td>400 px x 400 px</td>
<td>110 px x 110 px</td>
</tr>
<tr>
<td>Cover/Header</td>
<td>820 px x 312 px</td>
<td>1500 px x 500 px</td>
<td>N/A</td>
</tr>
<tr>
<td>Post</td>
<td>1200 px x 630 px</td>
<td>1024 px x 512 px</td>
<td>1080 px x 1080 px</td>
</tr>
</tbody>
</table>

University of Miami Colors

Adobe Spark: [www.spark.adobe.com](http://www.spark.adobe.com) (click “Log In” then “Log In With School Account”)

Campus Marketing Toolkit: [miami.edu/toolkit](http://miami.edu/toolkit)