

Internal Communications Marketing Guide

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MISSISSIPPI STATE
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DIVISION OF ACCESS,
DIVERSITY AND INCLUSION



MISSISSIPPI STATE
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STUDENT AFFAIRS



MISSISSIPPI STATE
UNIVERSITY™

CENTER FOR ACADEMIC EXCELLENCE

BRANDING & DEPARTMENTAL LOGO USAGE



STUDENT AFFAIRS

<http://www.opa.msstate.edu/identity/secondaryunitlogos.php>.

Please use the official logo for your department for all official communication, print and graphic materials as well as promotional items which can be found and downloaded at:

All the publication materials created should feature the department logo somewhere within the design. The logo does not need to overpower your design but should be visible and legible. Student Affairs Marketing can help strategize the branding and design if assistance is needed.

SERVICES & REQUESTS

The Division of Student Affairs Marketing & Communications can assist departments and staff within the division in the creation of graphic design and publication materials as well as explore ideas to further promote their programs and events. We can provide the following services:

- Design and production of your print & digital publications
- Standards for imaging and branding of Mississippi State University
- Review of copy and edits for language, tone, and appearance of promotional materials
- Assistance with other marketing needs (defining audience, suggesting methods of how to effectively communicate to intended audience, etc.)

Your department can submit the Student Affairs Marketing and Design Request which can be found at the following link, <http://www.saffairs.msstate.edu/marketing/request/>. Please note that our offices ability to take on additional projects is contingent on the degree of detailed information given in request as well as your efforts in adhering to the publication timeline.

The following are NOT provided by the Marketing and Graphics Office and, thus, are the responsibility of the individual department/office:

- Facilitation of all details of the design to production process (getting vendor estimates, arranging for production, delivery of files to vendor) vendor suggestions can be given upon request.
- Printing and distribution of printed material.

PLANNING BEFORE A REQUEST IS SUBMITTED

1. What is the title of the event?
2. A brief explanation of the event, mostly if it isn't obvious from the title.
 - a. This allows us to understand if the design should be more sophisticated, fun, etc.
3. Date of the Event.

- a. Example: Friday, January 21, 2022
4. Time of the event
 - a. We know that times are sometimes not set when the requests are entered. In this case, just say TBA and update us when that information is available.
5. Location of the event.
 - a. If the event is off campus, please provide the street address.
6. Any needed materials, costs, etc. that attendees might need.
 - a. Example: Student IDs or if they are required to RSVP before attending the event.
7. Any relevant information to the event itself.
 - a. Example: link to sign up, RSVP by date, prize giveaways, etc.
8. Contact Information for someone over the event from your department, such as a email, phone number, or general phone number of the office
9. Design Information:
 - a. Description/desired outcome: this tells us about the event itself and if there is any type of theme this graphic needs to reflect.
 - i. (Example: This flyer is for "Blacklight Skate Night." It is a part of the Dawgs After Dark series.)
 - ii. (Another example: This certificate is for our students who completed training in our office.)
 - b. Style/tone: give us a little information about the "vibe" or feel you want the design to follow.
 - i. (Example: This flyer is for "Blacklight Skate Night." We want this design to include a non sign-style font and roller skates in the design. We want this to be made with dark colors, pops of neon, and have a retro feel.)
 - ii. (Another example: We want the certificates to be more serious and formal, using MSU maroon and adjacent colors. Also please include all necessary logos for the following departments: ____, ____, ____.)
 - c. Photos: these can be provided by you or requested from us. We can find a generic stock photo from the internet or use an MSU photo. It is easiest for us to use the MSU Photoshelter provided by the Office of Public Affairs for MSU photos, but we can also go take a photo if needed.
 - d. Sample art: including an example of a design you've either seen before and liked or something that we've made for your office before that you like can be added into the "sample art" area of the request system. This is helpful for knowing more specifically what you're looking for and can give us a better direction when sometimes the description or style boxes don't really fill us in on the vibe you're going for.
 - e. Overall: as much information as possible will get us closest to the design you're looking for! However, our skilled team of graphic designers can do some guess work and get you a quality product back with little information if needed. If this is the case, just let us know what edits you want made once the graphic is sent back to you for approval.
10. Due date for the requests:
 - a. We ask for all requests to be put in a minimum of two weeks before the graphics are needed, and a while before the event itself so you have adequate time to advertise the event. They can be put in earlier, but we plan which requests need to be done in which order based on when they are submitted, in conjunction with when they are due.
 - b. If the event is later in the semester but you want to let us know ahead of time, feel free to go ahead and put the request in. If the information is not available for the request yet, you can either wait to put it in or you can just let us know this information will be determined closer to the date. The earlier you put your request in, the earlier we can get the designs back to you to start advertising!

1. Publicizing the Event:

- 1.1. **Posting Policies (OP 91.304):** For information regarding these designated locations, contact the Dean of Students office and/or the building facilities coordinator. Please be aware that some locations require prior approval before being posted. Sign posting should be attached only to bulletin boards, not on doors, glass, or painted surfaces. In addition, any damage done resulting from violations will result in appropriate assessments to the department. All signs should be in good taste and cannot make any references to alcoholic beverages. All individuals responsible for posting signs for the department should be made aware of this policy. Improperly posted signs will be removed and discarded.
- 1.2. **Emails:** *All mass communications must be approved by the VP for Student Affairs before submitting to ITS for dissemination. Mass communication done through ITS' system can only be text base and must include certain statements if regarding an event. Consider talking with IT to create a contact list or if you want to send out a mass message because there are restrictions.* **Suggested Dimensions: 800w x 600h pixels**
- 1.3. **Posters/Flyers:** Your department will need to secure permission for display of poster on various campus bulletin boards by visiting the main office in each facility. Often the room location for poster posting authorization is located on the bulletin board itself.. **Suggested Dimensions: 11x17 OR 13x19 inches**
- 1.4. **Signs & Banners:** Signs and banners can be hung from the 2nd floor of the Colvard Student Union for major campus events and if they adhere to all university brand standards and building regulations (please contact Event Services for permission, approval, and hanging information). **Dimensions: Various upon approval**
- 1.5. **Digital Signs:** Consider adding your events advertisements/flyers to the Student Affairs digital signage, currently in the Colvard Student Union, Residence Halls, Center for America's Veterans, Longest Student Health Center, and Fresh Food Company! Refer to Appendix B for the requirements to be displayed. Submit designs to the using the Digital Signage Form at <http://www.saffairs.msstate.edu/marketing/digital-signage/> **Dimensions: 1920 pixel by 1080 pixels.**
- 1.6. **Napkin Dispensers:** Proper sizing of images for the napkin dispensers would be, 6.5" x 4.25". Contact Andi Pichardo at pichardo-andrea@aramark.com, or current Aramark Marketing Representative, to reserve a space. **Dimensions: 6.5 x 4.25 inches.**
- 1.7. **Press Releases:** A useful tool for marketing your event, especially to local news outlets. **All contact with media has to go through the Office of Public Affairs whether it's sending out a press release or responding to a request from a local media outlet.** A sample press release is included in **Appendix A.**
- 1.8. **MSU Cable Channel & Radio Station:** The "Bully Board" announcements and interview spots that run through the MSU Cable Channel can be set up through Lewis Halbert at the University Television Center. His contact information is (662) 325-8758. The MSU Radio Station, WMSV, offers on-air radio announcements and advertisements for marketing. The contact is David Carraway, who can be contacted through email at acraven@wmsr.msstate.edu or by phone at (662) 325-8481.
- 1.9. **Social Media:** Twitter, Facebook, Instagram, etc. are all great (*and FREE!*) ways to publicize events, and most standard social media posts are 8" x 8". Your department can use other MSU social media accounts to help spread the word. Many students, as

well as campus and community members follow the main Mississippi State University, Division of Student Affairs, Student Association social media accounts, you can ask for a retweet or a mention of your event, by asking the pages marketing coordinator.

- 1.10. **Sidewalk Chalk:** Chalking for events needs to be approved via the student event form process. Chalking is not permitted on walls, benches, buildings, and/or red brick pavers. Organizations are also responsible for chalk clean-up within 24 hours of the event's conclusion. Chalking should be done 48 hours prior to event and not before. Content should follow prescribed university policies and guidelines.
- 1.11. **Advertising in The Reflector:** For a fee, organizations can advertise events and opportunities in the school newspaper, The Reflector. The paper runs twice a week during the academic year, except on university holidays. For a list of prices, dimensions, paper schedule, and deadlines, visit: http://www.reflector-online.com/site/advertise_with_us.html
- 1.12. **Advertising in Reflector Newspaper Dispensers:** For a fee, advertising in the newspaper dispensers is done on a monthly basis, with a 3-month minimum. For current rates and availability contact Sara Elkorchi from Signal Campus at sarae@signalcampus.com or call 323.549.0206.
- 1.13. **Advertising in SMART Bus System:** For a fee, organizations can advertise events and opportunities via the SMART shuttle system that services campus and the Starkville community. Ads can run for a month or by semester and in a variety of places such as in the shuttles or at the shuttle stops. For current rates and dimensions visit: <https://www.smart.msstate.edu/advertising>
- 1.14. **Student Affairs Newsletter:** The Division of Student Affairs has a monthly newsletter that is sent mainly to staff on the first of each month. If you have content that you would like included in a monthly newsletter, please email your content and photos to marketing@saffairs.msstate.edu and put the month it should be featured in the subject line and let us know if it needs to go in multiple months. Content will be approved before being added.
- 1.15. **MSU Event Calendar:** Add your event to the MSU Calendar of Events at https://www.msstate.edu/node/add/user_events

RECOMMENDED DIMENSIONS

Posters – 11" x 17" or 13" x 19"

TV – 1920px by 1080px

Cards – Folded 5" x 7" or 4" x 6"

Email – 600px wide

Business Cards – 3.5" x 2"

Napkin Dispenser – 6.5" x 4.25"

Bi-folded Brochure – 8.5" x 5.5"

Social Media – 8" x 8"

Facebook Cover – 820" x 312"

Twitter Header – 1500" x 500"

Event Program – Folded 8.5" x 11"

Flyers – 8.5" x 11"

Postcards – 5" x 7" or 4" x 6"

TIPS FOR ADVERTISING AND MARKETING MATERIAL

DO'S

1. Use [MSU Visual Identity Standard](#) guidelines
2. Try to line up the edges of information, text, or graphics.
3. Have a hierarchy for your information (The most important thing should be the most visible or most readable).
4. Organize information and graphics logically with each other (split page half and half vertically, horizontally, or centered).
5. Try to say things in the simplest way possible (don't use long, drawn-out sentences).
6. Final Review: Consider walking through the program step-by-step in an attempt to anticipate any potential problems. Confirm reservations with all service providers and/or performers that you have enlisted, including their expected arrival times and any other relevant information.
7. Host the Event: On the day preceding the event, be sure to gather and prepare all necessary checks to pay for performances and/or services. Lastly, make sure to arrive at the event site early in order to oversee the event from set-up through clean-up.
8. Evaluate and Follow Up: Evaluations are extremely helpful for planning future events and should be conducted whenever possible. They also help ensure that all expenditures and income are fully accounted for. Lastly, do not forget to write thank-you notes, which are not only courteous but also a good way to maintain relationships and establish contacts and referrals for future events.

DON'TS

1. Don't use drop shadows to make text more readable
2. Don't outline text
3. Make sure there is contrast between the background and the color (maroon text would be more readable on a white background rather than maroon text on a black background).
4. Don't have big blocks of text with no titles or headers to break up the information. Including headers, colored bulletin points, or photos to break up the information makes it easier to read and more appealing to look at. Show them, don't tell them.
5. Don't have text or graphics too close to the edge (at least .25" away)
6. Try to have a balance between negative space and the content (Don't have a lot of empty space) additionally, don't have the design too crowded

DEPARTMENT SOCIAL MEDIA ACCOUNTS

Like all other materials, social media accounts representing and maintained by departments within the Division of Student Affairs should be of the highest quality to properly represent not only individual department, but also the division and Mississippi State University at large. Please review the [University Social Media Guidelines](#) for more information.

Registering and managing your social media accounts

All social media accounts that wish to be officially associated with MSU should be registered with the MSU Office of Public Affairs, by contacting the Marketing and Communication Coordinator and all accounts should comply with the official branding and visual identity standards of the university. Department social media accounts can be featured on the University Social Media Hub, through the MSU Office of Public Affairs. You can also [register](#) your departmental social media accounts on the MSU Social Media Feed.

SOCIAL MEDIA CONTENT

Branding, Content & Posting

Profile Pictures

Please use the official social media logo for your department for all social media accounts as the account profile picture, which can be found at the following link: <http://www.opa.msstate.edu/identity/secondaryunitlogos.php>.

Adherence to Student Affairs and University Branding

Whenever applicable, posts must follow Student Affairs branding as mentioned throughout this document and University Identity Standards. Please refer to other sections of this site or contact Student Affairs Marketing & Communications with questions.

Use High-Quality Visual Content

Try to use high quality photo, video and design content. Your page is a reflection of the Division of Student Affairs and Mississippi State University, and as such your content should be finely curated and of the highest quality possible. If you need help capturing high-quality photos, creating videos, or designing quality visual content, please contact Student Affairs Marketing & Communications or the Office of Public Affairs for support.

Posting Guidelines

- Use proper grammar, spelling, and punctuation.
- Do not use vulgar language or profanity.
- Do not share information that is confidential, proprietary or not public.
- Do not plagiarize or steal. When sharing content from another creator, credit the source.

Photo & Video

Like other branded promotional materials, photos and videos produced by and for department within the Division of Student Affairs should be of the highest quality to properly represent not only individual units, but also the division and Mississippi State University at large.

Photography

Photography is one of the best opportunities to convey the personality of your department, the division, and our university. A good image is the opening sentence of your story, grabbing people's attention and imprinting itself into a person's memory.

Good photography evokes emotions and reactions before anything is even said or written. Getting a good image requires careful planning, execution, and selection.

The photographs we use should reflect and reinforce our focus on our students, their experiences, their development, and their well-being – while also highlighting the work that we do in Student Affairs. Our images should be clean, compelling and real.

Video

When producing videos make sure that the quality of the recording is crisp and clean. All videos should be recorded in HD at no lower than 1080p. Clean, clear audio is essential. Background noise should be eliminated or minimized as much as possible. Keeping with the consistent branding, the departmental logo must appear prominently at or near the opening or closing of all published videos.

Resources

[Mississippi State University Visual Identity Standards](#)

[University OPA Services](#)

[Division Website & Contact Us](#)

[Division of Student Affairs Design Request](#)

DISCLAIMER:

The information provided in this guide covers the Division of Student Affairs standards for branding. It is a work in progress and might not have everything available for marketing needs. If you think content is missing or needs editing, please email marketing@saffairs.msstate.edu. The most current version of this document at www.saffairs.msstate.edu/marketing. For more information about the University Visual Identity Standards, please head to the Office of Public Affairs website for more information at www.opa.msstate.edu/identity/index.php.

Sample Press Release

Banner [

**Miss Mississippi State University Pageant
Center for Student Activities
Suite 314, Colvard Student Union
Mississippi State, MS 39762**

Contact [

Date & Release Date [

April 11, 2013

For Immediate Release

Headline [

MISS MSU TO HOST TEA PARTY FOR CHILDREN'S MIRACLE NETWORK

Lead Line [

Starkville, MS- Miss Mississippi State University, Jasmine Murray, will host a “Whimsical Princess Tea Party” on Sunday April 21, from 1:00-3:00 p.m. in the Butler Williams Guest House Lobby on campus.

Body [

Murray, a native of Columbus, will be competing this July for the title of Miss Mississippi. Come out and enjoy light refreshments while getting your picture taken with Jasmine and other form Miss MSU's who will be in attendance. Proceeds from the event will go to the Children's Miracle Network, a national platform of the Miss America Organization.

Tickets are \$5 and can be purchased in advance at the Center for Student Activities, in Suite 314 of the Colvard Student Union. They will also be available at the door. All are welcome and light refreshments will be served.

For More Info [

For more information about this event or scheduling for appearances, please email atreptow@saffairs.msstate.edu or call (662) 325-2930.

Closer [

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Appendix C

In order for digital signage to be displayed, the graphic must contain the following:

1. **Title** of Event.
2. **Brief Explanation** of event, if it is not clear in the title.
3. **Date** of event, include the day of the week. (Ex. Thursday, August 1st).
4. **Time** of Event.
5. **Location** of Event.
6. Any associated **cost**.
7. **Contact info**, include statement about **disability accommodations**.
8. Any other **relevant information**; parking, dress code, Student ID.
9. Official Mississippi State **Logos**.
10. Remember to **spell check**.

Event Checklist

Event Information				
Event Name:				
Event Date/Time:				
Attendance Goal:				
Target Audience:				
Program Location:				
Proposed Cost of Event:				
General Requirements				
Registered on Orgsync:				
Room(s) Reserved:				
Checked the Layout of the Room:				
Event Services				
Requested Details:	Tables	Chairs	Table cloths	Speakers
Set up Date/Time:				
Clean up Date/Time:				
Catering				
Food/Beverage Needed:				
Outside Vendors:				
Utensiles:				
Publicity				
Advertisements are Designed:				
Date/Time Advertisements go Live:				
Miscellaneous				
Nametags:				
Invitations:				
Photographer:				
Videographer:				
Decorations:				
Signage:				
Volunteers:				
Other:				

Event Timeline

2 months out
Check the Layout of the Room
Determine Cost of Event
Request Details: tables, chairs etc
Submit marketing request
1 month out
Assign set up and tear down crew
Food/Beverage Needed
Print marketing materials
Get promo on university TVs
3 weeks out
Determine where marketing will be
Purchase materials for event
2 weeks out
Distribute marketing materials
1 week out
Finalize volunteers
Week of
Push social media
Send email reminders to volunteers
Confirm reservations