OVERVIEW

• Objectives
• Brand Guidelines
• Content Development
• Approval Processes
OBJECTIVES

• Communicate accurate, relevant information about RMP business unit services, programs and initiatives

• Maintain a consistent voice across all Resource Management & Planning media that meets University Communications’ messaging strategies and UC San Diego Brand Guidelines

• Standardize and streamline the media content development process to reduce turnaround time

• Ensure adequate support for timely content development and delivery
UC SAN DIEGO BRAND GUIDELINES
WHY BRAND MATTERS

• It reflects campus culture and how stakeholders feel about UC San Diego
• It helps define and reinforce who we are, why we’re different and what we do matters.

We communicate the brand by:

• Creating consistent messaging across media platforms for broad audiences
• Applying the graphic identity across print and digital media
USE OF THE UNIVERSITY NAME

• Full name: “University of California San Diego” – no comma

• Never use: “UCSD”

In all communications:

• First reference, spell out the name: University of California San Diego.

• Subsequent references and in headlines, use the abbreviated version: UC San Diego.

• You can also use other words such as “campus” or “institution” to refer to UC San Diego.
Do not:

- Change the typeface or rearrange/overlap logo components
- Attach other graphic elements to the logotype
- Stretch or change the proportions or the weight of the logotype
- Change the color, tint or outline the logo (blue/gold, blue or black; white on images or backgrounds)

Separate or unique logos for your unit, department or project are often unnecessary and can confuse the audience and your message.

**Academic, administrative, research and support units may not create, commission or adopt individual unit logos.**
The logo requires an appropriate amount of space around it. The clear space around the logo should be a minimum of one cap height (the height of the "U").

No text, graphics or other elements should appear in this space.
Expanded color palette for print applications
• **Brix Sans** should be your first choice for most uses. For effective hierarchy and pleasing contrast, try incorporating contrasting weights—black and extra light, for instance.

• Myriad Pro (preferred) and Calibri are acceptable substitutes.
  - **Myriad Pro** is included with a license for Adobe Creative Cloud.
  - **Calibri** is included with Microsoft Office.
POWERPOINT PRESENTATIONS

Use the branded presentation templates for all PowerPoint presentations (available on the brand downloads webpage). This presentation uses the RMP preferred formatting.

- First slide: Dark blue presentation title slide
- Second slide: Medium blue title slide
- Content slides: White background and white chapter slides
- Last slide: Dark blue closing slide with no text
• Ensure that line spacing for all text boxes is set to 1.0.
• Use the same Calibri font size on all slides.
• Break up large amounts of text onto multiple slides so it’s easier to read and text does not run off the page.
• Hyperlink text instead of using URLs.
• Use images that enhance your content; do not use images that contain large amounts of text because they can become pixilated and difficult to read.
• When resizing/scaling an image, lock the aspect ratio to avoid distortion.
If you are working with consultants or vendors who are preparing media for you (e.g., reports, videos, etc.):

- Share the UC San Diego brand guidelines with them
- Ensure that they do not use “UCSD” in their prepared media
- Refer them to brand@ucsd.edu if they have questions
**Opening screen:** The UC San Diego medium blue logo careen must appear at the beginning of all campus videos.

**Type:** Brix Sans is preferred, but Myriad Pro or a similar sans serif font is an acceptable substitutes.

**Closing screen:** Use the dark blue closing screen to further identify your unit or division.
MEDIA CONTENT DEVELOPMENT

Effective Writing
Social Media Use
Video Production
Create clear, concise, correct, consistent and compelling content that reinforces campus identity and messaging. Use the first person tense whenever possible, because our brand has a lot of personality.

**Be clear:**
- Put important things first.
- Organize information into small, easily readable sections using headers and subheads.
- Place action in verbs, not nouns; use active construction.

**Be concise:**
- Omit needless words.
- Write content that’s easy to read.
- Keep sentences and paragraphs short.
EFFECTIVE WRITING

Be correct:
• Check facts and links.
• Keep content current.

Be consistent:
• Apply campus style standards.
• Maintain a consistent voice.
• Practice good writing/editing habits.

Be compelling: Everything we write, from bold headlines to legal disclaimers, should be an exhilarating read.
• Don’t be cute (e.g., use of exclamation points, flowery language, etc.).
• Satisfy information seekers’ needs but don’t inundate with facts
• Use images that inform, engage and energize content.
SOCIAL MEDIA USE: BEST PRACTICES AND CONTENT PARAMETERS

• Be smart.
• Identify yourself.
• Follow university branding.
• Be professional and ethical.
• Quality matters.
• Avoid duplicating efforts.
• No endorsements.
• Obtain permissions.
• Keep it legal.

For more information, see UC San Diego Social Media Guidelines.
VIDEO PRODUCTION PROCESS


Transformation Projects Manager, or designee, sends content to VC RMP Office for review. → VC RMP approves. → Video is published.
VIDEO PRODUCTION STEPS

1. Write the script.
2. If using narrator, share script for recording the voiceover.
3. If reading from a teleprompter, share script with the speaker for familiarity.
4. If using screen text, submit text to producer, including names and titles.
5. Discuss model releases and filming process.
6. Film predetermined content and b-roll.
7. Edit video and add b-roll clips.
8. Choose and add music track.
9. Add graphics and screen text.
10. Color correct, adjust framing, add motion to clips, and add transitions.
11. Export and upload the final draft video for customer review.
12. Make final revisions/edits.
13. Export and upload completed video.
SELF-FILMING GUIDELINES

• Only film landscape videos and use a predetermined shot list.
• Shoot stable video. If you don’t have a tripod, hold the camera close to your body to prevent shaking.
• Avoid unnecessary zooms and pans.
• If indoors, use plenty of light; when outdoors, have the sun behind you.
• Save raw footage as an MP4 file, without music.
• Record clean audio. Check for sound acoustics if recording indoors.

Tools
Preferred: MS Teams, phone camera, professional camera
Other: Zoom, laptop camera

File/Image Specifications

Photo/Image format: .jpg 200 to 300 dpi
Video file format: MOV and MP4
RESOURCES

Links

• Brand Downloads – UC San Diego logo, presentation templates
• Campus Profile
• UC San Diego Brand Guidelines
• UC San Diego Editorial Style Guide
• UC San Diego Media Gallery
• UC San Diego Social Media Guidelines
• Use of the University of California Name
• How to Write a Video Marketing Script
MEDIA APPROVAL PROCESSES

Websites
Multimedia Content
Photography and Videography
Website updates and multimedia content:

- **Review**: 3 business days before target publish/distribution date
- **Content creation**: 5 business days before target publish/distribution date

**Photography**: 5 business days before event

**Image adjustment**: 3 business days

**Videos**: Varies based on duration and complexity

We will accommodate urgent requests under extenuating circumstances only.
WEBSITE CONTENT APPROVAL PROCESS

Subject matter expert (SME) gathers information.

SME submits email web content request.

Multimedia Communications Manager refines/develops and stages content.

Multimedia Communications Manager sends link(s) to SME for accuracy review and feedback.

Multimedia Communications Manager publishes approved content.

Service(s) sends link(s) to SME for accuracy review and feedback.

Multimedia Communications Manager sends link(s) to VC RMP Office for review/feedback within four (4) business days.

VC RMP, or designated authority, approves content.

VC RMP, or VC RMP Office for review/feedback within four (4) business days.

VC RMP, or designated authority, works with SME to address any identified issues.

Department approves content.

Updates (e.g., dates, schedules, rates, procedure changes, environmental/CEQA reviews, etc.)

New content – sensitive information or policy changes (e.g., construction project descriptions, Virtual Town Hall results, surveys, etc.)
Email outreach, newsletters, presentations, flyers, brochures, posters, ads, signs, etc.

MULTIMEDIA CONTENT APPROVAL PROCESS

Customer submits media creation request or original file(s) (Word, PowerPoint, PDF, Adobe Illustrator, images, etc.) to Multimedia Communications Manager.

Multimedia Communications Manager works with customer to develop media or reviews submitted media to ensure message consistency and adherence to campus branding guidelines and quality standards.

Sensitive, high-level or policy-related information

Transformation Projects Manager, or designee, sends content to VC RMP Office for review.

VC, or designated authority, approves content or sends to University Communications for approval.

Content published, produced or distributed.

Multimedia Communications Manager approves media.
PHOTOGRAPHY AND VIDEOGRAPHY APPROVAL PROCESS

Customer submits media photography/videography request or original file(s) to Transformation Projects Manager.

Sr. Artist works with customer and multimedia team to develop media to ensure adherence to campus branding guidelines and quality standards.

Transformation Projects Manager, or designee, approves media.

Content published, produced or distributed.

Transformation Projects Manager, or designee, sends content to VC RMP Office for review.

Sensitive, high-level or policy-related information

VC, or designated authority, approves content or sends to University Communications for approval.
You are responsible for understanding campus branding guidelines and adhering to these quality standards.

If you have questions, contact Colleen Sheehan, Multimedia Communications Manager.