

UNIVERSITY OF MIAMI
DIVISION of
STUDENT AFFAIRS



CAMPUS MARKETING TOOLKIT

for student organizations and campus partners

Published By:

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.

# Weeks Before Event Date	Tasks to Do
9-10	<ul style="list-style-type: none"> <input type="checkbox"/> Complete Communication/Marketing Plan Worksheet and/or Social Media Strategy Worksheet <input type="checkbox"/> Identify available funds for printed/promotional items or advertisements
8	<ul style="list-style-type: none"> <input type="checkbox"/> Design marketing materials (especially if printing with a third-party vendor) <input type="checkbox"/> Contact vendors to receive quotes for printed materials & promotional items <input type="checkbox"/> Update necessary website(s) and/or web pages
7	<ul style="list-style-type: none"> <input type="checkbox"/> Work with your advisor to submit vendor quotes in Workday to request Purchase Order(s) <input type="checkbox"/> Review, edit and approve proofs for printed materials & promotional items <input type="checkbox"/> Contact Student Affairs Communications & Marketing regarding event coverage/news story

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6	<input type="checkbox"/> Send final art files to vendors once Purchase Order is approved <input type="checkbox"/> Design materials for campus digital signage, social media posts, etc. <input type="checkbox"/> Develop social media content and create a schedule for posting
5	<input type="checkbox"/> Submit materials to campus departments, Ibis News, etc. <input type="checkbox"/> Determine the tools/methods used to measure campaign’s success (website traffic, social media analytics, event attendance, participant surveys, etc.)
4	<input type="checkbox"/> Pre-schedule social media posts <input type="checkbox"/> Receive and inventory printed materials/promotional items
3	<input type="checkbox"/> Begin to fully execute your campaign <input type="checkbox"/> Evaluation success of campaign so far
2	<input type="checkbox"/> Continue campaign execution <input type="checkbox"/> Make necessary adjustments to campaign
1	<input type="checkbox"/> Continue campaign execution <input type="checkbox"/> Make necessary adjustments to campaign
After Event	<input type="checkbox"/> 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 University community, break 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*

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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 University 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*

Output	Submission Deadline	Dates Output is Live	Text/Images Used	Responsibility
SC Screen	2/3/2020	2/17-2/28	U statue; “Apply Now”	Jane

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

Date & Time	Channel	Topic/Text of Post	Photo Used	Call to Action/Link	Responsibility
2/3/2020	Instagram	Application deadline	U Statue	Complete Application on Engage	Jane

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.



Source: Content Marketing Institute

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 and 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 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 the University'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.

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>

Engage recommends an image that is 1024 x 600 px or larger, under 10MB, and of one of the mentioned formats (JPG, JPEG, GIF, or PNG). The image will run through an image re-sizer, so using the largest image possible will lead to better results. If you choose not to upload a photo, a default photo will be chosen for you based on the theme of your event. **Since this photo will be displayed alongside the event's details (name, date, time, location), it is best to choose a cover photo that is simply an image without text.**

University Events Calendar (events.miami.edu)

This centralized calendar allows users to view and filter all University events in one place. Student organization events that are listed in Engage will automatically appear on the University Events Calendar within 24-48 hours of appearing on Engage.

If necessary, student organizations can manually add events to the calendar to create more robust event listing pages. Tip Sheet: <https://conferences.miami.edu/assets/pdf/localist-student-guide.pdf>

Event images should be created at 478x320, which will be automatically adjusted for various layouts on the calendar site. **Since this photo will be displayed alongside the event's details (name, date, time, location), it is best to choose a cover photo that is simply an image without text.**

Digital Signage

Student Center Complex

- More information and submission form: <https://communications.studentaffairs.miami.edu/campus-marketing-toolkit/digital-signage/index.html>
- 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**

Dining Halls

- More information and submission form: <https://communications.studentaffairs.miami.edu/campus-marketing-toolkit/digital-signage/index.html>
- 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:
 - Content accepted is displayed on 7 digital screens in Hecht-Stanford and Mahoney-Pearson Dining Halls.

Housing and Residential Life

- Digital signage is primarily intended to inform residents of HRL programs, services, and other initiatives related to living on campus. In addition to HRL staff, only select campus departments are allowed to submit graphics that promote large-scale events. **Student organizations cannot submit content to these screens.** Generally, images will be displayed for up to 5 days before an event.

e-Newsletters

Ibis News

- More Info and Submission Form: <https://www.miami.edu/ibisnews>
- Deadline: the Wednesday before each week's edition
- Audience: all undergraduate students
- 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)

Student Well-Being Newsletter

- Distribution: every 3 weeks on Tuesdays
- Audience: all undergraduate students (cannot unsubscribe)
- Content: Educational health content that is curated by the Healthy 'Cane Network; **submissions are not accepted.**

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 on Mondays
- 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://lgbtq.studentaffairs.miami.edu/resources/pride-press-newsletter/index.html>
 - At least one digital flyer or other promotional image is required
- Deadline: at least one week in advance
- Distribution: weekly on Mondays
- Audience: student, faculty, staff and community members who subscribe to the LGBTQ Student Center listserv
- Content: Information relevant to the LGBTQ Students Center's constituents

Commuter Connection

- Distribution: bi-weekly on Thursdays
- Audience: all first-year commuter and new transfer students (cannot unsubscribe)
- Content: Curated by Orientation and Commuter Student Involvement; **submissions are not accepted.**

Toppel Insider

- Submissions: Email your Toppel or toppel@miami.edu for consideration
- Deadline: Tuesday the week prior by 5 p.m.
- Distribution: weekly on Mondays during the academic year, monthly during the summer
- Audience: all students; faculty, and staff who have registered
- Content: Career-related information such as events and opportunities, special consideration is given to opportunities that are relevant to larger groups of students

Student Organization Leader Listserv

- 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
- Deadline: 12 p.m. Sunday
- Audience: all graduate students
- Distribution: weekly on Mondays
- 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

Hurricane Family Connection

- Primarily for University departments to inform families about upcoming deadlines, programs or initiatives related to University services (housing, academic and financial deadlines, etc.). Submissions are generally not accepted.

News@TheU

- Submission Form: <https://news.miami.edu/contact/story-idea/>
- Deadline: daily
- Audience: entire University community (students, faculty, staff and administration)
- Distribution: daily Monday through Friday
- Content: University-level news and information, including programs or students that have made an impact 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 University community

Printed Materials

Table Tents in Dining Locations – Unavailable for Fall 2021

- 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 on 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"

Housing and Residential Life

- No paper fliers are to be hung inside or on the exterior of any campus housing facility. Furthermore, under no circumstances may fliers, brochures, pamphlets, etc. be distributed within or near campus housing facilities, including being left on tables, placed in resident mailboxes, or hung on resident doors.

Social Media

University of Miami weekly Instagram story (@univmiami)

- Submission: email g.garcia11@miami.edu
- Deadline: 5 p.m. every Tuesday for publication the following Monday
- Notes:
 - Events must take place on the Gables, Miller or RSMAS campus
 - Events must be student-focused and free and open to all students
 - Submissions are for consideration, not guaranteed to be published
 - Submitted artwork is subject to change to conform to University brand guidelines without notice
- What Not to Submit
 - Regularly scheduled club meetings
 - Outside advertising

Student Center Complex (@UMiamiSCC on Facebook, Twitter and Instagram)

- Submission: email t.pottkerfishel@miami.edu
- Deadline: 2-weeks before event occurs
- Notes:
 - Event must take place at the SCC or be virtual.
 - SCC Communications must approve the content.
 - Flyers/images should also be sent as they get a higher viewership
- What not to submit:
 - Regularly scheduled club meetings
 - Outside advertising (including promotions of local businesses)

Student Media Outlets

The Miami Hurricane (Student Newspaper)

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

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

- As a result of system upgrades, Blackboard no longer accepts banner ads.

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

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 University of Miami login credentials. Spark allows users to modify templates designs for their needs and includes a variety of common sizes for both print and digital files. Users 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 "Sign In" at the top right corner
2. Click "Log In With School Account"
3. Type in your University-issued e-mail address
4. Click "Enterprise ID" and enter your student 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

Visit www.spark.adobe.com/make for tips and tutorials.

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 1005 px

Twitter

- Profile Picture: 400 px x 400 px
- Header Photo: 1500 px x 500 px
- Single image: 1200 px x 675 px
- Two images: 700 px x 800 px (both images)
- Three images:
 - Left image: 700 px x 800 px
 - Right images: 1200 px x 686 px
- Four images: 1200 px x 600 px (per image)

Instagram

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

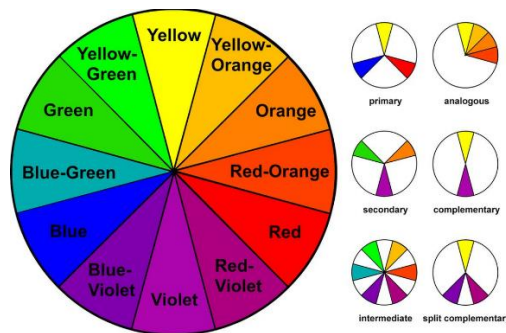
Vectors are dependent on the equations of dots, lines and shapes and can be scaled to any size.

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 for help in creating a color palette.



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 University Logos (also known as Signatures): <https://ucomm.miami.edu/tools-and-resources/visual-identity/signatures/index.html>

- 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.



Do not reconfigure.

Components of the signature should never be reconfigured. Space relationships among elements are not to be manipulated.



Do not reproduce sloppily.

The signature should not be scanned from a printed document or recreated in any way. Use only the electronic files provided by the Office of University Communications.



Do not distort.

The signature should not be compressed or expanded in any way.



Do not add anything to "U" logo.

The logo may not be followed by any other elements.



Do not resize individual elements.

Size relationships among elements are not to be manipulated.



Do not substitute font.

Fonts in the signature should never be substituted.



Do not use incomplete signature.

The signature should always be used in its entirety.









Do not insert anything inside the "U" logo.

The center of the "U" must be kept clear.

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.

PRIMARY SIGNATURE 	MASTER BRAND SIGNATURE 	ENDORSED BRAND SIGNATURE 	SECONDARY SIGNATURE 	INFORMAL SIGNATURE 	UNIVERSITY SEAL 
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Stationery

Letterhead	•	•	•			
Business Cards	•					
Envelopes	•	•	•			

Applications

Brochures	•	•	•	•		
Newsletters, Posters, Flyers	•	•	•	•		
Ads	•	•	•	•		
Web	•	•	•		•	
Official University Documents	•	•	•			•
PowerPoint	•	•	•	•		

Supplies

Clothing	•	•	•	•	•	
Merchandise	•	•	•	•	•	

Co-Sponsorship Logos on Materials

When recognizing event sponsors on print or digital materials, multiple split-U marks should never appear on a piece. Since placing multiple split-U's on a piece weakens the holistic brand of the University, logos of multiple University departments should never appear on materials. Instead, type out the names of the units/organizations in whatever fonts, colors, etc. work for your design.

If you want to add a split-U to your design to identify it as a University of Miami event, please use only official University marks and never just a standalone split-U. The “signatures” [available from University Communications](#) are the only University-level approved marks that can be used.

Contact Student Affairs Communications and Marketing at sacomms@miami.edu if you need assistance in this area.

University of Miami Colors

The primary colors for the University of Miami are Miami Green and Miami Orange.

	MIAMI GREEN	MIAMI ORANGE
Coated Paper	Pantone® 3435 C C 100 M 0 Y 81 K 66	Pantone® 1665 C C 0 M 68 Y 100 K 0
Uncoated Paper	Pantone® 3435 U	Pantone® 1665 U
Screen Mode	R 0 G 80 B 48 Hexadecimal: #005030	R 244 G 115 B 33 Hexadecimal: #f47321

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
- 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
 - a. Artwork involving University branding (i.e. the split-U) will be reviewed by University Communications (umcommunications@miami.edu)
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, so ask for 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 is highly dependent on the number of colors used. The most budget-friendly designs are printed in one solid color because 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

Company Name	Contact Name	Phone	E-Mail
The UPS Store (on-campus)	Richard Pagliaroli		store7285@theupsstore.com
AAA Flag & Banner	Retta Logan	305-474-7600	retta@aafalg.com
FastSigns	Susan Chai-Onn	305-669-9944	39@fastsigns.com
FedEx Office	Office	35-445-2208	usa1533@fedex.com
OAI Visual Branding	Mary Brittany	813-888-8796	bmary@oaicorp.com
Ricoh USA	Bessy Morales	305-348-7426	bessgui@comcast.net
Vista Print	N/A	N/A	www.vistaprint.com

Printed Flyers/Palm Cards

Company Name	Contact Name	Phone	E-Mail
The UPS Store (on-campus)	Richard Pagliaroli		store7285@theupsstore.com
FedEx Office	Office	35-445-2208	usa1533@fedex.com
Jet Graphics	Isa Garcia	305-264-4333	info@jetgraphics.com
Miami Flyers	Office	786-382-0178	sales@miamiflyers.com
PF Solutions	Lori Casner	305-592-2895	lori@printfarm.com
Ricoh USA	Bessy Morales	305-348-7426	bessgui@comcast.net
Southeastern	Craig Swanson	305-885-8707	cswanson@seprint.com
Vista Print	N/A	N/A	www.vistaprint.com

Promotional Items/Apparel

Company Name	Contact Name	Phone	E-Mail
4imprint	Madeline Westenberger	877-446-7746	madelinew@4imprint.com
Artees	Rik Patel	305-477-1002	rikesh@arteescorp.com
Jordan Michael Designs	Rhona Diccicco	561-274-6842	jmduniform@aol.com
Sobe Promos	Maddie Hasbrouck	305-470-6650	mhasbrouck@sobepromos.com
Wizard Creations	LeAnn Nevels	954-317-2940	leann@wizardcreations.com

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 news.miami.edu/social/index.html.

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. See section about Digital Signage.

Student Center Complex Naming Conventions

Name	Approved Abbreviation
Student Center Complex	SCC
Edward T. Foote II University Green	University Green <i>or</i> Foote Green
Lakeside Patio Stage	-
Lakeside Patio	-
Lakeside Stage	-
Rock Plaza	The Rock
U Statue (<i>note capital "s"</i>)	-
Norman A. Whitten University Center	UC
University Center Breezeway	UC Breezeway <i>or</i> Breezeway
University Center Pool	UC Pool
Donna E. Shalala Student Center	SC

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

Item	Size
Events Calendar Image	478 px wide x 320 px high
Engage Event Image	1024 px wide x 600 px high (or larger), under 10 MB
Digital Screen	1920 px wide x 1080 px high & 1080 px wide x 1920 px high
Table Tents (in Dining)	4" wide x 6" high, single-sided
Campus Banner	10' wide x 3' high
Flyer in UC	No larger than 11" wide x 17" high

Social Media Sizes

	Facebook	Twitter	Instagram
Profile	108 px x 180 px	400 px x 400 px	110 px x 110 px
Cover/Header	820 px x 312 px	1500 px x 500 px	N/A
Post	1200 px x 630 px	1200 px x 675 px	1080 px x 1080 px
Story	1080 px x 1920 px	N/A	1080 px x 1920 px

University of Miami Colors

	MIAMI GREEN	MIAMI ORANGE
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Uncoated Paper	Pantone® 3435 U	Pantone® 1665 U
Screen Mode	R 0 G 80 B 48 Hexadecimal: #005030	R 244 G 115 B 33 Hexadecimal: #f47321

Adobe Spark: spark.adobe.com (select “Log In” then “Log In With School Account”)

Campus Marketing Toolkit and Accessibility in Marketing Guide: miami.edu/toolkit