OVERVIEW

- Objectives
- Approval Processes
- Brand Guidelines
- Content Development
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
WHY ADHERING TO THE BRAND MATTERS

Earlier this year, UC San Diego hired its first Chief Communications and Marketing Officer, Anne Buckley.

Anne provides executive-level leadership and vision for the university’s comprehensive suite of communications and marketing efforts. She oversees University Communications, Creative Services, the communications and marketing functions for Health Sciences and Athletics, and partners with UC San Diego Health, Scripps Institution of Oceanography, Advancement and Admissions.

With Anne’s leadership, campus-wide communication will reinforce UC San Diego’s brand and strengthen our identity.

Anne L. Buckley
Chief Communications and Marketing Officer
MEDIA APPROVAL PROCESSES

Websites
Multimedia Content
Photography and Videography
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.

Department approves content.

VC RMP, or designated authority, approves content.

Multimedia Communications Manager publishes approved 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.)

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

VC RMP, or designated authority, sends link(s) to VC RMP Office for review/feedback within four (4) business days.
Email outreach, newsletters, presentations, flyers, brochures, posters, ads, signs, etc.

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.
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.

Sensitive, high-level or policy-related information

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

Content published, produced or distributed.

VC, or designated authority, approves content or sends to University Communications for approval.
SUBMITTING REQUESTS: PLAN AHEAD

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 enhancement/adjustment**: 3 business days

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

*We will accommodate urgent requests under extenuating circumstances only.*
All members of the Vice Chancellor – Resource Management & Planning area are required to adhere to these guidelines.
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.
Use the branded presentation templates for all PowerPoint presentations (available on the brand downloads webpage).

Select the white background format or medium blue background format.
Logo: The UC San Diego logo must appear at the beginning and end of all campus videos. Use the closing screen to further identify your unit or division.

Type: Brix Sans is preferred, but Myriad Pro or a similar sans serif are acceptable substitutes.
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
EFFECTIVE WRITING

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.** Everything you write or receive on a social media site is public. And it could live forever.

• **Identify yourself.** Be transparent. No matter when or where you jump into the conversation online, speak in your own voice and clearly identify yourself and your affiliation with UC San Diego. Remember you are your area’s spokesperson.

• **Follow university branding.** We strongly encourage all schools, divisions, departments and programs that launch official social media presences to feature identifiable **UC San Diego branding**, including the [current logo](#).

• **Be professional and ethical.** Respect your audience.

• **Quality matters.** The speed of social media is a great feature, but it also means that time to edit or reflect must be self-imposed. Take time to check spelling and grammar before publishing your content. If you are uncertain about a post, you may want to have someone else review it for an outside perspective.
SOCIAL MEDIA USE: BEST PRACTICES AND CONTENT PARAMETERS

• **Avoid duplicating efforts.** Could your content be funneled up to an umbrella organization’s social media network instead of creating your own page?

• **No endorsements.** Do not endorse or promote any product, political party, candidate or cause.

• **Obtain permissions.** Get permission from your supervisor before you set up your sites. Get appropriate permission before you refer to or post images, copyrighted material, intellectual property, etc.

• **Keep it legal.** There are legal issues such as intellectual property, privacy and more that could not only get you in trouble; it could get the university in trouble. Do not disclose anything that contains confidential or proprietary information about UC San Diego, its employees, students, affiliates, vendors or suppliers.

For more information, see [UC San Diego Social Media Guidelines](#).
VIDEO PRODUCTION PROCESS

2. Customer submits Video Request Form.
3. Transformation Projects Manager approves request.
4. Customer meets with multimedia team to develop concept and timeline.
5. Customer writes script and gathers support media.
6. Multimedia team edits script and creates storyboard layout.
7. Customer approves.
8. Multimedia team produces draft.
10. Customer reviews draft.
11. Transformation Projects Manager, or designee, sends content to VC RMP Office for review.
12. VC RMP approves.
13. Video is published.
VIDEO PRODUCTION STEPS

1. Write the script.
2. Select narrator and share script for recording voiceover.
3. Discuss model releases and filming process.
4. Film agreed upon content and b-roll.
5. Edit video and add b-roll clips.
6. Choose and add music track.
7. Add graphics and lower thirds (screen text).
8. Color correct, adjust framing, add motion to clips add transitions.
9. Export and upload the final draft video for customer review.
10. Make final revisions/edits.
11. Export and upload completed video.
SELF-FILMING GUIDELINES

- Film in a quiet place and minimize background noise.
- Only film landscape videos.
- Ensure that the camera is stable and does not move too much while filming.
- Save raw footage as an MP4 file, without music.

**Tools:** MS Teams, Zoom, laptop camera, phone camera, professional camera

**Preferred:** MS Teams, phone camera or professional 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