

STUDENT DEVELOPMENT

MARKETING & PROMOTION CHECKLIST

Use this checklist when creating online or print communication pieces. You may also refer to the UD Brand Guide for information on best practices for promotional materials distributed within the University or requirements for external communications and campaigns.

UD BRANDING

- Are you using the proper UD logo and are they the right size?
Ex. UD Chapel Logo (at least 1" tall) vs. UD Wordmark (at least 1" wide)
- Are you using the proper type-faces?
Ex. Champion for headlines and body copy
- Are you following the brand's colors?
Ex. Red (PMS 200) and Blue (PMS 288)
- Are your images clear and of high quality?
Ex. Photos include proper saturation and are not stretched or blurry
- Are you within **ADA compliance**?

UD's branding policy and examples of other common marketing material can be found at udayton.edu/brand

COMMUNICATION CHANNELS

- Are you using multiple communication channels to reach diverse and broad audiences?
Ex. posters, postcards, newsletters, digital signage, social media, websites, etc.
- If using social media, are you actively engaging, monitoring and responding with students?
Ex. Retweeting positive feedback and responding to questions or comments (as appropriate) on Twitter and Facebook
Ex. What process do you have in place for addressing inappropriate comments?

CONTENT

- Is your message clear and interesting to your audience?
- Is your message in Associated Press (AP) style?
See <https://owl.english.purdue.edu/owl/resource/735/02/> for more information.
- Did you have at least one other person proofread your design?
- Does your communication piece include diverse images?

MISSION//VALUES

- Do you promote the University's and Student Development's mission and values?
- Does your communication piece reflect the **Commitment to Community**?
- Does your communication piece include the **Inclusive Excellence Statement**?

If you have any questions or need assistance regarding the checklist, social media, web management, or graphic design please contact the Office of Communications and Community Relations at: **9-3465 or 9-3497** or email: ejesse1@udayton.edu. Marketing Services is an additional resource at: udayton.edu/universitymarketing.

For a digital copy with clickable links, visit udayton.edu/studev, then Staff Resources