Aquinas College Marketing & Electronic Communications Policy

Staff
Paul Downey
Director of Marketing & Communications
donneyp@aquinascollege.edu
(615) 297-7545 x405

Contents

Project Requests
Media Requests

Branding and Style Guidelines
• Introduction
• Email Signatures
• Graphic Style

Composition Style
• The Aquinas College Name
• Academic Terms and Titles
• Church Titles

Social Media Policy for Official College Communications
• Social Media Guidelines
• Social Media Platforms

Project Requests
Any promotional materials that have the potential to be viewed off campus or by audiences that are not current students, faculty, or staff should be coordinated with the Office of Marketing and Communications. To start the process, please visit and fill out the form on the bottom of this page:

• http://www.aquinascollege.edu/administration/marketing-electronic-communications/

Media Requests
If any external media contact you seeking information for any editorial, please direct the requests through the Director of Marketing & Communications.

If you have ideas on a story to pitch to the media, please contact the Director of Marketing & Communications.
Branding and Style Guidelines

Introduction
Aquinas College has long suffered for a lack of consistent identity among the general public. As we seek to increase awareness of our great gifts far beyond Nashville, consistency in both visual and conceptual identity is imperative. Our graphic identity visually represents our vision and values. The beauty of the relationships on campus should be reflected in our outward appearance to the world.

The Office of Marketing and Communications requests that these branding style guidelines be followed for any materials that will be visible off campus or may be distributed to people who are not students, faculty, or staff. Before creating any of these materials, please contact the Office of Marketing and Communications for guidance. The staff in the office exists to be a knowledgeable and helpful partner for all other offices in the College. Please visit the Marketing & Communications webpage to begin the project request process.

Email Signatures
Just as all Aquinas College faculty and staff should communicate via email in a professional manner, so must also their email signature echo this professionalism. Everyone should follow the same guidelines for layout. No custom fonts, inspirational quotes, or other layout elements may be used.

Your Name
Your Title

Aquinas College
4210 Harding Pike
Nashville, TN 37205
Phone: (615) 297-7545, ext. XXX
Fax: if used

www.aquinascollege.edu
Transforming lives and culture through truth and charity...

For specific instructions on how to set up your signature, please see the file in this directory.
S:\Everyone\Email Template

Note: If you do not have a permanent workstation and rely on the web version of Outlook, you are exempt from these requirements.

Graphic Style

Logo
If using the logo on any printed or electronic piece, only use the officially-distributed logo files that may be found on the Shared Drive (S:\AC Logos). Do not copy the files from any other location, especially the...
website. If the logo on your piece needs to be larger than a few inches, please contact Paul Downey at downeyp@aquinascollege.edu for a print-ready file.

When using the logo on any piece, use the logo in its entirety. Never break up the logo for any reason.

Never under any circumstances should the logo be stretched or compressed.

Avoid the temptation to place the logo on a dark background. When unavoidable, either use an approved alternate version (shown below), or use the logo with a white box around it.

As with any of these graphic standards, exceptions may be made, but only do so under the direction of the Office of Marketing & Communications.

**Seal**
The Aquinas College seal may only be used for official documents such as diplomas, legal records, transcripts, and academic ceremony programs. Limited usage outside of these guidelines may be allowed. Please contact the Office of Marketing and Communications for direction on acceptable use.

**Colors**
When creating materials, please use these values for the colors of Aquinas College.

<table>
<thead>
<tr>
<th>AQUINAS BLUE</th>
<th>AQUINAS GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>Pantone</td>
</tr>
<tr>
<td>072</td>
<td>131</td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>100, 88, 0, 5</td>
<td>0, 32, 100, 9</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>28, 63, 148</td>
<td>231, 166, 20</td>
</tr>
<tr>
<td>Hexadecimal</td>
<td>Hexadecimal</td>
</tr>
<tr>
<td>1c3f94</td>
<td>E7a614</td>
</tr>
</tbody>
</table>
Composition Style
In addition to creating a consistent graphic identity, using certain terms and titles consistently and correctly is important in creating our public image. Please use the following glossary for guidelines on term usage in any campus publications or print pieces. For all other terms and grammar guidelines, please follow the AP Stylebook. The Director of Electronic Communications has a copy of the stylebook should you need to reference it.

The Aquinas College Name
When mentioning Aquinas College in any text, use the full “Aquinas College” at the first mention. For subsequent mentions, you may use either “Aquinas” or “the College.” Do not use any other nicknames or colloquialisms such as “AC.”

Academic Terms and Titles
- Capitalize and spell out formal titles such as principal, president and chairman, etc., when they precede a name. Use lowercase elsewhere, including when they follow a name. i.e. President Sister Mary Sarah, O.P. or Sister Mary Sarah, O.P., president of Aquinas College.
- Academic degrees: the preferred form is to avoid an abbreviation and use instead a phrase such as John Jones, who has a doctorate in psychology, is today’s speaker. Use an apostrophe in bachelor’s degree, a master’s degree, etc. Also use lowercase. Use abbreviations such as B.A., M.A. and Ph.D. only when the need to identify many individuals by degree on first reference. i.e. John Jones, Ph.D., is today’s speaker. Use lowercase for the name of a degree in the body of text. For example, Mary Smith received a bachelor of science degree in elementary education from Aquinas College.
- Subject titles are not capitalized unless they are English, Spanish, French, Latin, German or formal titles of an established course, otherwise lowercase. i.e. Colin Ballance teaches mathematics.

Church Titles
- Capitalize “pope” or “bishop” when used as a title before a name, i.e. Pope Francis said the Angelus, but lowercase in all other uses, including when it follows a name, i.e. the pope said the Angelus.
- The first reference of a person with a formal title should use the full form first, i.e. the Most Rev. David R. Choby. On second reference use title and last name only, i.e. Bishop Choby.
- Common church titles are as follows (title, address):
  - Father, Rev. (secular priest)
  - Monsignor, Rt. Rev. Msgr.
  - Bishop, Most Rev.
  - Archbishop, Most Rev.
  - Cardinal, His Eminence
  - Pope, His Holiness
Social Media Policy for Official College Communications

Social Media Guidelines
Social media platforms are increasingly powerful tools in the marketing world. On their own, however, social media cannot accomplish all marketing objectives. They are only a small piece of the puzzle, serving as spokes in the electronic communications hub—the Aquinas College website.

Aquinas College maintains an official presence on the following social media sites:

- Facebook
- Twitter
- LinkedIn
- Flickr
- Instagram
- YouTube

Before creating a separate social media presence for your office or administrative department, consider whether you would be better served by working with the Office of Electronic Communications to utilize the College’s primary social media presences. Commonly, a marketing objective will be the most effective using the official Aquinas College social media profiles due to the existing large number of followers. If your departmental communications objectives are more informational rather than related to marketing, consider using the website or other more traditional media such as email.

Profiles on social media require posting routinely and with a focused objective. An overwhelmingly large percentage of social media presences at colleges begin with a flurry of activity only to become inactive in a matter of weeks before building a significant base of followers. These types of inactive profiles only serve to dilute the online brand of these colleges. When considering creating a profile on social media, search for profiles at other colleges in departments similar to your own, taking into account the size of the staff that runs the social media profile. Use successful profiles as a guide in making a plan for your own presence.

Social Media Platforms

Facebook
Facebook is arguably the most interactive of all social media platforms. Some characterize it as the dinner party of social media. Presences on Facebook take three different forms:

- Profiles
- Groups
- Pages

The most basic and necessary component of Facebook is the profile. These are the real people, required to use their real names, that operate on Facebook. To do anything on Facebook, you must have a profile.
Groups are collections of profiles who are gathered together for a common interest or purpose. Groups can be open (visible to everyone and open to everyone), closed (visible to everyone but invitation only), or secret (invisible and invitation only). When your objective is to communicate collaboratively with mostly internal audiences, Facebook groups make the most sense.

Pages, formerly called “Fan Pages,” are the collective or corporate presences on Facebook. People connect with pages by “liking” them. Pages are the most public-facing part of Facebook, and as such, require the most careful monitoring and attention. Aquinas College’s page is the most effective place to interact with prospective students, parents, or donors. If news or events of your particular department already exists on the website, these news or events will likely be posted on the Aquinas College Facebook page.

If you have ideas for unique ways of promoting your department on Facebook, please contact the Office of Electronic Communications.

Twitter
Twitter is the most timely of all social media in that small chunks of information are broadcast in real-time. Whereas Facebook is a dinner party, Twitter is a cocktail party. The college maintains both an institutional account, @AquinasTenn, and a student life account, @ACstudentlife.

LinkedIn
The College maintains one official group on LinkedIn, for all Aquinas College community members. If you wish to create a sub-group within the College group, contact the Director of Electronic Communications.

Flickr
Aquinas College maintains one primary Flickr account. If you have photos from a College event you would like to post to the official Flickr feed, contact the Director of Electronic Communications. The College also uses Flickr as a growing repository for its photo collection, many of which are private. If you would like access to this photo library, please contact the Director of Electronic Communications.

YouTube
Video is one of the most effective mediums for marketing the mission of Aquinas College. The Office of Marketing and Communications can help you conceptualize and produce a video. If you already have a video and would like it posted to the College’s YouTube channel, contact the Director of Electronic Communications.