UTSA | ALVAREZ
College of Business

Communications and Marketing Guidance

April 2023

Contents

Introduction

What are Communications and Marketing?

Communications and marketing are distinct but complementary functions. Communications primarily focuses on storytelling and creating a positive public image both internally and externally for an organization. The role of communications involves, but is not limited to:

- Ensuring a consistent brand story and consistent messaging for an organization
- Relationship building with internal and external audiences
- Reputation management with stakeholders
- Storytelling
- Earned media (e.g. media advisory, press release or public service announcement)

Marketing primarily focuses on promoting products or services to meet consumer needs. The role of marketing involves, but is not limited to:

- Identifying and understanding the marketplace
- Defining the marketing p's (product, price, promotion and place)
- Promoting the offering to the target audience(s) through paid media or working with communications to identify earned media opportunities
- Supporting business development and developing marketing collateral
- Building and maintaining a consistent brand

In the Carlos Alvarez College of Business, the communication and marketing teams work together closely to support and build the brand through consistent messaging and branding.

All communications and marketing projects in the college must follow UTSA-approved branding guidelines. The college has also provided additional guidance to ensure that we have a cohesive and unified brand for all departments and offices.

Examples of Communications/Marketing Projects

- Ad approval/brand review
- Brochures/publications for students, alumni, donors and business community
- Banners and posters
- College of Business web content
- Digital signage
- Event Promotion
- Graphic design
- Logo requests
- News/story leads
- Photography
- Print or electronic newsletters
- Promotional items and merchandise
- Social media posts
- Videos

UTSA's Brand and Editorial Guidelines

It is strongly recommended that anyone in the college who has a role that involves marketing review the **UTSA University Marketing Brand Identity**:
https://www.utsa.edu/marcomstudio/marketing/utsa-brand/

In addition to the brand guidelines, anyone writing promotional material should be familiar with the **UTSA's Writing Guides**: https://www.utsa.edu/marcomstudio/resources/style-guides/writing-guide/

Carlos Alvarez College of Business Brand Guidance

Throughout this document, sections will reference the main UTSA Communications & Marketing Guidelines, followed by guidance specific to the college.

Accessibility

Accessibility of content is an important consideration during the development of communications and marketing materials:

- ADA Disability Resources at UTSA: https://www.utsa.edu/ADA/
    - Resources and Policies: https://www.utsa.edu/ada/Resources.html
    - Web Accessibility: https://www.utsa.edu/ada/WebAccessibility.html
- Tips and resources on developing accessible content: https://odl.utsa.edu/course-design-accessibility-guide/

Visual Style Guide

For proper use and application of any UTSA logo, refer to the online "**Visual Style Guide**": https://www.utsa.edu/marcomstudio/resources/logos-visual-identity/

Logo Boundary

A boundary, or required clear space around a logo, is important to maintain the importance of the logo and protect its prominence and integrity.

To preserve the integrity of all UTSA logos:

- The logo should be a set distance from text, photos and other design elements.
    - If the logo is placed on a photograph, it should be on a calm space where the text is still easily visible. If this is not possible, the logo should be placed on a solid color box (either white, UTSA blue, or UTSA orange) to protect the boundary area.
- UTSA has established the minimum boundary as leaving a space around the logo that is equal in the width and height to the "U" in the UTSA wordmark.
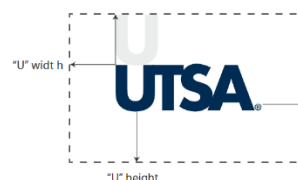
- ▪ Minimum Size:
  - o **Digital**: The UTSA wordmark should not be used less than 50px width for the web or 0.5" for print.
  - o **Print**: The logo/signature combination should never be less than 2" in width

Visual Identity of the Alvarez College of Business

As the first named college at UTSA, the visual identity of the college is unique with additional guidelines for proper use.

Logos for the Alvarez College of Business

For logos, typically the size and placement of an element denotes its position in the brand hierarchy. For the college, our logos establish the relationship between the university and college.

The UTSA wordmark should always be the most prominent visual element, followed by the Alvarez College of Business. For any external facing applications department and program names should not be added to the logo.

UTSA Wordmark

Alvarez College of Business

Formal University Name (external only)

Do not manually produce or copy the branded signature. Please request and use the official files through the colleges marketing and communications and request form: https://business.utsa.edu/marcom-request-form/

Formal School-Level Brand Configurations

External facing publications and materials should always include the elements below:

1) The university's wordmark, UTSA, is the primary visual identifier and must be accompanied by the registered trademark symbol.
2) Official Alvarez College of Business visual identity, which includes the university's formal name (The University of Texas at San Antonio).

Wherever possible, the two-color logo versions (standard and on blue background) should be used to highlight the university wordmark and college name.

For external facing printed collateral, the preferred logo placement is in the top 1/3 of the page.

Formal Signature Stacked Horizontal

UTSA | ALVAREZ
College of Business
The University of Texas at San Antonio

Formal Signature Stacked Vertical (Preferred)

UTSA
ALVAREZ
College of Business
The University of Texas at San Antonio

Formal Signature Application with Program

Due to the structure of our logo and visual identity this is not possible. However, we have solutions available to integrate department/office names in print pieces or on swag if there is enough space available.

Divided School-Level Brand Configurations

If the branded signature is to be divided, the official university name must appear on the communication or item. All divided configurations should be reviewed by the college's marketing director before use.

Additional considerations:

1) UTSA wordmark should appear before the Alvarez College of Business visual identity

2) Alvarez College of Business identity should not appear larger than the wordmark to maintain the brand hierarchy.

Formal Signature Divided Application

UTSA.

ALVAREZ
College of Business
The University of Texas at San Antonio

Internal School-Level Brand Configurations

Internal facing publications and materials should use the version which includes the UTSA wordmark and omits the official university name.

Internal facing collateral is more flexible with logo placement. Programs and departments can be identified on marketing collateral through design or typography that satisfies UTSA's brand guidelines.

Internal-Use Signature (preferred)

Branded School-Level Promotional Items

Prior to purchasing branded promotional materials, offices, department and individuals must send a project approval request to gain approval before beginning the process. This will ensure a smooth final approval process, and that the proper logo and branding is applied based on the item(s) being purchased and the imprint area(s).

All final artwork, including logo selection and color, must be approved by the director of marketing in the Alvarez College of Business before it is approved for print or production.

Branded pieces with exterior audiences (e.g. conferences, recruitment events, etc.) should utilize formal signatures wherever possible. This clearly identifies The University of Texas at San Antonio and the Carlos Alvarez College of Business.

Department/office names may be included on promotional items where space permits.

Swag Samples

Casual Logo

The casual use of the logo – **UTSA Alvarez College of Business** is to be used as the social media icon for all approved college social media accounts.

UTSA
ALVAREZ
College of
Business

Additional uses for the Casual Logo are on a case-by-case basis and require the written approval of the director of marketing in the College of Business.

Creating Bold Futures Brand

For more information and Creating Bold Futures Brand resources, visit**:** https://www.utsa.edu/marcomstudio/marketing/utsa-brand/

College specific brand resources are available for use and download from the College's Intranet: http://interim.business.utsa.edu/intranet/index.htm

The university's brand is more than a series of standardized logos and visual marks. Although they are important the brand, they are also part of a larger set of ideas that contribute to UTSA's overall brand platform.

UTSA's Brand Promise

To be a model **Hispanic thriving** research university where aspiring **students from all backgrounds** experience a **life-changing education** leading to a **bold future**.

UTSA
CREATING
BOLD FUTURES

As a named college, the college's visual identity should be given the primary brand position; however, the university's Creating Bold Futures brand should be integrated visually and into copy where possible, consult with the college's marketing director for guidance and approval when using logos.

Co-Branding

Co-branding should be used when there is a formal agreement or contract. The placement, size and orientation of logos depend on the agreement or contract terms. Common uses of co-branding may include, but are not limited to:

- Sponsored research and collaboration agreements
- Sponsor recognition (e.g., career fairs, golf tournaments, speaker series, etc.)

Newly developed co-branded materials should be reviewed and approved by the director of marketing in the Alvarez College of Business.

Third-Party Events and Promotional Materials

Contractual agreements that include marketing or promotional commitments on behalf of the college should be shared with the college's marketing director prior to approval to ensure that there are no conflicts with university guidelines.

Printed Materials in the Business Building

Posted materials in the building must adhere to the established communications and marketing guidelines. Materials that do not meet the established guidelines will be removed.

Roadrunner Graphic

The UTSA Brand Guide indicates that the Roadrunner **may not be combined** with any office or department logos. Rowdy must also be used **unedited, undistorted and independently from any other image**.

UTSA Colors

To view UTSA's approved colors, visit:
https://www.utsa.edu/marcomstudio/resources/logos-visual-identity/

Use the correct color codes

For digital or traditional collateral, ensure you are using the correct color codes. Digital collateral should use RGB values, which adjusts for screen brightness. Traditional print should use CMYK values.

The visual identity also recommends text color combinations to ensure optimal legibility and accessibility compliance. Make use of color contrast tools to assist with color selection:
https://webaim.org/resources/contrastchecker

Typography

Another element to our brand is font. Using the same main fonts will ensure there is consistency across all UTSA branded collateral.

- **Primary typeface for print and publications:** Helvetica
    - For offices using Canva, Helveticish is the closest approximation to Helvetica.
- **Web typeface:** Arial

UTSA also provides a number of type recommendations:

Do's	Don'ts
- Use clean and classic faces, with a preference for sans-serif fonts, such as Arial - Keep punctuation to a minimum (review UTSA's Editorial Guidelines)	- Use fonts that are overly stylized - Use drop shadows - Condense, use excessive tracking or horizontal scaling - Set type in all capitals - Use type with additional inter-character spacing

Video

For information on campus videography resources and services, refer to: https://www.utsa.edu/marcomstudio/creative/videography-services/

Accessibility for Video
Based on the generally accepted Web Content Accessibility Guidelines (WCAG - https://www.w3.org/WAI/standards-guidelines/#wcag), video requires both captions and a transcript:

- Captions: Synchronized with the video and provide a text version of the audio content
- Transcript: A text version of all the media content including on-screen text and descriptions of any visual content
- ***Check all auto-generated captions and transcripts for accuracy***

Review the web color guidelines and text guidance from the university to ensure font is legible and accessible. The web accessibility site WebAIM (https://webaim.org), provides a number of helpful resources and tools including a color contrast checker: https://webaim.org/resources/contrastchecker/

Branding
Videos should include a branded video bumper (intro and outro slide) with the following:

- Appropriate logo (format, size and placement)
- Intro slide should include name of video in appropriate font
- Outro slide should include a call to action (e.g., email or webpage link)

Videos that include PowerPoint presentations should use the approved branded Alvarez College of Business PowerPoint template (available on the intranet, through the Communications and Marketing Collective, or by request from the director of marketing).

When adding titles or text to video frames:

- Use proper UTSA colors and fonts
- Ensure that any logos are not obscured by animation or graphics
- Place additional elements, such as title graphics, above the bottom quarter of the frame so there is space available for captions

YouTube

The Alvarez College of Business has an official YouTube channel for videos. Playlists organize publically-available content, and to ensure accessibility, compliance, captions and a video transcript are required for all videos.

Contact the director of marketing in the college to post a video on the official YouTube channel.

Video Resources

- Access to UTSA b-roll and images available through: https://www.utsa.edu/marcomstudio/resources/digital-assets/

- Music: Some free music is available to use through the YouTube library or on select sites. Check the permissions for use and provide credit if required on royalty free music.

- Notice of Recording: Branded template available for recorded events or classes, request through the director of marketing in the College of Business

- UTSA Photography/Video Release Form: https://www.utsa.edu/marcomstudio/documents/utsa-photo-video-release-form.pdf

Marketing Tips

Know Your Audience

All marketing projects should start by identifying your audience. Who your audience is and how it is best to reach them should guide what marketing tactics you use, how you communicate, the channels you use to roll out a campaign and what supporting collateral needs to be created.

Marketing Plan

Having a marketing plan can help your office or department save time by knowing who you are, clarifying your mission and vision, and defining your scope. If you do not have time for a full marketing plan, consider completing a strengths, weaknesses, opportunities and threats (SWOT) analysis with your team.

Creative Brief

If you are working with a graphic designer, a creative brief helps to outline the information that a graphic designer requires to develop collateral to meet your needs. Submit a marketing and communications request if you require a creative brief: https://business.utsa.edu/marcom-request-form/

Communications Policy

■ To learn more about University Communications, visit:
https://www.utsa.edu/ucm/communications/index.html

Alvarez College of Business Communications

The Alvarez College of Business has multiple communications channels to help share your stories both internally within the college and UTSA as well as externally with stakeholders.

These include the following:

- Business Update—monthly external electronic newsletter distributed to all college faculty and staff, university administrators, alumni, donors, business leaders and AACSB deans. (23,000+ contacts)
- Business Insider—quarterly internal electronic newsletter for College of Business faculty and staff
- Alvarez College social media accounts (Facebook, Twitter, Instagram, LinkedIn and YouTube)
- Alvarez College of Business Annual Report
- Alvarez College of Business Website
- Business Building Digital Signage
- "Everyone" E-mail messages to faculty/staff
- News stories posted on the college website
- News stories shared with UTSA Today website
- Media relations coordinated with University Communications
- Weekly electronic newsletters distributed to graduate (Master's Monday) and undergraduate students (Business Brief)
- Weekly college event calendar

For questions and assistance with any of these areas, please contact the director of communications in the Alvarez College of Business.

Social Media

Account administration

When setting up a new social media site, create a new group email account to use during the sign-up process. Group email accounts can be requested from University Technology Services (UTS) through ASAP and the accounts can be formatted so the inbox is accessible to several individuals in your office.

Each social media channel you develop should have more than one administrator listed in the account settings. This is particularly helpful if one account administrator leaves the university. Otherwise, keep passwords and login information confidential for all of your social media channels.

Set up the account

When setting up an official site, clearly state that it is the official site for your department or organization. Also, post a disclaimer on your site stating you reserve the right to remove inappropriate comments and images. Promptly remove comments and/or images containing vulgar language, those that attack a group or individual, those meant to advertise a product or service and those that are obviously spam.

Naming conventions

For official accounts, use UTSA as part of your profile name. Choose a name that clearly demonstrates the mission of your area to those who are unfamiliar with the university. You should also consider how your name will be perceived by those outside UTSA.

Profile graphics

Departments are required to use the casual UTSA Business wordmark as their profile graphic.

Social media graphics

Each social media channel has different sizing specifications for their post graphics. A one size fits all approach does not work and it is a best practice to size your graphics for each channel. Below are sizing guidelines for common channels.

Facebook—940 pixels x 788 pixels

Twitter—1600 pixels x 900 pixels

Instagram Post—1080 pixels x 1080 pixels
Instagram Story—1080 pixels x 1920 pixels

LinkedIn Post—1200 pixels x 1200 pixels

Have a plan

Before creating a new social media account, decide what you want to accomplish. Decide on the type of content you will offer, how often you will post new content and who will be responsible for posting. It is important to post regularly, but choose quality over quantity. You may also want to consider common recommendations for the appropriate mix of created content, shared content and promotional posts.

Before you set up a social media channel, make sure that you have a team of willing and able colleagues to help you post content regularly and respond to comments and questions.

Finally remember that the key of social media is engagement. Engage your audience, be accurate in your content, be consistent in your messaging and be respectful.

Email Signatures

■ Access the UTSA email signature template:
https://www.utsa.edu/marcomstudio/resources/logos-visual-identity/email-signatures.html

Project Approval Process

All external facing marketing and communications must be reviewed and approved by the College of Business Marketing and Communications team. Requests are submitted through an online form: https://business.utsa.edu/marcom-request-form/

General Project Timelines

Requests should be made in advance of your delivery date. Last-minute requests may be denied based on project load, along with the time needed for proofing, official approval and/or printing and mailing.

- **Advertising:** Anticipate 4-6 weeks from initial request to roll-out of campaign
- **Brand approval:** 1-2 business days (not including time for revisions)
- **Creative development:** 4-6 weeks for large collaborative projects
- **Event promotion:** Ideally 3-4 weeks prior to event
- **Stories and testimonials:** 3-4 weeks
- **Website updates:** 1-2 business days

Resources

Access to College Logos

To request a logo, please complete an online Marketing and Communications request form: https://business.utsa.edu/marcom-request-form/

Templates Available

Branded templates are available on the college's [intranet page](#):

- Branded Teams/Zoom Backgrounds
- Letterhead
- Memo
- Nametags
- PowerPoint
- Word Branded Templates
- Thank You cards (Accuprint Order)

Communications and Marketing Team

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