



BRAND *Manual*

rev. March 2021

welcome

The Communications and Marketing Office is pleased to present the St. Ambrose University Brand Manual, which has been developed to advance the mission of the university through excellence in visual communications.

This document includes important brand guidelines for **logo usage**, **typography**, **color palettes**, **social media**, and **photography/video** style. Adhering to these guidelines will guarantee that all materials produced with the St. Ambrose University name represent our brand consistently, resulting in a unified, professional appearance.

Thank you for your part in helping to strengthen and support St. Ambrose University. If you have questions regarding these guidelines, please contact the Communications and Marketing Office at CommunicationsAndMarketing@sau.edu or 563-333-6295.

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BRAND
foundation

ABOUT SAU

Small, private, non-profit and Catholic, St. Ambrose University has a 138-year history of faith service learning and a curriculum that offers both a liberal arts foundation and a strong professional focus. A St. Ambrose education enables students to seek a lifetime of experiences that will enrich their own lives and the lives of others.

Located in Davenport, Iowa, St. Ambrose offers more than 60 undergraduate majors, 14 master's programs and three doctoral programs. It annually serves more than 3,000 students from across the Midwest, the U.S. and the world.

Alumni routinely tell us the St. Ambrose experience empowers and inspires students by supporting and encouraging personal growth within a welcoming and inclusive community. An SAU education promotes service and values social justice, while also encouraging every Ambrosian to explore their own path, challenge old assumptions and question easy answers. St. Ambrose hopes its students will grow from failure,

overcome challenges and stay true to what they value, no matter how difficult that may be.

St. Ambrose offers a curriculum built to help students succeed in the professional world, taught by dedicated professors with a strong understanding of the skills, knowledge, and, most importantly, character traits the workplace values most:

- Our College of Business features an innovative business and healthcare sales degree, marketing programs focused on new digital opportunities and an international business perspective that thrives in a global economy.
- Our College of Health and Human Services is home to all of the university's programs in health care, education and human services. Many of the programs are nationally accredited and several prepare students to seek licensure or certification. The programs collaborate in numerous forms of interprofessional education and benefit from a funded

Institute for Person-Centered Care.

- Our College of Arts and Sciences helps artists flourish, performers entertain, and communicators convey. It creates scientists and engineers who investigate and create, as well as theologians and philosophers who think, question and explore. More than that, our liberal arts foundation creates critical thinkers across the curriculum, a skill employers value most of all.

From its very beginning, this Diocesan, community-based institution has been focused on diverse educational goals of a diverse group of students. Yet, it never has strayed from its core mission of enriching the lives of students who are drawn to our caring community and driven to carry that empowering sense of empathy and a commitment to service throughout their lives. Compassion and empowerment define the St. Ambrose experience.

EXECUTIVE SUMMARY

The Communications and Marketing Office and President's Office have recently taken steps to establish a clear and consistent brand for St. Ambrose University. To help support this endeavor, the Communications and Marketing Office has developed and will administer this Brand Manual. The purpose of this Brand Manual is to provide helpful information and assets, including the usage policies of the visual identity, name, logo and other representations of the university.

The information, assets and policies outlined in this manual went into effect Spring 2020. These include, but are not limited to the following:

- University units such as academic departments and offices, should **cease the usage and creation of unique logos and visual identities that have not been approved by the C&M Office** (*only select campus organizations/units are excluded from this policy*).
- University units should strictly follow the Logo and Visual Branding Specifications outlined in the manual. This includes proper use of the institutional and athletics logos.
- Existing and new social media accounts representing the university in any official capacity (academic departments, offices, athletic teams, university initiatives, clubs, etc.) should **register their account(s) with the C&M Office**. Accounts that register and utilize the proper visual assets provided to them will be listed in the SAU Official Social Media Directory.
- Adherence to the university editorial style guide is required. The style guide includes a glossary of university terms with correct use and spelling. Following the style guide will help develop cohesion among materials created by content creators and storytellers at St. Ambrose, further unifying our brand.
- Adherence to the provided email signature template is required. Using the template in email correspondence reinforces your professional affiliation with SAU and provides consistency to audiences outside the university.
- University units seeking files such as logos and stock photos may download the assets directly from the Brand Manual page of the SAU website or contact the C&M Office to request them. Downloading logos from unofficial web pages or web search results is discouraged, as these are not high resolution files.

INTRODUCTION AND FAQ

The purpose of the St. Ambrose University Brand Manual is to provide helpful information and assets, including the usage policies of the visual identity, name, logo and other representations of the university. Adherence to the information in this Brand Manual positively impacts all communications and marketing efforts at St. Ambrose University.

As St. Ambrose University pursues new avenues of student success, growth and community building, strengthening the brand of St. Ambrose as a whole will help the university achieve greater recognition digitally, in our community, and beyond.

The standards included in this manual represent the approved assets and recommended best practices for using and protecting St. Ambrose's brand identity.

In order to stay relevant and timely, the Communications and Marketing Office will work diligently to update this manual as new methods of marketing and communications arise.

Frequently Asked Questions

Q: Why is the university doing this now?

The Communications and Marketing Office and President's Office have recently taken steps to establish a clear and consistent brand of St. Ambrose University. A strong, campus-wide brand identity is essential for recruiting new students, recruiting new faculty/staff, maintaining connections with alumni and donors, and promoting positive relations with our community. Additionally, a strong and cohesive brand will directly benefit all organizations on campus by increasing each of our audiences' positive opinions of the university.

A successful university brand identity will also help organization/unit leaders save time and resources. Under one brand identity, organizations will not need to invest in developing an individual brand. This will allow unit leaders to prioritize time and energy to their core initiatives.

Q: Who created and implemented this manual?

This manual has been created by the Communications and Marketing Office located in Kreiter Hall. The guidelines in this manual are authorized by the vice president for enrollment management. The stewardship of this manual is assigned to the Communications and Marketing Office.

Q: Who do these guidelines apply to?

The guidelines and policies listed in this Brand Manual apply to all St. Ambrose faculty and staff communicators. Additionally, any third-party vendors creating products for or on behalf of St. Ambrose employees, units, or programs must also adhere to the guidelines and policies listed in the Brand Manual.

Q: What if my college/department/unit recently created or is considering creating a new logo or brand?

To ensure our university-wide brand identity is all-encompassing and

INTRODUCTION AND FAQ

effective, campus organizations/units should refrain from creating and using unique logos and other visual assets (*select campus organizations/units are excluded*).

Please contact the Communications and Marketing Office for assistance and consultation before developing any college/organization/unit-specific marketing strategies. The goal of the Communications and Marketing Office is to help individual units on campus best leverage the power of the St. Ambrose University brand through the execution of a cohesive strategy, while simultaneously supporting the specific needs of each unit.

Q: If my unit already has its own logo, how long can we keep using it?

Academic programs and administrative offices should cease the creation of new logos/visual identities and follow the guidelines listed here as they went into effect Spring 2020. This includes units that currently have custom or unique visual identities (*select campus organizations/units are excluded*).

The transition to a cohesive visual identity across all campus organizations/units will likely be a lengthy process. The immediate goal is for larger units, such as academic programs and administrative offices to follow these guidelines as soon as possible. Branded assets such as print materials and merchandise should be updated to current standards by contacting the Communications and Marketing Office.

Q: I want my unit/project to be unique. Are these guidelines optional?

No. These guidelines have been created to assist those in communication roles in developing marketing materials that reinforce the overall St. Ambrose brand identity. Consistency of a brand is what builds awareness and trust among audiences. Particularly visual, any and all materials that include the St. Ambrose University logo, mark, seal or likeness have a strong influence on how audiences perceive the university. Following

these guidelines will properly align your unit with the St. Ambrose University brand identity.

Q: I'm part of a student club/organization. Are we required to follow these guidelines?

This will depend on the mission/purpose of your organization. Student groups that are recognized by the Student Activities office may create and use their own visual assets, but should adhere to the brand guidelines when communicating with audiences outside of the campus community, especially if they are acting in an official capacity on behalf of St. Ambrose University.

PROJECT REQUESTS AND PRODUCTION

On behalf of St. Ambrose University, the Communications and Marketing Office manages:

- SAU.edu website
- SAU social media
- print and digital graphic design
- photography and videography
- all official university communications and public relations

To begin your project request, fill out the [Project Request Form](#).

The Project Request Form can also be found on the portal and the Communications and Marketing page on the SAU website.

In order for the St. Ambrose University Communications and Marketing Office to best serve our campus community, the following details regarding project requests and production must be considered.

Typically, job requests require a **4 to 6 weeks** timeline. This includes design, proofing, and print production (if applicable). If you have questions about a project, contact C&M and we can provide you with a projected production timeline.

Because communication objectives can be accomplished in many ways (print materials, email, social media, website, etc.), we ask that project requests are as detailed as possible. Thoroughly identify the following objectives prior to sending your request:

What do you hope to accomplish?

What is your message and what response are you hoping for? What type of outcome is expected or what type of problem do you want to solve?

Who is your audience?

The more specific you can be, the more effective you will be. What is the best way to reach them? What do you want them to do?

What is your deadline?

Do you need it prior to an event? How long will it take to design? For a printed piece, how long will it take to write, edit, and print? Who needs to be involved and who should review and sign off on the project? Will your audience need time to respond?

How will the materials be distributed?

Will you need to use a mailing house? Are there postal restrictions on format? How will you get the mailing list?

Are there any related pieces?

In addition to belonging to the university's family of publications, should it share the "look" of related pieces produced by the university? Could this material, or any part of it, have any other uses on campus or can it be augmented by existing material?

What is your budget for this project?

Will there be printing and mailing costs? Are there ways to lower costs by creating something that could be used by another department as well? Are there existing products on campus that can fill your needs?

UNIFYING OUR BRAND

Empowerment Comes From Within

As the market becomes more competitive, universities are increasingly relying on new marketing efforts to attract students, faculty, and stakeholders. While larger universities take center stage thanks to longstanding heritage and reputation, it's even more difficult for smaller institutions to stand out of the crowd.

The Communications and Marketing Office and President's Office have recently taken steps to establish a clear and consistent brand for St. Ambrose University. Through this journey, we have found that our brand is more than our school colors, mascot, and logo. The SAU brand captures the essence of who we are as an institution and effortlessly shares that with our audience. Our brand, through all its assets, seeks to inspire infinite growth that serves and transforms people, communities and our world.

This is just the beginning. We're eager to work for and with our campus community to solidify and re-launch our brand across our publications, websites, social media and more. To do this, it's imperative we work together to assemble our marketing assets into one consistent, strategic university brand identity. Across all academic departments, university offices and departments, and Fighting Bees athletics, we are always stronger together.

We are St. Ambrose University.

UNIFYING OUR BRAND

How Brand Inconsistency Can Cost Credibility

Our world is becoming more digital every day. How we consume information, engage with others and learn as a society is almost entirely in the online space. We all know that first impressions are important, so the way we present our brand is no exception. Here are three reasons why brand consistency in higher education is necessary.

Brand Consistency Builds Trust

When asking prospective students to choose St. Ambrose University over countless other options, the student must trust us and find us credible. When our brand is consistent it suggests that we are authentic, organized, thoughtful and professional. In short: if our brand isn't consistent, our audience won't engage. This can affect enrollment and retention numbers, advancement donations, community reputation and more.

Brand Consistency Makes Us Easier to Know

For most students, college searching can be daunting and overwhelming. Combing through multiple websites, social media pages, viewbooks, brochures and more, it can be confusing to keep it all straight. Brand consistency helps demystify the college experience. It makes our audience *feel* our brand more than *think* about it. They come to understand who we are, what we offer, and how we can help them. With brand consistency, we can communicate who we are effectively and easily.

Brand Consistency Shows the World Who We Really Are

In its simplest form, our brand is our reputation. It's a representation of who we are as a university, what we stand for, our mission, and our goals. When we work together to ensure our brand is consistent, people will think and feel positively about SAU. In return, this helps SAU increase our positive impact on the world around us, reaching new heights.

BRAND PERSONALITY

When working within our brand, it's important to ask the question, ***what if St. Ambrose University was a person?***

What character traits would they embody? What kind of language would they use? What kinds of stories would they tell? These are all important aspects of our university brand. In order for our brand strategy to be effective, it is critical for university content creators and storytellers to understand this 'person.'

So...Who Are We?

The SAU brand personality can be broken down into three overarching character pillars:

- Compassionate Caretakers
- Curious Explorers
- Dedicated Contenders

Compassionate Caretakers

We have a genuine and compassionate care for others. It's what drives us to be involved and do better in every way we can, both on and beyond our campus. We establish real relationships with those we help—and those relationships last. We seek to build trust and compassion with every person we meet, giving us the ability to be servant-leaders across industries. We work tirelessly to foster the growth and well-being of every Ambrosian.

Curious Explorers

For us, it's almost always more about the journey than the destination. Our excitement for the pursuit of knowledge is persistent, along with our optimism. We know that Ambrosian exploration comes in many forms, from international travels, to our state-of-the-art science and engineering labs, our integrated, team approach to health sciences discipline, and within the capacity to think critically fostered through our foundational commitment to liberal arts. It all takes courage and curiosity, and we've got plenty of both.

Dedicated Contenders

While we maintain a caring and optimistic attitude, we know that life offers challenges to all of us. We look at those challenges and see them as opportunities for growth, not as setbacks. We stand by the old adage, "If it's difficult, you're doing it right." Because we're realists, we embrace imperfections because we see the effort it took to get there. We honor our call to greatness by simply doing better than yesterday.

BRAND TONE

The St. Ambrose brand personality is at the core of who we are as an institution. It's consistent and unchanging, while our brand tone is the emotional inflection applied to our personality. Your tone should adjust to what's suitable for a particular piece or message. Leveraging brand tone properly helps breathe even more life into our personality and helps us establish a cohesive voice through all of our messaging.

Here are helpful tone keywords that tie into our brand personality. These adjectives should be used as a starting point for inspiration and not necessarily copied and pasted into your messaging.

Empowering

We provide resources and opportunities to nurture and support students, equipping them to shape themselves and our world.

Caring

We foster holistic well-being and growth by highlighting and elevating the intrinsic value of every individual.

Exploratory

We seek to elevate the innate value of experience as we travel pathways toward greater understanding and transformation.

Questioning

We fully embrace a continual sense of wonder as we reimagine what is possible for ourselves and for our world.

Tenacious

We remain relentlessly committed to our student-centered mission in our constant drive for excellence.

Ethical

We proactively behave with integrity and honesty in order to do what is right and what is best for those we serve.



BRAND
editorial

WRITING ON BRAND: A QUICK START GUIDE

UNIVERSITY STYLE GUIDE

For university storytellers and content creators, writing on-brand can be challenging at first. Once you have identified your story, following these steps will help you create content that meets SAU brand standards and effectively tells your story.

Identify Your Evidence

What is the most important part of your story? Create a list of facts, data, details, people and other pertinent information that your audience needs to know in order to tell your story most effectively.

Pair Your Evidence With A Pillar

Identify which character pillar pairs best with your evidence. Your evidence may be a blend of two pillars.

Infuse Brand Tone

Embody the essence of your chosen character pillar through tone, word choice, and style. Remember, you are writing as if SAU were a singular person, not writing as if you are yourself!

Other Helpful Tips For Writing On-Brand

- Consider your audience before crafting. Be mindful of the language that will best resonate with them. In most cases, concise and active writing is better than long-winded, complex language.
- Be human. Our brand is meant to help us sound human, not institutional. Achieve this by highlighting the people and personal connections that make your story impactful.
- Whenever possible, use specific examples. It is always better to *show* instead of *tell*.
- Using first-person (“we,” “our,” “us”) and second-person (“you,” “your”) helps achieve a personal and conversational feel to your content.

University Style Guide

The university editorial style guide is a set of standards for writing for university publications, website, social media and more. Following the style rules listed in the guide will improve university communication and establish consistency.

[View and download the style guide here.](#)



BRAND
specifications

LOGOS AND VISUAL BRANDING



Stylized tower,
not to be used by itself

Wordmark,
not to be used by itself

St. Ambrose University promotes and protects its identity through the Communications and Marketing Office.

Communications and Marketing shapes and stewards an overarching brand, incorporating key institutional messages and core design elements. This eliminates brand confusion and ensures that our visual materials project a clear and consistent image of the university.

The official institutional logo consists of a graphic element or emblem representing a stylized tower topped by a cross and lettering in a specific font spelling out the university's name in St. Ambrose blue (Pantone 287). This replaced a previous institutional wordmark-only logo.

The graphic element and lettering of the institutional logo are to be used as one unit and not to be used separately. **Exceptions to this rule will only be made very selectively for compelling institutional or graphic design reasons, which**

must be pre-approved by the Communications and Marketing Office. In most instances, such a modified logo would be created and placed by the Communications and Marketing Office.

The St. Ambrose University institutional logo should be included in all publications; print and digital advertising and communications distributed to or intended primarily for external use or for the public-at-large. The logo should not be resized, stretched, skewed, or otherwise altered.

Faculty or staff in need of the institutional logo should contact the Communications and Marketing Office for assistance.

LOGOS AND VISUAL BRANDING



There are only two main instances in which the institutional logo may be superseded by other officially sanctioned St. Ambrose logos; (1) athletics or (2) Office of the President/Board of Trustees.

In the case of certain athletics usage (primarily uniforms), an athletic logo such as the Fighting Bee may be used on its own; however, printed materials promoting athletics should include the institutional logo.

High level, official presidential, or Board of Trustees usage (such as diplomas, certificates, and proclamations) typically incorporate the university seal. In most instances, the university seal is used in conjunction with the signature of the president or the chair of the board.

No office or department (except noted above) is allowed to use an athletic logo or the university seal in place of the institutional logo.

Printed materials and other items intended for internal, on-campus communications purposes must still be produced with the institutional logo and should not use the athletic logo or the university seal.

The university bookstore and some local vendors (such as Campus Town) have been given special latitude – within trademark and licensing guidelines – in their use of St. Ambrose logos for merchandise items created for retail sale.

All St. Ambrose University logos – including the primary institutional logo, the university seal, the Fighting Bee logo, and other athletics logos – are trademarked property of the university.

St. Ambrose University logos should only be used for official university purposes. St. Ambrose University logos should not be used for personal communications or personal purposes. Prohibited uses include, but are not limited to – displaying university logos on personal business cards and personal social media sites.

Any questions regarding logo guidelines should be addressed to the Communications and Marketing Office.

LOGOS AND VISUAL BRANDING

Approved Logo Colors

The St. Ambrose University should always be displayed in one color—**Pantone 287** (or the CMYK build).

The only other approved colors are black and white.



Minimum Size and Clear Space

The minimum size allowance for the St. Ambrose University logo is 1.25 inches wide

Clear space must be allowed around the logo by eyeballing the stylized tower around the logo. All text, graphic elements, and page edges must be outside of this clear space.

In the rare instances that a smaller version of the logo is required, contact the Communications and Marketing Office for assistance.



1.25 inches wide



The mandatory clear space is shown here. Visually place the stylized tower around the logo. All text and graphic elements must be outside of this clear space.

IMPROPER LOGO USAGE

These examples demonstrate **improper uses** of the St. Ambrose University logo.



The stylized tower is used without the wordmark



The wordmark is used without the stylized tower



The colors have been altered



A drop shadow has been added



The proportions have been distorted vertically or horizontally



The elements have been arranged into a different placement



Discontinued "Bishop icon" institutional logo

Departments, programs, and offices should use up their existing stock of materials with the pre-January 2012, wordmark-only logo.

Any instances of older St. Ambrose logos (such as the "Bishop icon" logo used from 1987 to 2008) must **not** be used and should be reported to the Communications and Marketing Office so that they may be replaced.

LOGO ON IMAGE



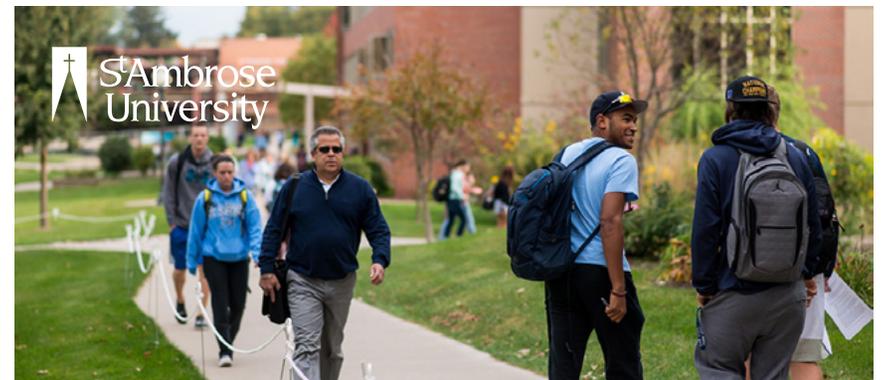
The St. Ambrose University logo may be reversed out as white on a photographic background, as long as contrast and legibility are properly maintained.

The examples to the left show photographs with backgrounds that provide acceptable simplicity and contrast.

The logo should never be used on a background that compromises legibility. The examples below show backgrounds that are too complex and don't provide enough contrast to be considered properly legible.

Improper logo use on image

The background is too busy and does not provide enough contrast.



DEPARTMENT LOGOS



Department logos should have a unified look in the SAU Blue of Pantone 287 (or CMYK build) and share the same "do's and don't's" of the institutional logo.

The institutional logo should be prominently displayed on top with the department name in Futura Std Heavy below in all caps. The logos to the left are a few examples. Department logos may be also be displayed in black and reversed out in white.

Units may download their department logos [here](#). If you do not see one for your unit, contact Communications and Marketing and one will be made for you.

Individual departments, programs, and offices should not develop or use any other logos in place of or in conjunction with the institutional logo. Units that are currently using unique logos should cease use and follow the guidelines listed here as they went into effect Spring 2020.

COLOR PALETTE

Primary Color



Pantone 287 C
CMYK 100/68/0/12
RGB 0/83/155
HEX 00529B

Secondary Colors



Pantone 290 C
CMYK 15/0/0/3
RGB 205/231/244
HEX CDE7F4



Pantone 583 C
CMYK 20/0/100/10
RGB 193/203/32
HEX C2CB20



Pantone 7578 C
CMYK 10/70/100/0
RGB 223/109/39
HEX DF6D27

The colors shown here are the approved colors for the St. Ambrose University brand.

The primary color is Pantone 287 (SAU Blue).

Secondary colors are permitted to reach various audiences.

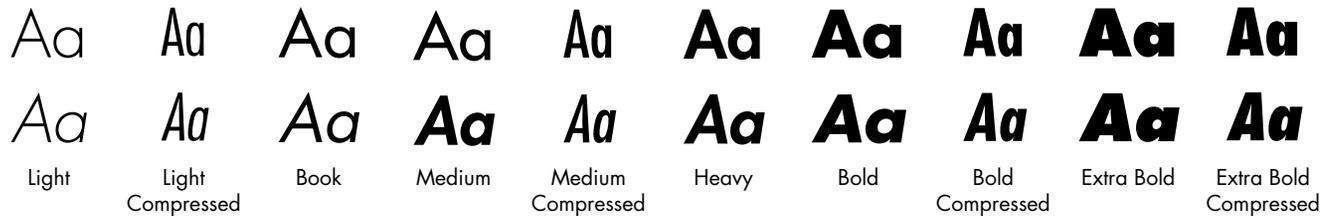
TYPOGRAPHY

Futura Std

Futura Std is a sans serif font with a sleek and modern feel and 20 different weights.

Ideal for:

- Headlines
- Subheads
- Pull quotes
- Body copy



Typography plays an important role in unifying the St. Ambrose University brand.

St. Ambrose uses two primary fonts, Futura Std and Sabon MT Pro, for communicating to our audiences.

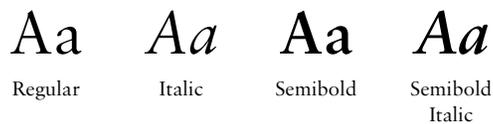
Both fonts include multiple weights and are suitable across print and digital applications.

Sabon MT Pro

Sabon MT Pro is a serif font with a classic feel and four different weights.

Ideal for:

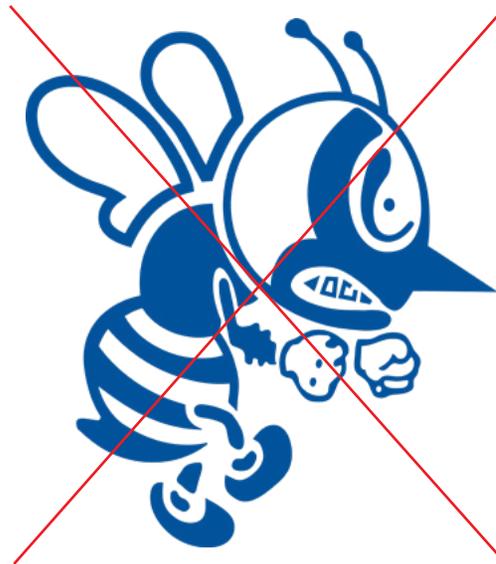
- Invitations
- Formal communications
- Long-form body copy



FIGHTING BEE LOGO



*The current Fighting Bee logo,
updated June 2018*



Discontinued version of the Fighting Bee logo

The Fighting Bee is the official logo for Athletics.

The logo consists of a graphic element representing a stylized 'fighting' bee. The current design was updated in June 2018.

Generally, the use of the Fighting Bee is exclusive to athletics, however it may appear on some apparel and memorabilia items such as mugs, hats, etc. The Fighting Bee also appears in some Admissions materials to help familiarize prospective students with the university brand.

No office or department (except noted above) should use the Fighting Bee logo in print or digital to promote their unit. Instead, those units should utilize the general institutional logo or their specific unit's institutional logo.

FIGHTING BEE LOGO

Approved Fighting Bee logos



These examples demonstrate **improper uses** of the Fighting Bee logo.



The Fighting Bee body may never be reversed



The Fighting Bee may never be altered or redesigned



To ensure St. Ambrose University Athletics branding remains consistent:

- **The Fighting Bee logo may not be altered or redesigned in any way.**
- **The Fighting Bee body must remain white.**
- **The Fighting Bee may never be reversed.**

The Fighting Bee is a 2-color logo—white and Pantone 287 (or the CMYK build).

When appropriate, black may be substituted for PMS 287.



SOCIAL
media

SOCIAL MEDIA VISUAL IDENTITY GUIDELINES



Click the icon to visit official St. Ambrose University accounts

Studies show that inconsistency within a brand causes audiences to react negatively.

When offices, departments and athletic teams across the university are not using the same logos or color schemes and use off-brand language, it reflects poorly upon the university's overall brand. This makes our digital audience unsure if certain accounts are actually affiliated with the university, and therefore less likely to follow or engage.

The following guidelines and brand standards will help followers of St. Ambrose University recognize accounts that are officially affiliated with the university. Accounts that adhere to the following guidelines and register with the Communications and Marketing Department will be considered official accounts and listed in the directory. To register your SAU social media account, please [fill out this form](#).

The 2020–21 St. Ambrose University Social Media Directory will be available Spring 2021.

Additional Social Media Resources

[Join the SAU Social Media Admin Facebook group](#)

Ask questions, participate in group discussions, stay up to date on what's happening on campus, latest social media news/updates and more!

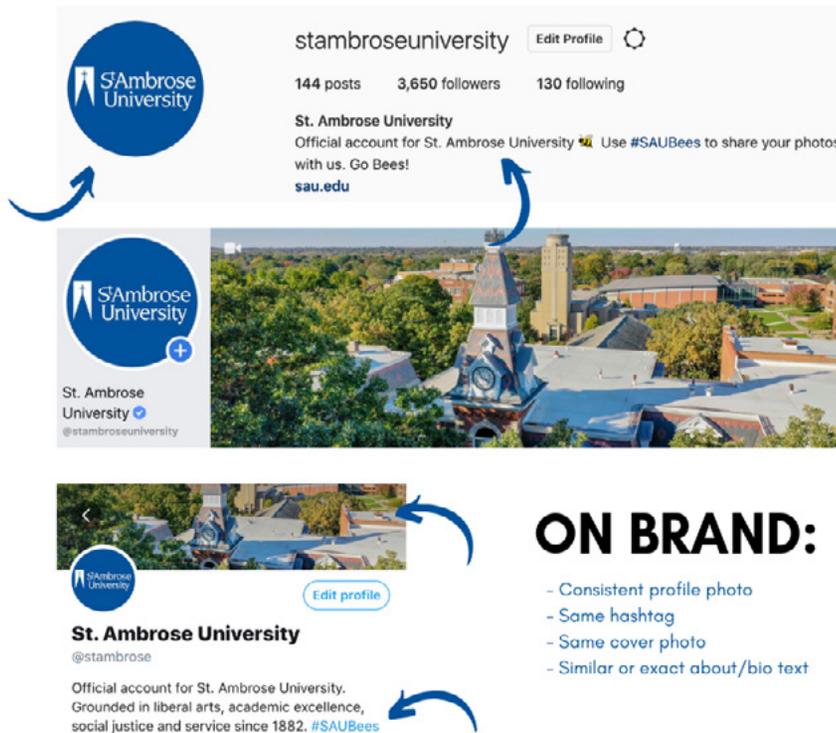
Social Media Analytics Templates

Easily track your page's growth and analytics with templates. Templates for weekly and monthly are included in the Templates section.

Monthly Lunch and Learns

Join the SAU Social Media Specialist every month for in-depth social media presentations, tips, practices and more!

SOCIAL MEDIA VISUAL IDENTITY GUIDELINES



ON BRAND:

- Consistent profile photo
- Same hashtag
- Same cover photo
- Similar or exact about/bio text

Better Brand Consistency is Easy

Updating your social media account to reflect university brand standards is simple. The following are easy changes you can implement to your account(s) right away.

Branded Profile Photo/Avatar

The Communications and Marketing Office has created branded profile photos for the following university units:

- Academic programs/ departments
- University offices
- Athletic teams

These profile photos/avatars should be used consistently across all of your social media channels. Click [here](#) to find your official branded profile photo. If you do not see your unit's photo available, please contact the Communications and Marketing Office and one will be made for you.

Cover Photos or Header Images

It is recommended that your header/cover photo is consistent across all of your social media channels. A photo of your group, building or campus will work best. Click [here](#) to find a photo for your unit.

University Color Scheme

Using the university color scheme across all of your social media channels helps promote consistency within your own sub-brand as well as the university brand. University color branding specifications can be found on page 22.

Be Consistent Across Your Channels

Similar to using the same color scheme, using the same words to describe your account also helps promote brand consistency. This also includes a uniform username/handle and bio.

SOCIAL MEDIA VISUAL IDENTITY GUIDELINES

Graphics And Illustrations

Research from Facebook shows that graphics with a large amount of text do not perform well in the news feed versus those that have little to no text. It's important to remember that most social media users are viewing content on mobile devices, meaning that it is difficult to view text inside a graphic on a smaller screen. Additionally, putting the most important information inside a graphic creates a barrier for those with vision disabilities. While some platforms like Facebook automatically generate alternative text, others do not. As a general rule, always put the most important details in the caption of your post, not a graphic.

If you choose to post a graphic on your social media page, use the following checklist to ensure that your graphic is ready to publish:

- Is the graphic sized correctly for your social media channels? (One size does not work for all!)
- Does the graphic follow the university brand specifications?
- Does the graphic have a low image-to-text ratio? (80% image, 20% text is suggested)
- If using SAU logos, are they the correct versions?
- Is the graphic ADA-compliant?

Note: If you are unable to include alt-text for your graphic, be sure to include the most important information in the caption.

Image Size Specifications

Stay up to date on each social media platform's image specifications:

Facebook

Profile Photo: 180 x 180 pixels

Cover Photo: 820 x 312 pixels

Event Page Cover Photo:
1920 x 1080 pixels

Story Photo: 1080 x 1920 pixels

Twitter

Profile Photo/Avatar:
400 x 400 pixels

Header: 1,500 x 500 pixels

Image Post: 1024 x 512 pixels

Instagram

Profile Photo: 110 x 110 pixels

Feed Image: 1080 x 1080

Story Photo: 1080 x 1920 pixels

Need more SAU photos? Check out our fair-use [gallery](#).

SOCIAL MEDIA BEST PRACTICES AND TIPS

Creating An Account

- Be sure that a university social media account for this purpose does not already exist. Reference the list of official university accounts, contact the Social Media Specialist or conduct a quick search.
 - Assign a minimum of two (preferably three) dedicated social media administrators/content creators.
 - Register for a new social media account.
- Do I have a minimum of two willing and able social media managers?
 - Can my goal be met by having my content posted on the university's main pages instead?
 - Do I have a content plan established with at least one month's worth of content ideas?
 - For assistance with content creation and strategy, please contact the Social Media Specialist.

General Best Practices

- Have clearly defined expectations and goals for your social media account.
- A social media account without a clearly defined purpose will not produce quality, thoughtful content. Before you decide to create an account, consider the following:
 - If your unit has more than one social media channel, your username/handle should be consistent.
 - Do not change profile photos/visual branding for your social account that has been provided by the C&M Office. These allow us to create a strong, clean and organized visual identity among our social media accounts.

- Track your page's analytics. This will help determine the type of content that best engages your audience and allows you to track your page's growth. Templates for analytics reporting can be found [here](#).

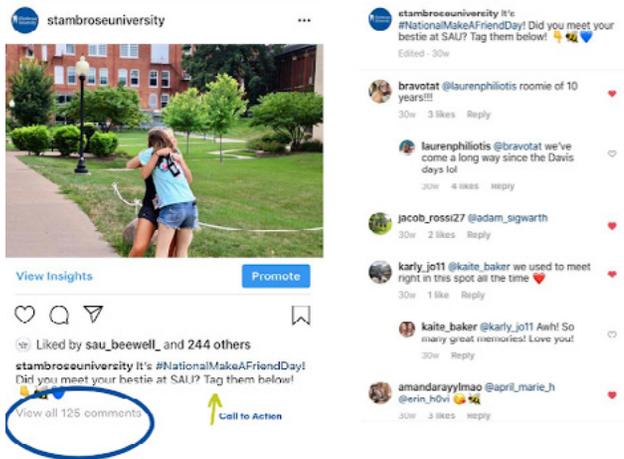
Hashtags

Consistent use of appropriate hashtags helps us further promote the SAU brand. Hashtags are also a great way to engage your audience and participate in meaningful conversations.

General/Everyday Use-Approved Hashtags

#SAUBees
 #StAmbroseUniversity
 #BeesOfSAU
 (Admissions/Student Life)
 #BringTheSting (All Athletics)
 #AmbroseAlumni (Alumni)
 #SAUAlumni (Alumni)

SOCIAL MEDIA BEST PRACTICES AND TIPS



An example of good social media engagement



An example of user-generated content (UGC)

Engagement Style

Engaging with your audience is another important aspect of managing social media.

Engagement is simply another term for creating conversations with your followers. This includes answering questions/inquiries about SAU, creating conversations with current and prospective students, alumni and more. Brands that regularly engage with their audiences can build better brand awareness and reputation through social media. When it feels authentic, incorporating the SAU brand personality into your social media engagement is a great way to spread our message.

However, social media is not always a kind place and it's not uncommon to have 'trolls' pop up on your page. [This engagement flowchart](#) can help SAU social media managers decide if/how to respond on social media.

Other Tips for Social Media Engagement

- **Answer questions as quickly as possible.** Having auto-responses set up or saved so you can quickly copy and paste for frequently asked questions will help your response time.
- **Use neutral skin tone emojis.** This helps avoid any unintentional bias in your social media writing.
- **Join trending conversations.** Social media is full of fun content ideas like National Honey Bee Day, etc. Stay up to date on trending topics and post formats is a great way to engage with your audience!
- **Make a mistake? Correct it ASAP.** Everyone makes mistakes. Whether it's a typo or inaccurate information, always be sure to correct your posts as soon as possible.

- **Going live or posting to stories? Go vertical!** Making sure that your phone is being used on portrait mode (holding the phone vertically) will make it easier for your audience to view your content.
- **User-generated content (UGC) is key.** The first step to receiving great UGC is to encourage your followers to share it with you! This can include a call to action and/or a memorable hashtag. Once you're consistently sharing these and UGC starts flowing in, be sure to share it in a timely matter. It's always good practice to reach out and be sure you have explicit permission to share the content as well.

SOCIAL MEDIA BEST PRACTICES AND TIPS

Political Speak and Engagement Policy

In accordance with St. Ambrose University Political Activity Policy, the University is prohibited from the following activities:

- Endorsing candidates
- Making campaign contributions
- Engaging in fundraising
- Statements of position (verbal or written) made on behalf of the University in favor or in opposition to any candidate for public office
- Making partisan comments in official University publications or at official functions
- Becoming involved in any other activities that might be beneficial or detrimental to any candidate, including activities that encourage individuals to vote for or against a candidate based on nonpartisan criteria
- Hosting a debate or forum showing for or against a certain candidate

If an official SAU social media account wishes to **only share information pertaining to caucus/overall political events on campus**, it's **strongly** recommended that the social media manager does the following:

- Set profanity filters to high. This means that any comments made on the page using profanity will automatically be hidden. Hiding comments allow the original user to still see their comment, but it will not be seen by anyone else.
- Do not discourage users from freely expressing their opinion, but the following examples would meet the criteria of being 'hidden':
 - Threats of violence
 - Privacy violations
 - Obscenity
 - Bigotry

Furthermore, all university-affiliated accounts (such as athletics, clubs etc.) **are not permitted to engage with political commentary through their SAU accounts.** Campus media groups such as The Buzz, SAU College Democrats/Republicans would be an exception to this rule with the contingency of a statement (*ex. This communication is not endorsed by any candidate or candidate's committee, or St. Ambrose University*).

Example of a Facebook Comment Policy

"St. Ambrose University welcomes and encourages your participation through our social media channels. Our goal is to provide a place to express and honor the diverse voices of our university and community. In order to achieve that end, we reserve the right to remove posts and comments containing profanity, obscenity, violence, bigotry or privacy violations. Posts that solicit funds or promote commercial entities will also be removed."



PHOTO &
Video

PHOTO AND VIDEO



An example of an 'over the shoulder' shot



An example of a wide angle shot



Interaction is key in these shots



Compelling imagery and videos are great ways to share the SAU story. You can [browse](#) our fair-use gallery of photos.

Can't find what you're looking for? Professional equipment and years of experience are not necessarily required to be able to take great photos. Follow these tips to best capture photos at your next campus event.

- **Set the stage.** Wide angle shots of the space gives a perspective of the location, how many guests are present, etc.
- **Interaction is key.** A great way to evoke emotion through your photos is to capture guests interacting with one another. One way of doing this is the standard 'over the shoulder' shot. This type of shot will often allow you to catch a smile or laugh.
- **Take cues from the professional.** If a professional photographer is also present, pay attention to how they are taking their own photos. Sometimes you may be able to take the same or similar staged photos as they are while standing nearby.



BRAND
Templates

INSTITUTIONAL EMAIL SIGNATURES

1. Jane Smith

Job Title
 Department Name
 St. Ambrose University
 518 W. Locust Street, Davenport, Iowa 52803
 Office 563-333-xxxx
www.sau.edu


2. Jane Smith

Job Title
 Department Name
 St. Ambrose University
 Street/Campus Address, Davenport, Iowa 52803
 Office 563-333-xxxx
www.sau.edu

3. Jane Smith (Optional, Pronouns)

Job Title
 Department Name
 St. Ambrose University
 Street/Campus Address, Davenport, Iowa 52803
 (Optional, Office Location)
 Office 563-333-xxxx (Optional, Mobile xxx-xxx-xxxx)
www.sau.edu
 (Optional, St. Ambrose University Logo)
 (Optional, Facebook Text Link)
 (Optional, Twitter Text Link)
 (Optional, LinkedIn Text Link)

Use of a St. Ambrose University signature in email correspondence as shown here reinforces your professional affiliation with SAU and provides consistency to audiences outside the university.

There are two standard SAU email signatures: one with the St. Ambrose University logo and one without the logo. *Please see examples 1 and 2.*

Example 3 shows where optional information may be added.

When creating an email signature, follow the guidelines listed.

[Click here](#) for instructions on how to set up an email signature in Gmail.

For more information on email policy: www.sau.edu/policies/email-policy

Email Signature Guidelines

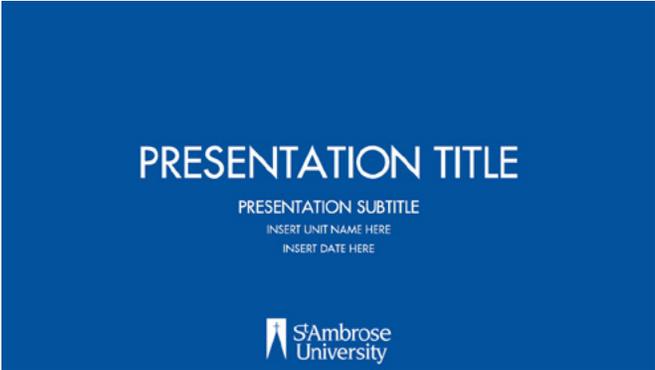
- Use the following consistent text style: black, sans serif text in ‘normal’ point. Display your name in bold if desired.
- Insert the St. Ambrose University logo underneath the website and align it to the left. Reduce the size to ‘small.’
- Unit specific URLs may be listed in place of the SAU website. Only sau.edu URLs are permitted. Athletics staff members may use www.saubees.com.
- Inspirational or other quotations are not appropriate and better suited for personal emails.
- Keep the order of your information (name, title, department name, university address, phone, email, etc.) consistent with these guidelines so recipients can easily find contact details when communicating with multiple individuals across the organization.

Optional Items

- Pronouns – If including pronouns of reference, pronouns should be listed on the same line as your name so the relationship to you as an individual is clear.
- Office Location – If including an office location, place it on the line under Street/Campus Address.
- Mobile Phone – If including a mobile phone number, place it next to your office phone number.
- St. Ambrose University Logo – If including the insitutional SAU logo, place it under the website.
- Facebook, Twitter, LinkedIn – If including social media links, use only the text link. Social media graphics/logos are not permitted.
- Affiliations with other St. Ambrose University groups and units should be listed as plain text on one of the optional lines at the bottom of the email signature. Unique graphics are not permitted.

PRESENTATIONS

SOCIAL MEDIA REPORTING



Google Slide template

Presentation Templates

Presentation templates may be used by students, faculty and staff. Both Google Slide and Microsoft PowerPoint file types are easily customizable and properly aligned with the university's brand.

[Google Slide Template](#)

[Microsoft PowerPoint Template](#)

Social Media Reporting

Easily track your page's growth and analytics with the templates. Templates for weekly and monthly reporting are included.

[Social Media Reporting Templates](#)



Microsoft PowerPoint templates



BRAND
resources

ADA COMPLIANCE



Alt text: Homecoming Queen and King

ADA Compliance

Governing the accessibility standards for the St. Ambrose University website are the [Americans with Disabilities Act of 1990 \(Chapter 5\)](#), [Web Content Accessibility Guidelines \(WCAG\) 2.0](#), and [Section 508 Guidelines](#).

Using Alternate Text for Images

Alternate Text (Alt Text) is the short description of an image. See the example to the left.

Why Alt Text is important

- Screen reading software announces alt text in place of an image. If you want to know how this software works, activate it on your computer.
 - Macs: <https://www.apple.com/accessibility/mac/>
 - PC: <https://www.microsoft.com/en-us/accessibility/windows>
 - iOS: <https://support.apple.com/en-us/HT204390>
 - Android: <https://www.android.com/accessibility/>
- Alt text helps internet search results
- **Alt text is REQUIRED for all images**

ADA COMPLIANCE

Accessibility of Document Files

Some documents are better to have on the website than others. This is still a screen reader issue.

Each document, no matter what kind, needs to be scanned for accessibility issues.

- PDF Preparation (use the Accessibility Tool within Adobe Acrobat Pro)
 - Autotag Document
 - Set Alternate Text
 - File Properties: Description should include Title and Author; Initial View should be Document Name; and under Advanced, choose the Language
- Word Document Preparation
 - Add document title to Document Properties
 - Add language

Accessibility of Links

Links connect certain highlighted or underlined words to a website. The selected text of the link should indicate where the visitor will go upon clicking on the link.

Bad Link vs Good Link

Screen readers can pull a list of all links on the page. Using the example below, when the screen reader announces “here” as a link, there is no context to that link, especially if there are multiple links, all with the same link language. Number 3 is the correct way to create a link.

For more information: <https://webaim.org/techniques/hypertext/>

- Bad example: To view a list of events, click [here](#)
- Good example: [To view a list of events, click here](#)

Broken links take visitors to a website that no longer works.

Broken links are treated as a high-level ADA issue and should be corrected as soon as it’s discovered.

Accessibility of Tables

Tables are difficult for screen readers to read out and therefore, difficult to understand by the person listening.

In order for the screen reader to read tables correctly, certain HTML coding needs to be inserted into every table. For example, headers need a <th></th> and role=presentation added to the style.

Avoid tables when possible and rearrange the content so that a table isn’t necessary.

Website Maintenance

On a quarterly basis, the Director of Online Content and Training runs a report using SiteSort (or other accessibility report tool) that identifies website accessibility issues.

Level A issues – such as alt text – are the lowest level of compliance. Web pages that have Level A issues are addressed first.

Additional Helpful Links

<http://accessibility.psu.edu/>

<https://www.w3.org/WAI/tutorials/tables/>

<http://oregonstate.edu/accessibility/alttext>



 St Ambrose
University