CAMPUS MARKETING TOOLKIT

for student organizations and campus partners

Published By:

Student Affairs Communications and Marketing

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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.

Accessibility in Marketing Guide

As the University of Miami continues to foster a culture of belonging where all 'Canes feel valued and have the opportunity to add value, all content creators have a responsibility to ensure that written materials, graphic designs, and other marketing and communication content is accessible to all members of our community.

Creating content with accessibility in mind helps to ensure that color palettes, artwork, fonts, videos, and more are easily understood by all. This guide provides guidance and practical tips to help make your materials accessible to all students.

A web-based version of the guide is available at **miami.edu/toolkit**.

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 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	☐ 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) ☐ Send designs carrying University marks to University Communications for approval (umcommunications@miami.edu) ☐ 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

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 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*

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 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	2/3/2023	2/17-2/23	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
2/3/2023	*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.
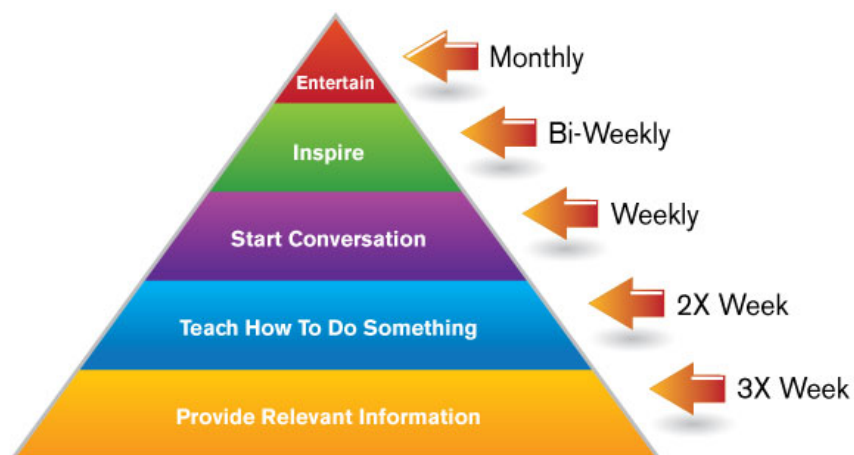
Source: Content Marketing Institute

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 X (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/)
- Sprout Social (https://sproutsocial.com/)

Other Social Media Resources
- 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 (SA Comms) 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 currently.

About the Office of University Communications

The Office of 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 News and Media Relations team 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: at least four business days 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 up to 15 seconds at a time, so plan your design accordingly

Dining Halls
- More information and submission form: https://communications.studentaffairs.miami.edu/campus-marketing-toolkit/digital-signage/index.html
- Deadline: at least 72 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 up to 15 seconds at a time, so plan your design accordingly
- Notes:
    - Content accepted is displayed on 7 digital screens in Centennial Village 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. More information and submission form: https://communications.studentaffairs.miami.edu/campus-marketing-toolkit/digital-signage/index.html
- Deadline: at least four business days 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 up to 15 seconds at a time, so plan your design accordingly

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 undergrad 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
- More Info and Submission Form: https://miami.campuslabs.com/engage/submitter/form/start/579745
- 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, alumni
- Content:
    o Leadership and service opportunities on campus and in the Greater Miami area
    o Student organizations, University departments and official community partners may submit posts
- *To become an official community partner, email leadandserve@miami.edu*

UNITY Newsletter
- More Info and Submission Form: https://msa.studentaffairs.miami.edu/resources/unity-newsletter/index.html
- Deadline: Wednesday at 5 p.m. 10 days before the newsletter distribution
- Distribution: bi-weekly on Mondays
- Audience: self-subscribed students, faculty, staff, alumni, and community
- Content: information for the University community about programs and activities for African, Hispanic, Asian, Native American, and multicultural communities

Pride Press
- More Info and Submission Form: https://lgbtq.studentaffairs.miami.edu/resources/pride-press-newsletter/index.html
    o At least one digital flyer or other promotional image is required
- Deadline: at least one week in advance
- Distribution: weekly on Mondays
- Audience: self-subscribed students, faculty, staff, alumni, and community
- 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 garrett.foster@miami.edu for consideration, more information is located at https://hireacane.miami.edu/resources/toppel-insider/index.html
- Deadline: At least two-weeks in advance
- Distribution: weekly on Mondays during the academic year, monthly during the summer
- Audience: self-subscribed students, faculty, and staff
- Content: Career-related information such as professional development events, networking, learning about industries/careers, and career-related student orgs

Student Organization Leader Listserv
- Submission: email studorgs@listserv.miami.edu
- Deadline: two days
- Audience: all student organization leaders
- Distribution: when appropriate
- Content: the list is primarily used to communicate important news and deadlines, and to promote upcoming student organization and University events
- Avoid Submitting: regularly scheduled club meetings, promotion of any event, activity, service, or resource not directly related to undergraduate student organizations (i.e. sponsors, national organizations, etc).

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

Stakes on the Foote Green Walkway
- Reservation request: miami.emscloudservice.com
- Deadline: must be confirmed at least 2 weeks in advance
- Placement for the stakes is to the left of the U Statue along the walkway towards the Ashe Building
- Reservations are from Monday-Friday and all stakes must be removed by Friday
- 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 request: https://umiami.qualtrics.com/jfe/form/SV_72Q98Kc43MD5Xgx
- Timeframe: Banner reservations may be in one-week blocks, maximum of two successive weeks, running from Monday morning to Sunday
- Banners may be purchased at the UC Information Desk via an Interdepartmental Service Delivery (ISD) 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' from both upper and lower corners (four corners in total)
- The organization's name must appear prominently on the banner and the nature of the banner should be to promote a student organization's meeting and/or event

Flyers/Posters in the Whitten University Center and/or Shalala Student Center
- Organizations must get permission from the SC or UC Information Desk before the flyer can be hung up at our locations:
  - Bulletin board inside the Student Organization Suite at Shalala Student Center
  - Grey pillar inside the Lower Lobby at the Whitten University Center
- Flyer must be promoting an event hosted by a Student Organization or Department at the University of Miami
- Only the SCC 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 "This Week at the U" (@univmiami)
- Submission email: Isabella Timiraos, Social Media Specialist ixt174@miami.edu
- Deadline: 5 p.m. every Tuesday for publication the following Monday
- Notes:
  - Events must take place on the Gables, Medical or Marine 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
- When submitting events include:
  - Name
  - Date
  - Time
  - Location
  - URL (if applicable)
  - Any visual assets available (e.g. images, flyers, etc.)
- What Not to Submit
  - Regularly scheduled club meetings
  - Outside advertising

Student Center Complex (@UMiamiSCC on Facebook, X, and Instagram)
- Submission: email SAcomms@miami.edu
- Deadline: Seven days before event occurs
- Notes:
  - Event must take place at the SCC or be virtual
  - 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)

Toppel (@HireACane on Facebook, X, and Instagram)
- Submission: email garrett.foster@miami.edu or tag @HireACane
- Deadline: Two-weeks before event occurs
- Notes:
  - Content is primarily career-related, but it does not have to be exclusively related to career
  - relevant to our followers
- What not to submit:
  - Regularly scheduled club meetings
  - Outside advertising (including promotions of local businesses)

Wellness & Recreation (@UMiamiWellness on Facebook, X, and Instagram)

- Submission: email SAcomms@miami.edu
- Deadline: 10 days before event occurs
- Notes:
  - Event must take place at one of the Herbert Wellness Center or Outdoor Adventures facilities
  - 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

***The Miami Hurricane* (Student Newspaper)**
- Student organizations may advertise in The Miami Hurricane at a discounted rate. www.themiamihurricane.com/advertise/
  - Student organizations may also submit events and news briefs
  - Office: Shalala Student Center, Student Media Suite (room 200-C)
  - Phone: 305-284-4401
  - E-mail: editor@themiamihurricane.com

Tabling

Tabling in the UC Breezeway or Westbrook Walkway
- Reservation Request: miami.emscloudservice.com
- Tables are reserved 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/Walkway. Users are responsible for cleanup of any dropped /discarded materials in and around.

Tabling in the Residential Colleges
- UM Student organizations can 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
  - Approved candidates running for Student Government are eligible to table in Residential Colleges and University Village during the campaigning period but must follow guidelines outlined by the SG Elections Commission
  - Business operations are prohibited. Business operations are defined as any operation of a private or individual business that is not approved for operation by the Associate Vice President for Business Services
- Weekly reoccurring events are not allowed
- Groups must submit their reservation request at least 5 business days in advance

- o Failure to do will result in the request being denied
- 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 Creative Cloud Express

Adobe Express 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 platforms using their University of Miami login credentials. Adobe Express allows users to modify templated 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. Creative Cloud Express also allows users to share files among two or more users.

To Access Adobe Express
1. Visit adobe.com/express 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 Express
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 adobe.com/express/learn for tips and tutorials.

Social Media Sizes

Facebook
- Profile Picture:320 px x 320 px
- Cover Photo: 851 px x 315 px
- Shared Image: 1080 px x 1350 px
- Event Image: 1920 px x 1005 px

X (Twitter)
- Profile Picture: 400 px x 400 px
- Header Photo: 1500 px x 500 px
- Minimum: 600×335 pixels
- Landscape: 1600×900 pixels (recommended)
- Square: 1080×1080 pixels
- Portrait: 1080×1350 pixels

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
- **JPG (.jpg)** - use for online and print photos and artwork. JPGs do not save transparency, resulting in a white box around non-square image.
- **PNG (.png)** - use when you need a **transparent** web graphic that does 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.**
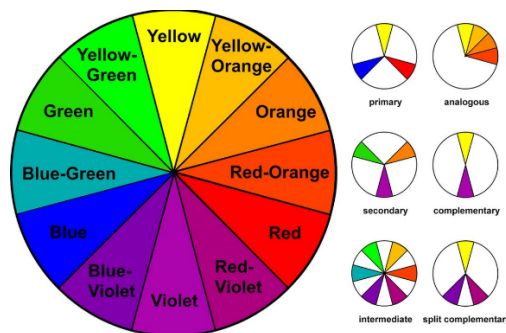
Especially when using Adobe design software, use a CMYK color profile (or "color mode") for printed and promotional items and RGB for web/digital files.

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.

VERTICAL SIGNATURE   UNACCEPTABLE EXECUTIONS

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 split-U mark.
The split-U mark may not be followed by any other elements.

Do not place a pattern in the split-U mark.
The split-U may not be altered with a pattern or other colors.

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 or on top of the split-U mark.
The center of the "U" must be kept clear and nothing may be placed on top.

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.

	Horizontal Signature	Vertical Signature	Horizontal Unit Signature	Vertical Unit Signature	Informal Signature	University Seal
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.

See Addendum A on page 29 for examples. 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 visual identity system are Miami orange (Pantone® 158) and Miami green (Pantone® 3435). Equivalent color formulas for four-color process printing and digital media are provided here.

UM Orange				UM Green			
Pantone 158		HEX # f47321		Pantone 3435		HEX # 005030	
C	0	R	244	C	100	R	0
M	68	G	115	M	0	G	80
Y	100	B	33	Y	81	B	48
K	0			K	66		

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) must be reviewed and approved by the Office of 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)	N/A		store7285@theupsstore.com
Copyright Graphics	Kent Harrison	305-740-6300	sales@copyrightgraphics.com
Jet Graphics	Isa Garcia	305-264-4333	isa@jetgraphics.com
OAI Visual Branding	Kelly Baker	813-888-8796	kbaker@oaicorp.com
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)			store7285@theupsstore.com
Corporate Print Resources	Lonny Barkow	(305) 968-2037	lonny@cprprints.com
Jet Graphics	Isa Garcia	305-264-4333	isa@jetgraphics.com
PF Solutions *(Print Farm)*	Floyd Jackson	305-592-2895	floyd@printfarm.com
Southeastern Print	Stephen Meltzer	305-885-8707	smeltzer@seprint.com
VistaPrint	N/A	N/A	www.vistaprint.com

Promotional Items/Apparel

Company Name	Contact Name	Phone	E-Mail
Artees (apparel)	Marjorie Jiron	305-477-1002	marjorie@arteescorp.com
Corporate Print Resources	Lonny Barkow	(305) 968-2037	lonny@cprprints.com
Jet Graphics	Isa Garcia	305-264-4333	isa@jetgraphics.com
Sobe Promos	Pearce Falcon	305-470-6650	pfalcon@sobepromos.com
Sticker Mule (stickers)	N/A	N/A	www.stickermule.com
Wizard Creations	LeAnn Nevels	954-317-2940	LeAnn@wizardcreations.com
Starlight	Elizabeth Tilton	305-438-0098	elizabeth@starlightad.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.

All usage of University of Miami trademarks – including the split-U logo and Sebastian the Ibis – must be consistent with the Visual Identity Manual. These University-wide guidelines are designed to ensure brand integrity while allowing for individual expression.

Student organization logos and designs that include the U or Sebastian must also follow these guidelines and require specific approval from University Communications to be printed on promotional materials, even if they have been used in the past. This includes but is not limited to T-shirts, polos, giveaways, name tags, and other products.

University Communications works with Purchasing to approve all items incorporating University trademarks, so build a few extra days into your timeline when submitting purchase orders and reimbursement requests to allow for any potential design adjustments that might be necessary. You may also request pre-approval for your designs from University Communications, after first consulting with your student organization's advisor.

To obtain written pre-approval of a print design that you can submit to Purchasing with your order or if you have any questions about the appropriate use of University trademarks, contact University Communications at umcommunications@miami.edu.

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 Facebook, X (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

University of Miami Social Media Content Policy:
- All current University policies including branding as well as federal, state, and local laws and regulations apply to social media sites
- Do not post any confidential information about the University, its staff or students, or content that violates copyright or privacy laws, is threatening or obscene or is otherwise injurious or illegal
- Representation of an administrator's personal opinions on the page as being endorsed by the University or any of its organizations is strictly prohibited

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 SC or 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, Hurricane Food Court)
- Flyers, posters, etc. are not accepted for display within dining locations. See section about Digital Signage.

Student Center Complex Naming Conventions

Use the names below, not the ones listed in the online reservation system.

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

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."

Addendum A – Sub-Unit Co-Branding for Student Affairs and Student Orgs

In order to maintain the strength of the University of Miami brand, **marketing/publicity materials must never include more than one split-U**. This guide was developed in consultation with University Communications to provide Student Affairs units and student organizations with suggestions on how to list multiple University sponsors on marketing/publicity materials.

GENERAL USE OF THE UNIVERSITY LOCKUP ON DIGITAL AND PRINTED MATERIALS

ON APPAREL AND PROMOTIONAL ITEMS

As part of the Academic Enterprise, Student Affairs units (and student organizations) can not place a standalone split-U mark on apparel or promotional items.

Clear space to the left, right, top, and bottom is determined by a distance equal to the width/height of the Split U.

Consult the University of Miami Visual Identity Manual for additional information (ucomm.miami.edu).

MULTIPLE UNITS ACROSS THE UNIVERSITY

Option #1

College of Arts and Sciences
Counseling Center
Butler Center for Service and Leadership
Student Government

Sponsoring units can be listed using whatever type treatment looks visually appealing for the design of the piece as well as to indicate a variety of sponsorship levels (font, weight, color, etc.). However, the list of sponsors should not be made to look like it is part of the lockup.

Option #2

Office of the President, School of Education and Human Development, Office of Institutional Culture, Office of the Senrior Vice President for Student Affairs, LGBTQ Student Center, United Black Students, Federación de Estudiantes Cubanos

MULTIPLE UNITS WITHIN STUDENT AFFAIRS (INCLUDING WITH STUDENT ORGANIZATIONS)

"Division of Student Affairs" must appear on unit-created materials when events are co-sponsored by multiple units within Student Affairs. Based on type treatment (font, weight, color, etc.), "Division of Student Affairs" must stand out from the other co-sponsoring units.

Division of Student Affairs
Multicultural Student Affairs
Student Activities and Student Organizations
Office of the Senior Vice President for Student Affairs

Hurricane Productions
Planet Kreyol
Association of Commuter Students
SpectrUM

OTHER NOTES

- A standalone split-U or University signature should never be used as part of a logo or used as a design element to a poster/flyer.
- Student organization logos can be used to indicate co-sponsorship or listed as suggested above.
- If an event is sponsored by University units as well as third-party entities, units should be listed as suggested above, and external sponsor logos can be included separately from the list.
- If the Office of the Senior Vice President for Student Affairs co-sponsors an event, the office should be recognized as such and included along with other co-sponsoring units.
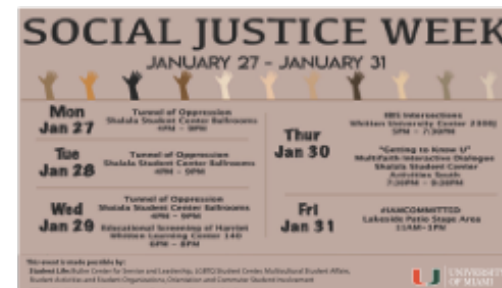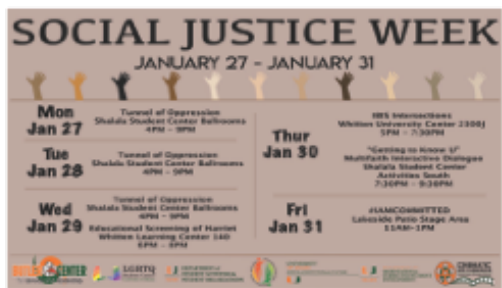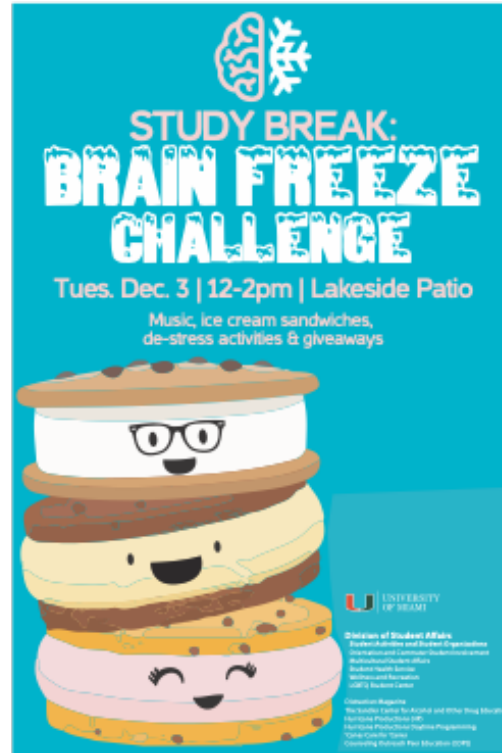
SUB-UNIT CO-BRANDING KEY TAKEAWAYS

- Do not have multiple split-U's on one piece.
- Do not add or combine a split-U with other graphics or text.
- Do not use a standalone split-U; use only lockups created by University Communications.

Not Allowed

Recommended

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Addendum B - 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, 5 MB or smaller
Campus Banner	10' wide x 3' high
Flyer in UC	No larger than 11" wide x 17" high

Social Media Sizes

	Facebook	X (Twitter)	Instagram
Profile	320 px x 320 px	400 px x 400 px	110 px x 110 px
Cover/Header	851 px x 315 px	1500 px x 500 px	N/A
Post	1080 px x 1350 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

UM Orange

Pantone 158		HEX # f47321	
C	0	R	244
M	68	G	115
Y	100	B	33
K	0		

UM Green

Pantone 3435		HEX # 005030	
C	100	R	0
M	0	G	80
Y	81	B	48
K	66		

Adobe Express: adobe.com/express *(select "Log In" then "Log In With School Account")*

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