Marketing Policy

The Office of College Marketing and Communications oversees all institutional marketing and advertising, internal creative services, website management, and media relations for King's College. This includes ensuring that the College's brand and identity marks are consistently and properly used by employees and students in their efforts and that any marketing, advertising, or press efforts for the College are managed and/or authorized by the Office. Violations of this policy may be subject to disciplinary sanctions for both students and employees.

Marketing and Advertising

The Office of College Marketing and Communications oversees all institutional marketing for King's College conducted directly through the office and by contracted vendors. Paid and contracted marketing activities are part of a comprehensive strategy set by the Enrollment Management and Marketing division and include brand awareness and recruitment advertising, special program marketing, sponsorships, organic and paid social media, owned and earned media through public relations, as well as management of the College's .EDU website.

Students and employees outside of the Office are not allowed to contract vendors or conduct institutional marketing activities unless previously approved. The Office will provide support on marketing requests for producing materials, event or program promotion, press coverage, photography, and/or other media needs. Priority is given to projects that provide the highest impact to the College and align with current marketing efforts. Please note that not all services requested may be the most appropriate solution for a project and other recommendations may be made.

Requesting Student Organization and College Program Logos

King's College encourages student organizations and college programs to create logos, marketing materials, and apparel that showcase their unique efforts and celebrate their work through or with the institution. At the same time, it is important to recognize the importance of cohesive and professional graphic assets and that the King's College brand has specific guidelines for proper and legal use.

Faculty and staff who direct a program and student organizations registered through the Office of Campus Activities are allowed to either request an **official extension logo** from the Office of College Marketing and Communications or **create their own unique logo**. Regardless of who creates the logo, the design must comply with the College's Identity Standards and those set forth throughout this policy.

Official Extension Logo

These logos use design elements, colors, and fonts as an "extension" of the College's existing branding and identity standards. By using an official logo, programs and organizations can easily be recognized as a unit of the College both internally and externally, which adds a level of professionalism and credibility. Programs and organizations may not attempt to replicate an official logo, and alterations to King's College branding assets are strictly forbidden. As such, official logos **must** be designed by the Office of College Marketing and Communications. Extension logos can be requested by submitting a Project Request form.

Examples

Unique Logo

It is understandable that the College's branding and logo designs might not meet the visual needs of a program or organization. Program directors and student leaders are welcome to design their own unique logos with hand drawn art or graphic elements properly sourced online. **Please note it is the sole responsibility of the program or organization to ensure they are not violating intellectual property rights by using designs or graphic elements owned by others.**

Unauthorized unique logo elements include:

- the words "King's College" *
- official logo elements like the shield and anchors, in whole or in part *
- a lion other than our Leo design *
- words, symbols, or graphics that go against the College's mission
- graphic elements that infringe on intellectual property

While the Office of College Marketing and Communications does not provide design services for unique logos, they **must review and approve the final design** and can provide guidance on how to make them fit in with the brand. The Office of College Marketing and Communications encourages the use of the King's College color palette and approved fonts, all of which can be found in the [Identity Standards](#).

*If an organization wishes to include any of these elements, they must submit a [Project Request form](#) for an official logo.

Using King's College, Student Organization, and College Program Logos

Marketing Materials

Official King's College logos, college program logos, and student organization logos can be included on flyers, posters, and brochures for use in promoting the program or organization to new members and advertising events. As long as the logo has either come from or been approved by the Office of College Marketing and Communications, the design of these marketing materials does not need to be further reviewed by the office.

Design recommendations for marketing materials include:

- Flyers and posters should not be larger than 11x17 inches.
- Graphic elements (including photography, illustrations, and iconography) cannot infringe on intellectual property, and content must not include words, symbols, or graphics that go against the College's mission.

- o Events should include a written-out date including the year and not use ordinal abbreviations, such as "st," "nd," or "th" (e.g., **Monday, November 27, 2023**).
  - o Times should be formatted with lowercase a.m. or p.m. and use periods (e.g., 1:30 **p.m.**)
  - o Locations should begin with the largest identifier, working inward (e.g., **Campus Center, Third Floor**).
  - o Additional style rules and recommendations can be found in the College's [Style Guide](#).
- URLs should always be lowercase and kept as short as possible; avoid including any that exceed 40 characters and/or two slashes.
- QR codes are encouraged for printed materials, especially for longer URLs that cannot be easily shortened, but should not be used on any materials posted online or sent by email.

The King's College Printshop will not print marketing materials that are in obvious violation of the College's [Identity Standards](#) or the above design recommendations. Please refer to On-Campus and Online Posting Requirements later in this policy for additional guidelines.

Merchandise
Merchandise designs including King's College logos or official extension logos that will be sold for fundraisers or events or given out without charge must be approved by the Office of College Marketing and Communications (student organizations must also follow the appropriate approval process through the Office of Campus Activities and Student Government). This ensures branding, trademark, and/or any licensing standards are met, that artwork reproduces well and is legible, and that the proper, print-ready file types are provided to the vendor. Artwork approval will not be given for any design or merchandise on which it is placed that:

- Was not previously designed or approved by the Office of College Marketing and Communications
- Improperly uses King's College assets and/or color palette
- Improperly scales or places logos within a shape
- Represents the College negatively

Approval will be based on adherence to the King's College [Identity Standards](#). If the design is found to be in violation of the brand, a new design must be submitted for approval, or the program or organization may work with the Office of Marketing and Communications to develop a design that follows the brand guidelines. The Office of Marketing and Communications will be responsible for sending the artwork directly to the vendor (employees and student leaders must include Associate Director of Creative Services on all communications with vendors); **under no circumstances should artwork that includes King's College assets be sent to a vendor without approval.**

Merchandise that only features unique logos and designs (i.e., does not include unauthorized elements previously outlined) do not need to be approved by the Office of College Marketing and Communications but must follow the appropriate approval process through the Office of Campus Activities and Student Government.

On-Campus and Online Posting Requirements

King's College strives to present a welcoming, organized, and visually appealing campus to current students and employees, as well as prospective students, their families, and the community. It is equally important to maintain a similar presence through online channels. To ensure this goal is met, the following rules apply for posting flyers, posters, and similar materials.

On-Campus Posting

Student organizations may only post materials that have been approved by the Office of Campus Activities. Posters from outside organizations must be additionally approved by the Office of College Marketing and Communications.

Please note, candidates for election in Student Government must abide by the rules on Election Postings created by SGA.

Employees may hang posters for their own institutional-related activities without approval. However, posters from outside organizations must be approved by the Office of College Marketing and Communications.

Materials may not be approved if they:

- were not submitted in a timely manner to ensure sufficient time for approval
- go against the mission of King's College
- advertise something unrelated to the college organization's efforts
- advertise events or products that involve alcoholic beverages, tobacco products, vaping, or similar
- are deemed offensive (e.g., racist, sexist, homophobic, promotes violence).

Materials can only be hung in **designated posting areas**, which are bulletin boards and poster rails in hallways and entries. Materials must meet the following requirements, or they will be immediately removed:

- Materials are posted using the tacks provided in designated posting area. Materials are not to be posted with tape on windows; doors; or glass, painted, wallpapered, or other surfaces that may be damaged. **Posting on doors and windows may only be done by Campus Safety and Security and Facilities.**
- Materials may not be placed over or overlapping with existing materials or hang off or outside the perimeter of a bulletin board or poster rail. Materials should be hung evenly for best legibility and presentation.
- One posting per event or topic is allowed per bulletin board or poster rail.
- Materials must be taken down by the individual posting them within 48 hours of the event that has taken place.
- Chalking is only permitted on sidewalks (not building structures) that are directly exposed to rainfall using water-soluble chalk; washable crayons, spray chalk, and other semi-permanent products are not allowed.
- Posting flyers on vehicles (i.e., papering) on or adjacent to college property is prohibited.

Online Posting

Materials posted on College affiliated social media accounts must adhere to guidelines in the Colleges' Social Media Policy, which includes using an approved logo or graphic for account profile pictures and content responsibilities.

Materials that are requested to be posted on the King's College website must be approved by the Web Services Manager or Web Support Specialist to ensure brand, technical, and accessibility compliance. Materials must adhere to the following standards:

- Content in PDF format must have selectable text. If using Canva, Publisher, or other design software, the file must be modified so that text becomes selectable in the PDF export.
- Content in PNG, JPG, or WEBP format must have a graphical majority. Flyers, posters, and other promotional materials with a text majority must be posted in PDF format with selectable text.
- Content must adhere to a minimum dimension. On our website, the minimum dimensions are as follows:

Content Type	Dimensions
Standard Page Header	800x600 px
Academic Program Overview or Details	600x450 px
Academic Program Listing	900x600 px
Academic Program Related Majors	800x600 px
News Post	600x400 px (3:2 format)