

USC Aiken

Marketing Services Guidebook



2008



The Marketing Services Guidebook is published by the Office of Marketing and Community Relations at the University of South Carolina Aiken.

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Office Mission and Contacts

USC Aiken's Office of Marketing and Community Relations includes the areas of marketing, publications, media relations, visual communications, and web development. The office is part of the division of University Advancement.

We are the public voice of the University of South Carolina Aiken. We promote an accurate and positive image of the University of South Carolina Aiken through communications, including publications and the University website, and we provide services to external and internal audiences in the area of media relations, events, and marketing.

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Overview of Services

Marketing: We provide graphic design and publication design and layout for offices across campus. Content for publications is provided by the requesting office. We use desktop publishing and design software to create brochures, books, posters, invitations, and other publications representative of the University's marketing messages.

Media relations: We coordinate all media efforts including media coverage of University events and happenings, requests for interviews from media, press conferences, pitching story ideas,

and pre-event publicity. The director of marketing and community relations serves as the University spokesperson. We ask that you keep us informed about the happenings in your area such as upcoming events, presentations, articles published, research projects, and awards.

Web design: We present a top quality website experience for all those visiting the University's website. We provide offices with assistance in their departmental webpage design through our web associates program.

University Name and Logos

The University's official name is the University of South Carolina Aiken. The name should be written without hyphens. USC Aiken and USCA are appropriate references of the University – these designations do not include hyphens or periods.

USC Aiken's logo consists of graphics and Danmark type. It identifies our institution as part of the University of South Carolina system. The logo is available in multiple variations to best fit design needs; they are shown below.



Standard Positive Logo



Standard Reverse Logo



Linear Positive Logo



Linear Reverse Logo



Stacked Positive Logo



Stacked Reverse Logo

The logos should not be altered in any way. They should be proportionately sized and be positioned horizontally with no tilt. Logos should not be surrounded with competing shapes.

The logos are available in color (as shown), in black, or in white (for use on a dark background). Print resolution images of the logo are available at <http://www.usca.edu/news&events/logos.asp>.

Pacer Athletics Logos and Wordmarks

Pacer Athletics has a family of logos including graphics, wordmarks, and sports-specific logos. Examples of approved logos are shown here. All images in the Pacer athletics design suite are trademarked, which means they are owned by the University of South Carolina Aiken. Use of the images outside the University without permission is illegal.

Primary logo



Secondary logos



Primary logo with sports specific mark



A marks



Pacers wordmark



USC Aiken with sports specific mark



Pacer with sports specific mark



USCA with sports specific mark



White horse versions



USCA diagonal wordmark



USCA wordmarks



The Pacer Athletics logos are available in color (as shown) and can be used as grayscale (black and white). They should be proportionately sized and be positioned horizontally with no tilt. Logos should not be surrounded with competing shapes.

Print resolution images of the logo are available through the Sports Information Office.

Departmental Logos and Wordmarks

Individual schools, departments, and offices are permitted to use an approved departmental logo. Because consistent branding is critical, all departmental logos are reflective of the University logo. An example of a departmental logo is shown below. Departmental logos must be designed by the Office of Marketing and Community Relations.



School of Education
UNIVERSITY OF SOUTH CAROLINA AIKEN

The logos should not be altered in any way. They should be proportionately sized and be positioned horizontally with no tilt. Logos should not be surrounded with competing shapes.

Colors

USC Aiken's primary color is garnet and the secondary color is dark blue. The Pacer Athletics logos include light gray as a third color element.

Primary: Garnet – PMS 201
Process Color Breakdown (Cyan 0%, Magenta 100%, Yellow 65%, Black 25%)



Secondary: Dark Blue - PMS 295
Process Color Breakdown (Cyan 100%, Magenta 60%, Yellow 0%, Black 40%)



Pacer Athletics logo Third Color Element: Light Gray – PMS 429
Process Color Breakdown (Cyan 30%, Magenta 20%, Yellow 20%, Black 0%)



Tagline

The University's tagline is *focused on you!* The tagline is critical to the University's mission to serve and educate students on an individual basis.

Style

Our office uses Associated Press (AP) style for all writing. This is the industry standard for writing in journalism.

Below are AP guidelines for common references.

- Formal names of academic degrees are capitalized – Bachelor of Science.
- General degrees are not capitalized – bachelor's degree.
- Alumni is a collective group of individuals who have attended a school and is used to reference a group of males and females or a group of all males. Alumnae is used for a group of females. Alumna is used for a singular female. Alumnae is used for a singular male. Alumna is a singular female.
- Capitalize a title when it precedes the name, but use lowercase in a title if it follows a name – Chancellor Thomas L. Hallman and Thomas L. Hallman, chancellor.

The Office of Marketing and Community Relations arranges for professional photography services for major University events, such as graduation ceremonies and Academic Convocation. We also arrange photography shoots for various marketing purposes. If you are developing a publication or webpage,

we can help provide photography to meet your needs.

Due to our small staff, we are unable to provide photography for all events on campus. We have digital cameras available for checkout and use by faculty and staff.

Media Relations

The Office of Marketing and Community Relations is responsible for developing positive working relationships with various media outlets.

We develop and distribute press releases and media alerts for University announcements. We facilitate requests from media for interviews, topic experts, and official statements. The Director of Marketing and Community Relations serves as the University spokesperson.

As media make decisions about what events and stories are covered, we can never assure coverage. However, because we have good working relationships with many media already in place, we prefer

to coordinate requests for coverage and story ideas through our office.

We ask that faculty, staff, and students initiate contact with our office to inform us of story ideas, upcoming events, and achievements. Faculty and staff are encouraged to submit their achievements using the publicity update form, which can be found at <http://www.usca.edu/marketing/pubupdate.asp>.

Questions regarding media relations should be directed to Jennifer Conner at jconner@usca.edu.

Press Policy

The University's Press Policy is based on three principles:

- The general free flow of information in accord with the public's right to know, the University's best interests, and the responsibilities of the news media.
- Honesty.
- A spirit of cooperation in supplying information to which the news media have a just and reasonable claim.

News media provide an important communication channel to the citizens served by the University. Public understanding and support of the University's programs are enhanced through good relations with media.

What to Do When Members of the News Media Call (Non-crisis and non-emergency calls)

Most reporters prefer to talk with the most knowledgeable and direct source of information for a particular story. Therefore, the administrator or staff officer receiving an inquiry from the news media should feel free to respond directly if the request pertains to a matter for which he or she has direct responsibility. In taking such a call, the administrator or staff officer should first request the reporter's name and the news media organization that he or she represents. The individual should answer the reporter's questions as fully and openly as possible.

If the individual does not know the answer, he or she should offer to

obtain the information and to call back promptly.

After answering a call from the news media, the administrator or staff officer should call the Office of Marketing and Community Relations to inform the Office of the nature of the call. If the administrator or staff officer is uncertain as to how much information should be provided to media, the caller should be referred to the Director of Marketing and Community Relations.

When a member of the news media calls for a USC Aiken administrator or staff officer and he or she is unavailable, the person taking the call should get the reporter's name, news organization, and phone number, and then give the reporter some idea concerning when the person being sought will be available to return his or her call. If that is not satisfactory to the reporter, it is best to refer the caller to the Office of Marketing and Community Relations for further assistance.

If a member of the news media should call and request a copy of any internal USC Aiken document that has not yet been released to the press, before acting on this request please call the Director of Marketing and Community Relations to discuss release of the requested information.

General Tips For Talking With the News Media

- When a reporter calls, return the call as soon as possible.
- Before the interview, prepare your message with three to five key points.

- During the interview, state important facts first.
- Always tell the truth. Do not lie, guess at the facts, or exaggerate.
- If you cannot answer the question, be honest and clear that you do not know the answer. Offer to obtain the information and call the reporter back promptly.
- Avoid saying “no comment” in answer to a reporter’s question. “No comment” gives a reporter the wrong signal and looks terrible in print.
- If you are uncertain how you wish to answer a particular question, tell the reporter you need to obtain more information. Then call the Office of Marketing and Community Relations for advice.
- Do not make “off the record” comments, even though you may feel comfortable with a reporter.
- During television interviews, be brief. Make your key points in 15-second “sound bites.”
- Avoid complex explanations.
- Don’t ask to preview a reporter’s story. Instead, during the interview do your best to make sure that

the reporter fully understands the subject. And encourage him or her to call back if further clarification is needed.

- Remember that the reporter is a conduit to the public. Try to speak through the reporter to the public.
- After you have answered a reporter’s question, and he or she looks expectantly to you for something more, don’t try to fill the lull in the conversation by rambling and diluting your message.
- Provide concise information to the reporter.
- Always maintain a positive attitude in working with the news media.

What to Do When There Is a Crisis or Controversy

In the event of a crisis or controversy, it is necessary to contact the Director of Marketing and Community Relations prior to releasing any information to the news media. The Director of Marketing and Community Relations is responsible for coordinating all external communication.

The Office of Marketing and Community Relations maintains an online database, the USC Aiken Experts Guide, of faculty and staff experts. This guide is designed to facilitate the University’s public service mission by making available consultation and speakers who are knowledgeable on a wide range of topics to groups in the

community. Faculty and staff wishing to post their information as experts should visit www.usca.edu/expertsguide. Visitors to this site can search for speakers and experts at the University.

Questions about the USC Aiken Experts Guide should be directed to Kendall Tubbs at kendallt@usca.edu.

Experts Guide

The University's Web site (www.usca.edu) is managed through the Office of Marketing and Community Relations. The design, mapping, and content are developed to be consistent with our key marketing messages.

Because consistency in design is critical, webpages are developed from a template. This ensures that although content is specific for each page, the look of all pages is representative of the University.

In order to manage content across the site, we host a web associates

program for faculty and staff. Through this program, we train faculty and staff to update content on departmental webpages. Web associates are appointed by the head of their department.

The associates receive informative updates including web statistics on a periodic basis. We host multiple training sessions throughout the year and are also available for individual sessions.

Questions regarding web design and the web associates program should be directed to Jeff Mastrotonico at jeffm@usca.edu.

Publications

Our office designs publications for departments across campus. Because branding the University is important, all University publications should have some common elements. The University's logo should be present on all publications. Basic contact information for the University, especially our web address – www.usca.edu – should be included.

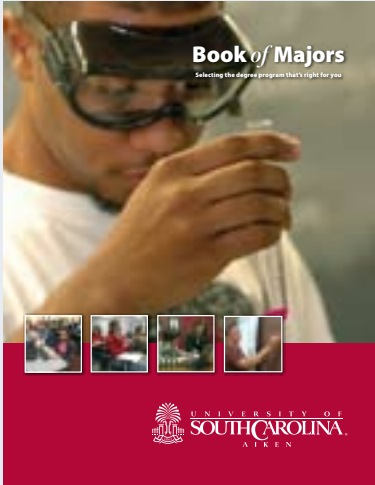
Using desktop publishing software, we handle design and layout of publications. Content is developed by the requesting department and submitted electronically to our office. The requesting department is responsible for proofing all content before printing.

University publications are printed according to procurement regulations,

providing the best cost to the University. For almost all publications, with exceptions for small print jobs, our office solicits bids from printers to ensure the best cost.

As a state university committed to being a good steward of funds, we are obligated to save costs when possible. With publications, this can be accomplished by only printing pieces that cannot be distributed electronically. By submitting publications via electronic means, we save costs for printing and mailing.

Samples of covers of University publications can be found on the next page. Questions regarding publications should be directed to Jennifer Conner at jconner@usca.edu.



left: *Book of Majors* for student recruitment



right: *USCA Magazine* for alumni, donors, and friends of the University



left: *Celebrating Partnerships* for donors

Our office funds advertising for student recruitment efforts, branding/image campaigns, and general advertising for University events, programs, and initiatives.

Advertising for events and programs in individual departments must be paid for by the requesting department. If you

need to advertise an event or program, please contact our office so that we can provide you with appropriate contacts to meet your needs.

Questions regarding advertising should be directed to Jennifer Conner at jconner@usca.edu.

Internal Communications

Our office handles internal communications for faculty and staff. *Post Times Notes*, a monthly newsletter for faculty and staff, is distributed via e-mail and is available online. The *QuickList* is a printed directory of campus phone extensions, fax numbers, and mailbox numbers. The *QuickList* is printed in the fall and spring each year and is also available online. The *Faculty and Staff Phonebook* is updated and distributed electronically each

fall. This book includes departmental information, titles, directory information, and home phone numbers and addresses for faculty and staff. It is also available online. The *Virtual Directory* is a photographic directory of faculty and staff. It can be accessed at <http://www.usca.edu/virtualdirectory/>

Submissions for all internal communications should be sent to Kendall Tubbs at kendallt@usca.edu.

Our office updates the scrolling digital marquee located in front of parking lot A on University Parkway. This marquee is updated frequently to advertise events at USC Aiken and important dates.

USC Aiken's general Information line (641.3700) is updated regularly to include important dates and event information to callers.

Our office also maintains a comprehensive cultural and campus events calendar.

Submissions for the digital marquee should be sent to Jennifer Conner at jconner@usca.edu. Submissions for the general information line and the cultural and campus events calendar should be sent to Kendall Tubbs at kendallt@usca.edu



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