GETTING STARTED WITH MARKETING

Texas State University // Office of University Marketing // 02.21.18
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wavelengths of light can activate specific genes and pathways in the human body, which is crucial for understanding diseases and developing treatments.

The Xiphophorus genus, commonly known as platyfish, has been extensively studied in cancer research due to its unique properties. These tropical fish naturally produce melanoma tumors, making them a valuable model system for studying cancer biology.

Researchers around the world rely on data and specimens from the Texas State University XGSC (Xiphophorus Genetic Stock Center) to support cancer research and the broader fields of biomedical science.

As we begin to discover thousands of new variants associated with human disease, it highlights the crucial importance of maintaining accessible and reliable biomedical research resources. The XGSC provides researchers with a valuable tool to study disease mechanisms and develop new treatments.

University Marketing Portfolio

PROTECTING THE HEAD WITH MORE THAN HELMETS

With more than helmets.

Assistant Professor of Athletic Training Missy Fraser specializes in the development of safety guidelines. The Biomechanics and Sports Medicine Lab at Texas State University are working to change how student-athletes, coaches, and parents can use to evaluate suspected concussions and, hopefully, to give players personalized estimates of their risk.

According to U.S. Department of Labor statistics, hospitals now rank third among industries with the highest percentage of workplace injuries and illnesses. According to the Bureau of Labor Statistics, about 52% of hospital workers report workplace violence. Nurses are more likely to miss work due to injuries from violence at work than any other occupation.

Kim is careful to point out that most patients are not violent or abusive, but aggressive outbursts have become all too common. Healthcare workers, especially nurses, have been struggling for years, but aggressive outbursts have become all too common. Nurses are more likely to miss work due to injuries from violence at work than any other occupation.

In addition to solar research, Aslan explores the efficiency of our water systems. He uses sensors and signal-processing methods to collect and translate raw data into vital information for addressing engineering challenges. One focus of his work is designing systems for better, more efficient stewardship of our natural resources, such as solar energy and water.

Solar panels get dirty over time, and cleaning them is a huge cost. Aslan’s team tested a range of conditions and watched the resulting energy and water challenges. One focus of his work is designing systems for better, more efficient stewardship of our natural resources, such as solar energy and water.

Aslan is developing a much faster system for detecting moisture, temperature, and pressure, then transmit that data to an above-ground computer system. To do this, he is developing a much faster system for detecting moisture, temperature, and pressure, then transmit that data to an above-ground computer system.

The Central Texas Veterans Health Care System (CTVHCS) and the Texas State School of Nursing are collaborating to develop a tool that will help guide nurses in creating evidence-based practices. All St. David’s School of Nursing students receive education on reporting and coping with on-the-job violence, but Kim is also working on developing a tool that will help guide nurses in creating evidence-based practices.

The tool is a 10-item patient evaluation checklist aimed at determining the risk of patient violence. The Central Texas Veterans Health Care System (CTVHCS) and the Texas State School of Nursing are collaborating to develop a tool that will help guide nurses in creating evidence-based practices.
1903 | SOUTHWEST TEXAS STATE NORMAL SCHOOL OPENS
1918 | NAME CHANGE: SOUTHWEST TEXAS STATE NORMAL COLLEGE
1923 | NAME CHANGE: SOUTHWEST TEXAS STATE TEACHERS COLLEGE
1959 | NAME CHANGE: SOUTHWEST TEXAS STATE COLLEGE
1969 | NAME CHANGE: SOUTHWEST TEXAS STATE UNIVERSITY
2003 | NAME CHANGE: TEXAS STATE UNIVERSITY – SAN MARCOS
2008 | TEXAS STATE ATHLETICS REBRANDED
2009 | TEXAS STATE UNIVERSITY REBRANDED
2012 | TEXAS STATE UNIVERSITY SYSTEM REBRANDED
2013 | NAME CHANGE: TEXAS STATE UNIVERSITY
OUR BRAND IS

The perception, shaped by every single experience (touch point) a person has with Texas State University.

A strong brand tells a story and one that rings true.

excerpted from *Three and A Tree*, by 160 over 90

WHY ARE BRANDS IMPORTANT?

If we don’t define our brand, other people will create one for us.

A strong brand attracts:
The best students, faculty, staff and stakeholders.

Our brand sets Texas State apart from the competition.
BRAND TOUCH POINTS

- Athletic events, uniforms and broadcasts
- A campus visit and guided tour
- College day at grade schools
- Word of mouth from individuals
- University affiliated events, lectures, community involvement
- Research initiatives and developments
- Our university website
- Admission recruitment direct mail materials, events, college fairs, high school counselor updates
- Social media networks
- External advertising: magazines, billboards, online, radio, television commercials

And the list goes on...
PRIMARY LOGO

The logo has three components: the star icon, a black rule and the word mark.

Horizontal must be at least 1.5” wide excluding registration mark.

Vertical must be at least 1” wide excluding registration mark.

Must appear prominently on cover or front of all visual communications.

Must always appear with the tagline: The rising STAR of Texas

Alternate color options can be requested at umarketing.txstate.edu/resources/request-logos.

The logo is registered with the Patent and Trademark Office of the United States and the state of Texas.
SECONDARY LOGO

Horizontal must be at least 1.5” wide excluding registration mark.

Vertical must be at least 1” wide excluding registration mark.

For use on merchandise or promotional items; alignment is often determined by the imprint area available on the item.

Does not have to display the tagline

Alternate color options can be requested at umarketing.txstate.edu/resources/request-logos.

The logo is registered with the Patent and Trademark Office of the United States and the state of Texas.
ONE- & TWO-COLOR LOGOS

One- and two-color logos can be requested at umarketing.txstate.edu/resources/request-logos.

Make sure background colors or photos provide enough contrast with logos.
ROUND ROCK CAMPUS LOGO

All Round Rock Campus logos can be requested at umarketing.txstate.edu/resources/request-logos.

Horizontal must be at least 1.5” wide excluding registration mark.

Vertical must be at least 1” wide excluding registration mark.

Must always appear with the tagline:
The rising STAR of Texas

The logo is registered with the Patent and Trademark Office of the United States and the state of Texas.
PRIMARY ATHLETIC LOGO

All Athletic logos can be requested at umarketing.txstate.edu/resources/request-logos.

All logos can be used by anyone affiliated with the university.

For items, graphics, projects, events that are more spirit/Bobcats/athletic in nature, you can use the athletic logos.

Access to athletic logos are more protected for licensing/retail purposes.

Orientation of SuperCat to word mark can be on top (more important) or to the right (moving forward).
SECONDARY ATHLETIC LOGO

All Athletic logos can be requested at umarketing.txstate.edu/resources/request-logos.

SuperCat only

SuperCat should always face to the right or in special cases face forward (i.e., side of a helmet)

If the federal registration symbol “®” is not straight, then you have rotated the logo.
TXST LOGOS

All Athletic logos can be requested at umarketing.txstate.edu/resources/request-logos.

Should not be substituted for the Texas State University Primary Logo.

TXST banner logos should be used for audiences who are not familiar with Texas State.

The logos must be at least 1.5 inches wide.

Multiple approved color options are available.

Don’t make the white fill transparent.

Don’t create your own banners.
<table>
<thead>
<tr>
<th>I’m talking to...</th>
<th>I’m making...</th>
<th>Use the...</th>
</tr>
</thead>
<tbody>
<tr>
<td>An internal audience (students, faculty or staff)</td>
<td>A print or digital marketing piece (brochure, poster, postcard, PDF, presentations, etc.)</td>
<td>TXST Primary Logo</td>
</tr>
<tr>
<td>An external audience (prospective students, peer institutions, conference attendees, the community, etc.)</td>
<td>A print or digital marketing piece (pull-up banner, brochure, poster, postcard, PDF, presentations, etc.)</td>
<td>TXST Primary Logo AND Texas State University must be spelled out within the text. OR TXST Primary Logo AND the Texas State University Primary Logo OR an Academic and Administrative Logo OR TXST Texas State Banner Logo</td>
</tr>
<tr>
<td>Both an internal and external audience</td>
<td>A promotional item (pen, coffee mug, T-shirt, etc.)</td>
<td>Any TXST logo</td>
</tr>
<tr>
<td></td>
<td>A graphic for the web or social media</td>
<td>Any TXST logo, but do not use the TXST logo as an avatar on your social channels</td>
</tr>
</tbody>
</table>
OUR ACADEMIC LOGO SYSTEM

**PRIMARY LOGO**
- Horizontal
- Vertical

*Texas Star University*
*The rising STAR of Texas*

**SECONDARY LOGO**
- Horizontal
- Vertical

*Texas Star*

**ACADEMIC & ADMINISTRATIVE LOGO**
- Serif
- Sans Serif

*Texas Star Geography*
ACADEMIC & ADMINISTRATIVE
LOGOS

All Academic & Administrative logos can be requested at umarketing.txstate.edu/resources/request-logos.

The Texas State word mark, the star icon and the black rule along with the unit’s name make the unit’s relationship with the university clear while also maintaining the Texas State brand.

Named colleges and centers may have their own unique logos.

Most individual programs do not receive an Academic and Administrative Logo. These logos are reserved for certain strategic areas of the university.

Programs should use an Academic and Administrative Logo of a related unit, such as a department or college, and include the program name in text on the marketing piece.
ACADEMIC & ADMINISTRATIVE LOGOS

The logos must be at least 1.5 inches wide.

The system statement graphic is not required on pieces using only an Academic and Administrative Logo.

Do not use multiple Academic and Administrative logos on the same project; use the Texas State University Primary Logo and list the sponsoring departments in text.

Improvements were made to letter spacing to increase legibility.

Department and office designations were removed from most logos. These words should still be used in the text of marketing copy.
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<td>Academic and Administrative Logo</td>
</tr>
<tr>
<td>An external audience (prospective students, peer institutions, conference attendees, the community, etc.)</td>
<td>A print or digital marketing piece (pull-up banner, brochure, poster, postcard, PDF, presentations, etc.)</td>
<td>Texas State University Primary Logo OR Academic and Administrative Logo AND the Texas State University Primary Logo OR Academic and Administrative Logo AND Texas State University must be spelled out within the text.</td>
</tr>
<tr>
<td>Both an internal and external audience</td>
<td>A promotional item (pen, coffee mug, T-shirt, etc.)</td>
<td>Any Texas State University logo</td>
</tr>
<tr>
<td></td>
<td>A graphic for the web or social media</td>
<td>Any Texas State University logo</td>
</tr>
</tbody>
</table>
REQUESTING LOGO FILES

umarketing.txstate.edu/resources/request-logos

Request a Logo for Non-Commercial use (not for sale)
within the university vs. outside of the university

Request a Logo for Commercial Use (for sale)
within the university vs. outside of the university
ACADEMIC & ADMINISTRATIVE LOGOS

We send you one main .zip compressed folder that expands to multiple folders.

You will receive the following file formats: EPS, JPG, PNG in multiple color versions.

The naming convention of the logos is consistent with the file type and color version.
**FILE FORMATS**

When you download a logo version from University Marketing it is a package of three file formats: EPS, JPG and PNG.

**Bitmap**
- often created/edited in “photo” programs, e.g., Adobe Photoshop
- made of pixels mapped to a grid
- The size of the image is based on the image’s resolution
- not easily scalable
- are used for photorealistic images

**Vector**
- often created/edited in “draw” programs, e.g., Adobe Illustrator
- have smooth edges
- create curves or shapes
- used for precise illustrations
- are easily scalable, while maintaining quality

<table>
<thead>
<tr>
<th>File type</th>
<th>Bitmap or Vector</th>
<th>Usage</th>
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<tr>
<td>EPS</td>
<td>Vector</td>
<td>Print</td>
</tr>
<tr>
<td>JPEG/JPG</td>
<td>Bitmap</td>
<td>Web or digital</td>
</tr>
<tr>
<td>PNG</td>
<td>Bitmap</td>
<td>Web or digital if transparent background is required</td>
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Bitmap vs. vector images
CLEAR SPACE ALLOWANCE

The “area of isolation” is the minimum amount of clear space that must surround the logo. No elements such as typography, other logos or graphics should intrude into the clear space.

Use .25 inches of clear space when your logo is 1.5 inches to 2.5 inches wide.

Use the letter x-height to determine clear space when your logo is larger than 2.5 inches wide.
EXPIRED LOGOS

Do not use any of these logos.
HOW ARE THEY DIFFERENT?

San Marcos is no longer present.

Improvements were made to the letter spacing to increase legibility.
UNAPPROVED LOGO STYLES AND USAGES

By avoiding changes to our logo, you will help protect the integrity of our university symbol and brand.

Any variation or alteration of the registered trademark is strictly prohibited by law.
UNIVERSITY COLORS

- PMS: 415
  CMYK: 0/0/12/41
  RGB: 166/166/152
  Hex: a6a699

- PMS: 400
  CMYK: 5/6/10/14
  RGB: 232/227/219
  Hex: e8e3db

- PMS: 117
  CMYK: 0/18/100/16
  RGB: 222/180/7
  Hex: deb407

- PMS: 5565
  CMYK: 30/0/24/26
  RGB: 140/175/161
  Hex: 8baea1

- PMS: 464
  CMYK: 10/49/100/35
  RGB: 158/102/20
  Hex: 9e6614

- PMS: 3278
  CMYK: 100/0/55/5
  RGB: 0/160/142
  Hex: 00a08e

- PMS: 575
  CMYK: 48/0/100/53
  RGB: 76/114/20
  Hex: 4b721d

- PMS: 667
  CMYK: 52/49/0/14
  RGB: 115/115/168
  Hex: 7473a8

- PMS: 872 Metallic
  CMYK: 20/30/70/20
  RGB: 180/152/90
  Hex: 8d734a

- PMS: 302
  CMYK: 100/25/0/50
  RGB: 0/84/128
  Hex: 005481

- PMS: 302
  CMYK: 20/30/70/20
  RGB: 180/152/90
  Hex: 8d734a

- PMS: 302
  CMYK: 100/25/0/50
  RGB: 0/84/128
  Hex: 005481

- PMS: 1807
  CMYK: 0/100/96/28
  RGB: 181/18/27
  Hex: b5111b

- PMS: Black 7
  CMYK: 51, 44, 36, 84
  RGB: 54, 53, 52
  Hex: 363534
OFFICIAL UNIVERSITY TYPEFACE – SERIF

Imparts feeling of history and academia

The complete family of light and bold, Roman and italic are recommended for all publications.

Web/alternative font is Times

University computers have Garamond loaded into the system.
OFFICIAL UNIVERSITY TYPEFACE – SANS SERIF

Univers has a modern, efficient feel that balances out the more traditional Garamond.

Web/alternative font is Arial.
UNIVERSITY SEAL

The seal is used to authenticate the highest official university documents and to communicate the official significance of certain special occasions and events.

The use of the Texas State University Seal must be authorized by University Marketing.

Produced in two colors: metallic gold, PMS 872 maroon, PMS 504
SYSTEM
STATEMENT GRAPHIC

The system statement graphic declares Texas State’s affiliation with The Texas State University System.

You must use the actual artwork. Do not simply type words.

Minimum size is 1.5” wide.

Use on the front cover of all documents or publications.

Use on all advertisements and signage.

Use on front or back cover or inside front or inside back cover of documents with more than six pages.

Download from umarketing.txstate.edu/statements

UPPS 01.04.11.05 | UPPS 06.05.01.04
ACCOMMODATION STATEMENTS

Americans with Disabilities Act of 1990, as amended (ADA) – signed into law on July 26, 1990, prohibits discrimination on the basis of disability in employment, programs, and services provided by state and local governments, goods and services provided by private companies, and in commercial facilities.

Section 504 of the Rehabilitation Act of 1973 – requires colleges and universities that receive federal financial assistance (including student loans) to make their programs and facilities accessible to individuals with disabilities.

May be placed anywhere in publication that will be easily seen.

Any entity on campus needs to use these statements.

Use on brochures, or publications with more than six pages:

This information is available in alternate format upon request from the Office of Disability Services.

Use on all printed materials and websites announcing university-sponsored events:

If you require accommodations due to a disability in order to participate, please contact (sponsoring event phone number) at least 72 hours in advance of the event.

(This statement is not required on social media.)
EQUAL OPPORTUNITY STATEMENT

Must be used on the Texas State University home page and all printed materials used for recruitment purposes.

May be placed anywhere in publication that will be easily seen.

Texas State University, to the extent not in conflict with federal or state law, prohibits discrimination or harassment on the basis of race, color, national origin, age, sex, religion, disability, veterans’ status, sexual orientation, gender identity or expression.
TOBACCO-FREE STATEMENT

Use on any type of publication that will involve people being present on campus, including posters, invitations and programs.

Do not use on pull-up banners or backdrops.

Texas State University is a tobacco-free campus.
THE TEXAS STATE UNIVERSITY SYSTEM BOARD OF REGENTS

Find the current Board of Regents list at: tsus.edu/regents

Use on all publications of more than six pages.

Include the names and home cities of the current members as well as the student regent; the chancellor’s name is listed at the end and without a home city.

We suggest looking up the Board of Regents list at the beginning of each fall and spring semester.

Use in the following order:

1. chairman
2. vice chairman
3. The remaining members’ names are listed in alphabetical order by last name.
4. the student regent
5. the chancellor (note: no city)

An example of our current Board of Regents:

THE TEXAS STATE UNIVERSITY SYSTEM BOARD OF REGENTS
Rossanna Salazar, Chairman, Austin | William F. Scott, Vice Chairman, Nederland | Charlie Amato, San Antonio
Dr. Veronica Muzquiz Edwards, San Antonio | Dr. Jaime R. Garza, San Antonio
David Montagne, Beaumont
Vernon Reaser III, Bellaire | Alan L. Tinsley, Madisonville | Donna N. Williams, Arlington
Kaitlyn Tyra, Student Regent, Huntsville | Brian McCall, Ph.D., Chancellor
THE EDITORIAL STYLE GUIDE

What is it?

umarketing.txstate.edu/resources/editorial-style-guide

If you’ve ever wondered if “the Square” or “the Quad” should be capitalized or how to spell “Chautauqua” or “gaillardia,” Texas State’s Editorial Style Guide answers those questions.

The style guide suggests consistent treatment of dates, names, capitalization and abbreviations, and offers answers to common grammatical and stylistic questions.

Using the style guide makes it easy to keep punctuation, grammar and spelling consistent across university publications and helps us project a professional image.
WHERE DO THE STYLES COME FROM?

Our style guide draws primarily from Associated Press style because it is familiar to a broad audience and easy to use.

Since the university’s needs are not the same as those of the news media, some exceptions to AP style are made. In those instances, the Chicago Manual of Style is referenced.

When we deviate from AP style, we note it in the entry (examples: advisor, chair).
HOW DO I USE IT?

Subjects are organized alphabetically by theme.

If you want to look up how to punctuate “a.m.,” see the “time” entry.

If you need to know whether or not to capitalize a major, see the “disciplines, academic” entry.

TIP: Use the search function in your browser window to quickly find the term you’re looking for.

- On a Mac, the shortcut for the search function is “Command + F”
- In Windows, it’s “Control + F”
RESOURCES

If you can’t find something in our style guide, check the AP Stylebook first.


WARNING: Not all dictionaries are created equal. Do not turn to Google, Dictionary.com, Webster’s New World or American Heritage.

TIP: There are links to the AP Stylebook, Merriam-Webster’s and Chicago Manual of Style in the FAQ section of the Editorial Style Guide.

If you need help finding an answer to your question, feel free to contact me at nhefner@txstate.edu.
TOP STYLE TIPS

ACADEMIC DEGREES

- Lowercase names of degrees, fellowships and the like: a master’s degree; a doctorate; a fellowship; a master of business administration.

- Capitalize and use periods in degree abbreviations: B.A.; B.F.A.; M.B.A.; Ph.D.; Ed.D.

- Use abbreviations on second reference after you have written out the full name of the degree, or after a full name, set off by a comma: Jane Doe, M.A. ’97, won the award.
TOP STYLE TIPS

ACADEMIC DISCIPLINES, MAJORS AND MINORS

- Do not capitalize the names of academic disciplines or major or minor areas of study, except those derived from proper nouns: aquatic biology program; bachelor of arts in Spanish; studio art major
TOP STYLE TIPS

COMMAS

• In marketing materials, omit the comma before the conjunction in a simple series: red, white and blue.
  
  • What we say and how we say it is the key to business, leadership and understanding how other people relate to the world.
  
  • We’ll sharpen your skills at breaking through boundaries, building relationships and making sure your messages get attention.
  
  • Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction:
    
    • In our increasingly complex and interconnected world, it’s vital to understand people, how they communicate, what makes us unique, and what traits and influences we share.
COMMAS (BECAUSE COMMAS ARE SO COOL THEY NEED MULTIPLE SLIDES)

- Use a comma before the concluding conjunction in a complex series of phrases.

- We’re finding ways that science and technology can address big issues in medicine and business, improve the ways we make and build things, and give us a better understanding of our natural world.

- It’s home to endangered species, anthropological artifacts dating back more than 12,000 years, and some of the purest, crystal-clear water on earth.

- Clarity is key. If omitting a comma could lead to confusion or misinterpretation, then use the comma.
TOP STYLE TIPS

DATES

- Month, day and year: Separate the date and year with a comma: *September 1, 2016*, or *Sept. 1, 2016*.

- Do not add “nd,” “rd,” “st” or “th” to the date.

- When a date appears in the middle of a sentence, follow the year with a comma: *July 4, 1776, is Independence Day.*
Eat ‘em up, Cats

Eat ‘em up, Cats

Use an apostrophe, not an opening single quotation mark, before ‘em.

TIP: On a Mac, the shortcut for an apostrophe in Word is option + shift + ]

In Windows, it’s alt + 0 1 4 6
GENDER-NEUTRAL LANGUAGE

Make your writing as inclusive and gender-neutral as possible when representing Texas State or its programs or services.

- When writing about an individual, always use the person’s preferred pronoun. Preferences for gender-neutral pronouns such as they, ze or xe should be respected.
  
  - When *they* is used in the singular, it takes a plural verb: *Taylor said they need a new car.*
  
  - When using *they*, make it clear to your readers that you’re referring to one person: *Taylor Doe, who prefers the gender-neutral pronoun they, is excited to be returning to Texas State as part of the Alumni Panel. They are the vice president of marketing at XYZ Company.*
GENDER-NEUTRAL LANGUAGE

When writing for a general audience:

• Use the second person (you and your): *You have many options when choosing your major.*

• Use plural nouns and pronouns: *Students have many options when choosing their majors.*
GENDER-NEUTRAL LANGUAGE: THE SINGULAR THEY

- While *they* is usually used as a third-person plural pronoun, it has been used by many admired writers since the 1300s to refer to singular antecedents.
  - “A person can’t help their birth” — William Makepeace Thackeray
  - “To do a person in means to kill them” — George Bernard Shaw
  - “I would have everybody marry if they can do it properly” — Jane Austen
  - “And every one to rest themselves betake” — William Shakespeare

- In 2017, the Associated Press updated the AP Stylebook to allow usage of singular they.
GENDER-NEUTRAL LANGUAGE: THE SINGULAR THEY

- You may use they/them/their as a singular pronoun with indefinite antecedents (e.g., anyone, everyone, someone) or when the subject’s gender is unknown (e.g., a person, the student, the winner).
  - Everyone returned to their seats.
  - Someone left their jacket behind.
  - The winner must bring their ID to claim the prize.

- If you are writing in formal contexts in which the singular they may not be accepted, rewrite sentences to avoid the use of pronouns.
  - Avoid using he or she; these constructions are awkward to read and exclude people who are gender-nonconforming.

- The Chicago Manual of Style has additional tips for achieving gender-neutral writing: chicagomanualofstyle.org/book/ed17/part2/ch05/psec255
TOP STYLE TIPS

TELEPHONE NUMBERS

Separate each series of numbers with a period: 555.555.5555.
TOP STYLE TIPS

TEXAS STATE UNIVERSITY, TXST

• Use Texas State University on first reference.

• Texas State or TXST may be used on second reference or in headlines for variety or when space does not permit the use of the full name.

• Never use TSU.
TOP STYLE TIPS

TIME

• a.m. and p.m. are used lowercase with periods.

• Do not use :00 for times on the hour:
  5 p.m.; 5:30 a.m.

• Use noon and midnight instead of 12 p.m. and 12 a.m.

• Format time ranges with en dashes:
  8 a.m. – 5 p.m.; 1–2 p.m.
THE SOCIAL MEDIA STYLE GUIDE

socialmedia.txstate.edu/branding

Social media has a unique set of editorial style needs. The social media style guide was developed as a set of guidelines to use when writing for platforms like Facebook, Twitter and Instagram.
DO-IT-YOURSELF TIPS

There are four key factors to consider when creating original marketing content for your department or program. A deeper understanding of each will guide your marketing efforts successfully.

1. Audience: *Who are you trying to reach?*
2. Channel: *Where and how is this best communicated?*
3. Marketing Resources: *Where can I find content to get started?*
4. Marketing Review: *Who will review it when I’m “done”?*
AUDIENCE

The single most important factor when creating original marketing content is your audience.

The audience you are trying to reach determines where you communicate, the tone in which you write your message, and the types of imagery you use.

For example, marketing to incoming freshman students is a drastically different challenge than reaching alumni who are established in their careers.

WHO ARE YOU TRYING TO REACH?

Students heading into their first year of college this year are mostly 18 and were born in 1999.

Since they arrived on this planet....

1. They are the last class to be born in the 1900s, the last of the Millennials -- enter next year, on cue, Generation Z!

2. They are the first generation for whom a "phone" has been primarily a video game, direction finder, electronic telegraph, and research library.

3. In college, they will often think of themselves as consumers, who’ve borrowed a lot of money to be there.

4. There has never been a sanctioned Texas A&M bonfire.

5. They have always been searching for Pokemon.

6. It is doubtful that they have ever used or heard the high-pitched whine of a dial-up modem.

7. Men have always shared a romantic smooch on television.

8. Globalization has always been both a powerful fact of life and a source of incessant protest.

9. By the time they entered school, laptops were outselling desktops.

10. Wikipedia has steadily gained acceptance by their teachers.

From The Mindset List published by Beloit College
CHANNEL

What and how much you write differs depending on whether you are writing content for a postcard, a brochure, a newsletter, an email or a website.

Think of your channel as the form you are filling in.

GUIDELINES TO ALWAYS USE

Identify a call to action.
What do you want your audience to do when they are finished reading?

Concentrate on a single message.
Your audience only has a few moments to read your piece; will they remember it? Cut content that doesn’t serve your goals.

Help your readers scan.
Convey critical points in the elements that your audience reads first.
- Headings
- Subheadings
- Bullet lists

Copy and design should work together.
Images and graphics should reinforce your key message.
WHERE CAN I FIND CONTENT TO GET STARTED?

Logos: 
umarketing.txstate.edu/resources/request-logos

Colors: 
umarketing.txstate.edu/brand/colors

High-quality photos: 
Large, diverse selection of images available to download from the Texas State Flickr page: 
umarketing.txstate.edu/resources/photos

Editorial style guide: 
umarketing.txstate.edu/resources/editorial-style-guide

Social media guide: 
socialmedia.txstate.edu
MARKETING REVIEW

umarketing.txstate.edu/contact/wrike

We will review your communications to ensure they meet the university’s brand identity and editorial style.

It is your responsibility to have your project approved by the appropriate chair, dean, vice president or other authority.

Publication review can take up to 10 business days for larger publications, so please plan accordingly.

PLEASE NOTE: University Marketing offers writing, editing and proofreading services for material in English only. Clients are welcome to publish material in foreign languages but must provide full text and accept responsibility for any typographical or grammatical errors it may contain.
NEED TO RECRUIT STUDENTS TO A PROGRAM

- Can be mailed or handed out at events
- Low-cost, can print high volume
- Keeps content short and readable
- Drive to web to extend shelflife

Audience
Potential students, parents, counselors, others

Channel
Postcard

Marketing Resource
Photo and message
ATTENDING A CONFERENCE

- Stand out in a competitive visual space
- Make a quick and memorable impression
- Drive to web for more information
- Make a positive brand impression for department or organization (and Texas State University as well!)

**Audience**
Specialists in your field

**Channel**
Table throw, pull-up banners, promo item

**Marketing Resource**
Photo and message on banner
Academic logo on table throw and promo item
STUDENT GROUP WINS COMPETITION

- Adds credibility to your department
- Keeps content current on homepage
- Send to Media Relations to be featured in a press release:

  Jayme Blaschke
  512.245.2180
  jb71@txstate.edu

  txstate.edu/news/contacts/news_tips
MARKETING CAPABILITIES
IMAGINE. CREATE. COMMUNICATE.

We tell the story of Texas State through university-wide initiatives and partnerships with units across campus.

We deliver creative marketing strategies that leverage our writing, editing, design, photography, video, web and social media talents. Together we can find the right tools to reach your audience.

Our in-house capabilities include:

- Branding and Strategy
- Publications and Print
- Photography
- Social Media
- Web Strategy
BRANDING & STRATEGY

We share our brand through clever stories that attract top students and educators, and securely position Texas State for future success. Part of our strategy is the development of multi-channel, targeted communications and advertising initiatives, from billboards on IH-35, to television spots, to social media content marketing.

HOW WE CAN HELP YOU

Professional consultation:
Whether you want to attract more students, gain visibility for a program or change the way people think about you, our brand strategy professionals can bring clarity and focus to your approach.

umarketing.txstate.edu/contact

Project recommendations:
Not sure what medium will best reach your audience? We can make suggestions and, depending on scope, will assist with your project from conception to completion.

umarketing.txstate.edu/contact

Have a great story to share:

umarketing.txstate.edu/contact/stories
PUBLICATIONS & PRINT

We develop strategic print projects for campus units via in-depth consultations with our design, content and visual teams. We work with reliable, approved printers and charge only the cost of printing.

Total project turnaround time can range from 3 weeks to 3 months.

HOW WE CAN HELP YOU

Request forms can be found within Wrike, our project management tool: umarketing.txstate.edu/contact/wrike

Print projects we support:
- External audience
- Large quantity
- Requires offset printing or mailing
- Original content needs to be created
- A strategic approach with intended marketing outcomes

Print projects we do not support:
- A tight turnaround time
- An internal-only audience
- A small quantity
- Directional signage and wall graphics
- Promotional items
PHOTOGRAPHY

We take thousands of photos every year in support of the university’s central marketing, advertising and web design endeavors, including candid photos of campus life, campus architecture, athletic events and special occasions.

We are currently in the process of purchasing a Digital Asset Management (DAM) tool that will be a better method to share our photo library.

HOW WE CAN HELP YOU

Large, diverse selection of images available to download from the Texas State Flickr page: umarketing.txstate.edu/resources/photos

Custom and event photography: make a photo request in Wrike.

Professional portraits: To have a photo taken make an appointment in TRACS. We hold portrait sessions the first Monday and Thursday of each month at our J.C. Kellam studio.

Photos we support:
- External marketing
- For recruitment efforts
- Departmental brochures
- Professional portraits

Photos we do not support:
- Award ceremonies
- For internal communication efforts
- Luncheons or banquets
- Personal agendas
- Documentation service for archival purposes

Please request your photo to be taken at least 2 weeks prior to the event or deadline. We are unable to attend all events.
SOCIAL MEDIA

We manage the content and advertising on the university’s central social media accounts:

- **Facebook** /txstateu 140,590 likes
- **Twitter** @txst 85,251 followers
- **Instagram** @txst 42,312 followers
- **Snapchat** txstateu
- **YouTube** Texas State University

**SAVE THE DATE:**

Basic Social Media at Texas State
Wed., Feb. 28
10 a.m. - noon

Advanced Social Media at Texas State
Wed., Apr. 4
10 a.m. - noon

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**HOW WE CAN HELP YOU**

Social media website:
Provides best practices, resources and outlines policies for social media channels on campus.
**socialmedia.txstate.edu**

Professional development:
We run two training sessions every semester for social media managers and other interested staff and faculty.

Social media directory:
Our office maintains a social media directory that highlights our strongest performing and most creative partners at the university.
**txstate.edu/social**
In order to have a social media account listed on our directory, an account must meet criteria.
**umarketing.txstate.edu/contact/social**
WEB STRATEGY

We maintain the design and user experience standards of the Gato template including partnering with IT to improve and create new content types for the campus community.

Marketing handles the content strategy and design of the Texas State homepage.

HOW WE CAN HELP YOU

Website consultation:
Our web team can offer ideas for the best way to use the Gato template and content types to create easy to use and informative sites for your users. We can help organize the pages of your website (information architecture) and assist with content strategy.
Make a web consultation request in Wrike:
umarketing.txstate.edu/contact/general

Gato Website Review:
Launching a new website in our CMS? Let the Gato support staff know that you’re ready to begin your review. They will check your site for technical issues and then pass it on to our office for a design review.
gato.its.txstate.edu/contact/get_help

You can provide feedback on how features of the template currently function and suggest ideas for new content types.
http://gato.its.txstate.edu/requests/gato-feature-request.html

We maintain a style guide for the web that includes information about web colors, voice and tone and best practices for using all the content types available in Gato.
styleguide.txstate.edu
WORK WE DON’T DO

For our department to maximize and scale our institutional efforts, certain types of work must unfortunately be declined or redirected, including:

**Promotional Items**
Please contact our approved vendors for promotional items such as pens, key chains, magnets, water bottles, coffee mugs, decals, etc.:

- **Caprice Productions, Inc.**
  Contact: Ms. Cathy Sigler
cathy@capriceproductions.com
210.832.8282

- **CC Creations, LTD**
  Contact: Ms. Isaac Eckols
  isaaceckols@austin.it.com
  512.203.5801

- **AJL Advertising Specialties**
  Contact: Lee Lundin, President
  lee@ajladvertising.com
  512.320.0077

**Interior Signs**
Interior wall signs are classified by Facilities as renovation of existing space. Please complete a Space Allocation Form to request an interior sign.

**Texas State Logo Approvals**
For approval to use a Texas State logo on apparel or other commercial merchandise, please complete an online request form or direct questions to Bryan Miller at bryanmiller@txstate.edu or 512.245.2114.

**Email Services**
The tools required to send content-rich emails (MailChimp, Constant Contact, etc.) are not institutionally secure, and we cannot currently recommend them. We are investigating secure ways to deploy content-rich emails, create scalable email templates, and manage lists while complying with state and federal regulations. Please use the tools at your disposal for the time being.

**Plaques, Awards and Certificates**
We do not design or populate names for plaques, awards or certificates. Please contact us for guidance on how to obtain a plaque or award.

**Announcements**
We do not provide announcements for retirements, workshops, speaker series, department award ceremonies, luncheons or banquets.
QUESTIONS?

Texas State University // Office of University Marketing // 02.21.18