

**Xavier
University
of Louisiana
Identity
Guidelines**

**Graphics Standards,
Marketing &
Communications
Policies
2020 - 2021**



XAVIER
UNIVERSITY *of* LOUISIANA

Xavier is EXcellence.

XAVIER UNIVERSITY
OF LOUISIANA



Table of Contents

1	What we do
2	Meet the Team
3	Requesting Marketing a Communication Department MCD) Assistance
4 – 6	Publicity & News Release Procedures
7 – 8	Press Inquiries Policies & Procedures
9 – 10	Procedures for Promotion and Announcements
11	Crisis Communications Procedures
12 – 13	Presidential Communications Policies
14 – 15	Video or Photo Opportunities Procedures
16	Publications Policy
17 – 18	Publications Procedures
19	Internal Communications Procedures
20	Community Engagement Procedures
21 – 24	Social Media Policy
25 – 26	Digital & Social Media Workflow
27	Website Posting
28 – 30	Website Management Procedure
31 – 34	Graphic Design
35 – 42	Xavier University of Louisiana Brand Facts

We Are One XU



What We Do

communicate

The Marketing and Communications Department (MCD) strives to promote Xavier University of Louisiana (X.U.L.A.) by informing, educating, and engaging external and internal stakeholders of X.U.L.A. Our mission is to ensure that Xavier existing stakeholders and new audiences are aware of and adequately knowledgeable about Xavier, its performance, mission, commitments, plans and successes.

We also aim to build trust with all key stakeholders in the community and position Xavier as a prestigious University for new students, their parents and advisors, and donors.

Working together, we will ensure that Xavier's voice and messages are effectively crafted and disseminated to all stakeholders whose knowledge and support are essential for our continued success, and are fully aligned with the mission, vision, goals and objectives of the Xavier Leadership Team and Board of Trustees.

This policy is developed to help us better communicate with the following key stakeholder groups:

- Prospective Students and Parents
- High School Counselors
- Alumni
- Donors
- Partner Organizations
- Academic Community Influencers
- Elected Officials
- Media
- The Business Community
- Current Students
 - Internal Stakeholders
 - Boards
 - Faculty
 - Staff



Marketing and Communications Department
XAVIER UNIVERSITY of LOUISIANA

Meet Our Team

Ashley Irvin
Director of Marketing and Communications



Ashley Daniels
Sr. Manager of Website Development, Innovation, and Analytics



Kaye Rolland
Brand Manager/ Graphic Designer



Lance Sumler
Manager of Communications and Media Relations



Jourdan B. Ferdinand
Marketing and Communications Specialist – CMS Web Design and Social Media



Chelsea Cunningham
Marketing and Communications Specialist

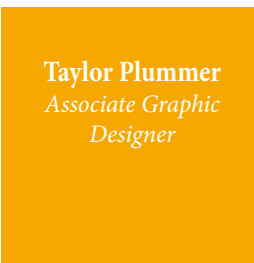


Regi Reyes
BUILD Communications Specialist



Mark Veals, Jr.
Digital & Social Media Content Specialist

Taylor Plummer
Associate Graphic Designer



Kai Rhea
Web Content Specialist



Troy Walker
Marketing and Communications Specialist for Student Affairs



The Marcomm department is the official steward of the institutional brand, manages digital presence, advertising and expands recognition via an integrated approach. Reporting to Vice President of Administration/ Vice President of Administration/Chief of Staff Patrice A. Bell, it is charged with leading all marketing and communications efforts for the entire institution.

Requesting Marketing and Communications Department (MCD) Assistance

To request assistance from the MCD, please email xula1925@xula.edu, call 504-520-5214 or visit our service desk at help.xula.edu > Marketing & Communications. This allows the management staff in the MCD office to track and insure that all projects are completed in a timely manner. This service desk was conceptualized, designed, and launched in collaboration with IT to better manage workflow in the department and monitor progress of requested support from the MCD. This is our way of better serving the needs of the entire university.

Departments will also be required to complete an annual spreadsheet of all standard promotional events, campaigns, and deadlines that will require either internal or external promotion. Dates and information may be changed after submission; but the spreadsheet must be completed to allow the MCD to anticipate and proactively plan dissemination of all communications.

collaboration

**PUBLIC AFFAIRS,
COMMUNICATIONS,
AND
PUBLICITY POLICIES**

Publicity & News Release Procedures

Requests for MCD support from all departments/individuals are submitted via an online request form. Requests must first be approved by Requesting Department Director/VP for consideration. This channels requests through the appropriate leader in individual departments to set priorities of departments at any given time.

Requests will be evaluated based on MCD office objectives, annual priorities from President, Cabinet, and Board of Trustees Office, MCD office workload, and budget for the request.

Many forms of promotion are available, including news releases, media interviews, public service announcements, community outreach, employee engagement support and public outreach efforts.

All media have the option to use or not use the information sent to them. Both print and broadcast journalists use seven major criteria to judge the newsworthiness of a story: impact, timeliness, prominence, proximity, uniqueness, conflict, and currency. Paid advertising is the only guaranteed way to promote your program or event exactly when and where you prefer.

The MCD office manages paid advertising for university wide campaigns and serves as an advisor on individual department campaigns. All paid advertising campaigns must first be approved by the Director of Marketing and Communications and in some instances the Vice President of Administration/Chief of Staff. This includes selection of ad vendors and placement and content of advertisements. Departments requiring these services should submit their annual needs by April 30 of the preceding year along with budget for optimal planning and placement and inclusion in overall campaign metrics.

publicity & news

Publicity & News Release Procedures (cont.)

All news releases are prepared by the MCD and are distributed using e-mail to target newspapers, radio and TV stations and specialized publications and digital media. Depending on the type of announcement, this information may be distributed to an extensive list of community contacts and elected officials on a local, regional, and national level. News releases are also posted on the Xavier University of Louisiana website. This information may also be placed by the MCD on Social Media with a link to the information housed on the website.

To publicize your event, send the information (who, what, where, when, and why) to the MCD via the service desk. Printed materials describing more detailed event information, such as biographies are also useful in preparing news releases. Ideally, notification and/or information should reach us a minimum of 6 weeks in advance of an event, announcement, appointment, or other news regarding the university. All requests must be scheduled into the existing media calendar developed annually by the MCD. For optimal coverage, information should be provided 8 weeks in advance of promotional period.

Staff engaged in personal endeavors that draw association with the university promoted in the community, press, or social media must submit details of those activities and promotions for review by the MCD to determine if the name or image of the institution can be associated with the event, work, or product due to brand compliance guidelines.

Outside events hosted at Xavier and using the name or image of the university in promotions must be submitted for review by the MCD to determine if the name or image of the institutions can be associated with the event due to brand compliance guidelines and to determine if cross-promotional opportunities would benefit the university.

Members of the working press covering a Xavier associated event must be routed to the MCD for vetting and must be given the contact information for the office as the primary contact for media access to facilities and official source of general information regarding the university.

Publicity & News Release Procedures (cont.)

Faculty and staff not identified as official spokespeople by the university are not authorized to speak to the media or on social media as official representatives of the university.

Independent personal endeavors of administrators or staff must be submitted for review only if Xavier University is mentioned in promotional or biographical information. You may be required to include a disclaimer on these works that it is not an official publication, representation, or the opinion of the university.

Administrators, faculty, and staff engaging in independent civic or political activities may not represent their roles on committees or in these endeavors as officially representing the university unless appointed as a representative by a member of the cabinet.

For Publicity & News Releases:

Points of Contact: Ashley Irvin • airvin1@xula.edu • 504-520-5424
Lance Sumler • lsumler@xula.edu • 504-520-5240

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs. Final press releases require the approval of the MCD and the requesting Department Director. Some media releases may additionally require approval of the Vice President of Administration/Chief of Staff, President or Board of Trustees.

Xavier is Tradition.

Press Inquiries Policies & Procedures

The President of the University is the primary spokesperson on most topics. The Provost, members of the cabinet, and deans are the secondary spokespeople. Faculty and staff may be called upon to speak on behalf of the institution as determined by topic matter. The MCD will serve as the initial contact point for all press inquiries. ***Media should not be contacted to place stories regarding any Xavier affiliated news outside of the MCD office.***

In most cases, a reporter who is writing a story or wants specific information on a topic will need to speak to the appropriate technical expert. In these cases, the MCD will schedule interviews with said expert. Technical experts will need to be briefed by the MCD prior to interviews. A MCD staff member will attend all media interviews. All information to be shared with the media must be vetted by MCD staff.

Guidelines and Protocols

Under no circumstances should X.U.L.A. faculty or staff (outside of the MCD office) initiate contacts with the press or grant interviews without approval of the MCD in advance

Under no circumstances should X.U.L.A. faculty or staff directly respond to press inquiries.

Under no circumstances should staff release documents for publication or broadcast without the prior approval of the MCD, the President, Vice President of Administration/Chief of Staff, and the Cabinet and/or Board office as applicable.

Media Tips:

In some cases, a reporter may contact a member of the X.U.L.A. Faculty or staff directly. In these cases, please notify the MCD Office with the name of the media and the reporter along with the nature of the inquiry.

Press Inquiries Policies & Procedures (cont.)

If a reporter from a newspaper, radio, or television station calls and asks you to comment on a breaking story, your response should be:

“I would be happy to refer you to the appropriate person to respond to your inquiry.” Refer them to the MCD staff and then let us know who called and what they wanted immediately. Do not delay to inform the MCD office of any media contact. Be sure to take down the name, media station and phone number of the caller and forward this information when you contact us.

When you are authorized to talk to a reporter,

- You are never off the record
- Just answer the question directly and as briefly as possible
- Don't continue to talk, even if the reporter pauses. This can be a technique to get you to say more than what is necessary.
- Do not respond to hypothetical questions. Only discuss facts.
- Don't simply agree with a reporter's statement.
- Don't let reporters put words in your mouth.
- Give your own answer clearly and concisely.

Sometimes stories do not come out as you expected. Reporters are supposed to produce a balanced story and will look for someone who will say the opposite of what you say. The MCD monitors media coverage daily and will work to correct any inaccuracies and to counteract any negative publicity with positively placed stories.

For Press Inquiries:

Points of Contact: Ashley Irvin • airvin1@xula.edu • 504-520-5424
Lance Sumler • lsumler@xula.edu • 504-520-5240

Procedures for Promotion and Announcements

Event Publicity

I have an event coming up. How do I publicize it?

Recognition for Xavier faculty, staff, or student

I have a good story about a Xavier accomplishment. How do I publicize it?

The Marketing and Communications Department handles all publicity for Xavier events as well as publicity for faculty, staff, and student accomplishments, which can be publicized through several mediums including **news releases**, **the weekly e-Bulletin**, **TMAX** and in **Xavier News**.

Information about **events** that you want included on the university calendar (or are requesting additional publicity for) must be submitted to the MarCom office **four weeks** prior to your event via xula1925@xula.edu.

Information about student, faculty, and staff accomplishments must be submitted to Xavier's MarCom Office **two weeks** prior to when you want it published, via a possible press release, web story or both. All announcements **do not** require a press release. See instructions further down to see the difference between a press release and a web story:

Xavier University events can be publicized in the following ways:

- Events are included on the University Calendar (Link on Home Page of XULA Website)
- Events/Announcements are publicized through the University Newsroom, and in the weekly E-bulletin

The weekly e-Bulletin has been designated by the University Administration as THE official vehicle for communicating non-urgent announcements and info to XU faculty, staff, and students. It is emailed each Monday morning (excepting Holidays), covering the events for the upcoming week and beyond.

Procedures for Promotion and Announcements (cont.)

If you have an announcement or info about a campus event that you wish to submit for inclusion, please send it to xulanews@xula.edu or lsumler@xula.edu. If your submission includes a flyer, it should be in doc, pdf, or jpg format. Please note that requests for blast emails about individual events cannot be honored.

The deadline for all submissions for eBulletin is noon the Wednesday before publication (Monday); however, you are encouraged to send in your announcements as early as possible.

The TMAX (This Month at Xavier) is a monthly publication sent to all faculty, staff, students and alums (who opt in to receive) once a month. This publication is meant to highlight the amazing work and accomplishments of our faculty, staff, students and alumni. We also use this publication to highlight new institutional partnerships and positive stories of Xavier being highlighted in the media. To submit a story or idea for inclusion in the TMAX, please email xulanews@xula.edu or lsumler@xula.edu.

The deadline for all submissions for TMAX is the third Wednesday of each month to be included for the following month.

1. **Press Release** - an official statement issued to media giving information on a particular matter. This is a strategy we use to get media coverage or inform the media on a particular matter. The MarCom office is the only University entity authorized to speak to or send communications to the media as it relates to Xavier University. This is not meant for non-urgent announcements but only high-level university announcements. The MarCom Office is solely responsible for determining which events/announcements are press release worthy.
2. **Web Story** - This is an article posted on the Xavier website to raise awareness about an event, person, accomplishment or important matter throughout the Xavier community and to all of the external visitors of our website. These announcements aren't always necessarily directly sent to the media, however they're still worthy of some recognition, which is why we post them on our website.
 - To request publicity for a member of the Xavier community, please email xulanews@xula.edu (Two weeks prior to when you want it posted)

Point of Contact: Lance Sumler • lsumler@xula.edu • 504-520-5240

Crisis Communications Procedures

A crisis is a situation which requires immediate and coordinated action. It also is a situation which has a significant impact on the operation of the institution or affects its image within the community.

At the direction of the President, the Cabinet and Board of Trustees, a crisis team of key personnel will handle the emergency, establish clear lines of communication, and appoint a spokesperson who will handle all media contacts and public statements.

All members of faculty and staff are expected to refrain from discussing crisis situations with the media, on social media, or in the greater community.

For Crisis Communications:

Points of Contact: Ashley Irvin • airvin1@xula.edu • 504-520-5424
Lance Sumler • lsumler@xula.edu • 504-520-5240

crisis communications

Written approval of institutional messaging lies solely with VP/COS Bell and shall be disseminated in any way prior to securing that approval.

Presidential Communications Policies

The MCD is responsible, in collaboration with the Vice President of Administration/Chief of Staff and administrative staff of the Office of the President, to vet and confirm appearances of the President, participation in events, forums, and outreach activities. Requests for the President's participation should be submitted to his scheduling team/administrative staff with all event details to include date, location, purpose, topic, and benefit to the institution. These will then be vetted to the Vice President of Administration/Chief of Staff, MCD and other cabinet members as required for review. This process will allow the university to meet priorities of the institution, manage the President's schedule for maximum benefit to the university, and appoint the correct member of the Cabinet, Dean, or other representative to attend your event.

Requests will be evaluated based on institutional objectives, the annual priorities of the President, the Cabinet, and Board of Trustees Office, and other considerations.

Event Representation:

The President's Office and MCD has a list of university representatives authorized to represent Xavier at approved events. In some instances, the President may be unavailable or may deem another administrator as the most appropriate representative. This could include the Provost, Dean, or a member of the Cabinet or faculty/staff leadership as the approved representative of the university. A minimum of six weeks' notice is requested for event appearances.

Correspondence from the President:

For correspondence from the President in support of area initiatives, the requesting department should submit the purpose, facts, and timeline of the dissemination. It is preferable that the requesting department submit the draft of the correspondence to the MCD for review and editing if needed. The Vice President of Administration/Chief of Staff will make final edits and submit for approval of presidential signature. Some letters may be deemed more appropriate for signature by members of the Cabinet or leadership team. A minimum of four week notice is requested for correspondence.

Presidential Communications Policies (cont.)

Document Signatures:

All documents for signature must be delivered to the President's suite and signed in for processing. Documents must be delivered to the President's office a minimum of 72 business hours prior to the requested date due back to the submitter to allow ample time for review and processing. Submitters will be contacted with any questions or edits and to pick up the signed document. Documents must be signed back out to maintain a log and provide document control.

For Office of the President Communications:

Points of Contact to request appearance: Dr. Rae Borden 504-520-7558
Front Desk 504-520-7541

Points of Contact to for correspondence: Patrice Bell • 504-520-7276
Dr. Rae Borden • 504-520-7541
Front Desk • 504-520-7541

How to Request:

Email president@xula.edu to requests an appearance or correspondence.

Approval:

All requests must be approved by the respective department Directors/VPs. Final representation and correspondence requires the review of the Director of Marketing and/or Vice President of Administration/Chief of Staff and the requesting Department Director. All correspondence requires final approval by the President prior to signature.

Video or Photo Opportunities Procedures

If you have an event that is visually attention-grabbing, i.e., interesting people doing active things, we can offer a photo/video opportunity. Such an event often makes a good photo in the newspapers or a good visual for the TV cameras. Photography/Videography editors are looking for photos and video that are interesting, informative, and entertaining.

Events that are not photo/video opportunities for media release or for use in internal communications cannot be guaranteed for photographic coverage by the MCD due to scheduling conflicts. In this case, a list of preferred university videography/photography vendors may be provided to hire for the event under the requesting department's budget code and at their expense.

Requests for university photography must be submitted through the ticket system at help.xula.edu > Marketing & Communications at least 14 business days prior to your department's event. All details including who, when, where, intended purpose of the photographs, and what essential photography needs must be provided. If approved, photos will be shared electronically via email or an online photo bank after the event. Any photo print orders are the responsibility of the requesting person or department. All invoices and photo print orders are the responsibility of the requesting person or department.

Points of Contact: Mark Veals Jr. • mveals@xula.edu • 504-520-5214

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs.

How To Request Photo or Video Coverage



1

Log into the **"Help Desk"**. Select **"Get Help"**, then select **"Marketing"** from the **"Categories"** menu on the left. Select **"Professional Photographer / In-house Photography Coverage"**



2

Fill out the ticket:

Each department is responsible for submitting a ticket to the Marketing and Communications Department at least 14 days prior to the event you are requesting coverage for.



3

Once the ticket is placed:

MCD will contact department requesting coverage for additional details so that they may be conveyed to the vendor.



4

Booking:

MCD will reach out to Photo/Video vendors and book them for your event as well as share all details provided by the department.



5

Confirmation:

Once the vendor has confirmed that they can cover the event the vendor will be provided all needed credentials or additional instructions for the event.

Note: It is the responsibility of the requesting department to make sure all info is provided prior to the MCD contacting a vendor.



6

Request Complete:

When a request is completed, a link will be sent containing all photos or video captured at the event.



7

Invocing:

Once the content is delivered to the department, the invoice from the vendor will be provided to the department.

Xavier is the Future.



Publications Policy

The MCD is responsible for the quality and production of university publications. The goal of the publication policy is to establish consistency and accuracy and to provide a positive identity for Xavier.

The MCD reviews the content, design, purpose, budgetary considerations, and printing format of all publications.

Any printed piece that is intended for distribution to a mass audience must be coordinated through the MCD.

Definition: University publications are those materials that use the Xavier University name or logo, are distributed externally, and/or are paid for with Xavier funds. Examples include brochures, flyers, invitations, newsletters and more. This does not include internal departmental publications, letters, memoranda, or other personally signed communications.

publications policy

Publication Procedures

Planning and Production: Contact the Marketing and Communications Office early in the planning stages of your publication to arrange a meeting. Allow sufficient time for writing, editing, typesetting, designing, bidding, and printing of your publication. In some instances, design work may be recommended for outsource due to the nature of the project or workload of the MCD. Fees associated with outsourced design work are the fiscal responsibility of the requesting department.

Be prepared to discuss the intended audience for your publication, your deadline, your budgeted amount, and your plans for distributing the publication.

Here's what is involved:

Time: While the complexity of jobs varies, most publications require **4-8 weeks** from the time the MCD receives the original copy until printed copies are delivered.

Cost: In most cases, planning, editing, designing, and typesetting are provided free by the MCD. However, printing costs, binding, and other production services must be paid by the office originating the publication. For publications that must be printed by an external printer, we must have your purchase order number before the publication can be delivered to the printer. The office requesting print production is responsible for funding their respective print fees and securing the P.O. from the Fiscal Office.

Copy: The office or department initiating a printed piece is responsible for providing the original drafted content of the publication. The MCD will edit a draft copy for correctness of style, or you may bring in a rough outline and we will produce the copy for your review. However, requesting full copywriting service requires an additional week of lead time to submit your request. Please proofread the copy carefully, as major changes made after the publication is in production are costly and cause delays. Any mistakes found after the print production or reprinting is at the expense of the requesting department.

Publication Procedures (cont.)

Approval: Final approval of information rests with the department or office initiating the request. All requests must be approved by the respective department directors, division chairs and in some cases the President or the Provost. Final layout and copy require the approval of the Director of Marketing or designee and the requesting Department Director.

Schedule: Major institution publications have first priority. As a rule, departmental publications are logged onto the production schedule on a first-come, first-served basis. Items already on the schedule have priority over rush jobs.

A minimum of eight weeks is required to effectively produce printed publications. Preference is twelve weeks from desired distribution date.

Point of Contact: Kaye Rolland • klrollan@xula.edu • 504-520-5125

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs. Final publications require the approval of the Director of Marketing and Communications or designee and the requesting Department Director. Some publications may additionally require President, Vice President of Administration/Chief of Staff, or Cabinet approval.

publications procedures

Internal Communications Procedures

The MCD Office is responsible for communicating with faculty, staff, and students via the weekly eBulletin newsletter, and the monthly This Week at Xavier newsletter, both of which are distributed via email. Anyone wishing to submit articles for inclusion in either publication can do so by sending the information to MCD staff.

The editorial staff has the right to edit, rewrite, and approves all submissions prior to printing of the document. Departments with stories to share but in need of help drafting an article may request so by contacting MCD staff.

Points of Contact: Lance Sumler • lsumler@xula.edu • 504-520-5240

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications or submit request to xula1925@xula.edu

Approval:

All requests must be approved by the respective department Directors/VPs. Final internal communications postings require the approval of the Director of Marketing and Communications or designee.

this week at xavier

Xavier is Legacy.

Community Engagement Procedures

The MCD is responsible for engaging in community outreach activities to generate increased dialogue between the university and the community.

The MCD office also takes a leadership role in developing strategies for defined agency wide community engagement campaigns targeted at building advocacy in support of X.U.L.A., building community trust amongst stakeholders, and propagating the brand of Xavier.

All departments are expected to share information for inclusion and to share their stakeholder contact lists for the creation of a master list for use in this distribution.

The MCD will promote all University approved and finalized events via its available internal and external mediums. The MCD does not provide event planning or event management services. The MCD does not provide event staffing to department events, does not secure venues, does not develop final invitation lists on behalf of other departments, does not manage the dissemination of invitations to department target invite lists, nor does it manage the RSVP process for those events. **Please Allow 4-8 Weeks to develop and complete community engagement campaigns.**

Points of Contact: Regina Reyes • rreyes@xula.edu • 504-520-5640
Chelsea Cunningham • ccunnin5@xula.edu • 504-520-5166

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs. Final publications require the approval of the Director of Marketing and Communications and the requesting Department Director. Some publications may additionally require executive and/or board approvals.

Social Media Policy

I. Social Media Channels

Xavier University of Louisiana (@XULA1925) is the only official, proprietary source of X.U.L.A. information and operates on four major social media channels: Facebook, Twitter, Instagram, and YouTube. All of these platforms are used for marketing purposes, including curated and promotional/recruitment content, and customer experience (students, potential students, stakeholders, donors and alumni), including questions, commendations, and feedback. Despite general marketing and communication purposes, each channel has specific tasks with regards to messaging, outreach, and communication with customers.



Facebook is utilized for curated and promotional content, news, public service announcements, event reminders, and Social Media Marketing (SMM) campaigns. As the channel with the most followers and customer engagement, Facebook serves as an important link between the MCD teams and development/enrollment.



Twitter is utilized for short curated or promotional content, public service announcements, event reminders, and emergency alerts. Since the platform only allows messages of 280 characters, Twitter is essential in disseminating emergency alerts and pressing information, as well as connecting to prominent social media influencers who extend the reach of the Xavier brand.



Instagram is utilized to tell @XULA1925's story through interesting and significant images. This channel has a strong brand reach and student/stakeholder engagement.



YouTube is utilized for posting videos that feature Xavier University from internal or local sources.

Social Media Policy (cont.)

II. Social Media Posts and Comments

At all times, all employees, students or representatives who can be identified as having any association to Xavier must be conscious to uphold the image, mission and brand of Xavier when posting content, opinions or commentary on social media. All posts referencing Xavier must be reflective of the curriculum or department's events and accolades only. Employees and students who use social media must do so responsibly, in compliance with all legal and X.U.L.A. institutional policies. Any employees may freely disclose their affiliation with the Xavier University of Louisiana granted that disclaimers are set freeing Xavier University of Louisiana from any intellectual investment in the post.

1. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
 2. Employees are not allowed to disclose information that are financial, operational and legal in nature, as well as any information that pertains to students, administration or any Xavier-affiliated constituents and stakeholders.
 3. Content pertaining to sensitive company information (particularly those found within Xavier University of Louisiana internal networks) should not be shared to the outside online community. Divulging information or spreading propaganda regarding matters such as the university's design plans, internal operations and legal matters are prohibited.
 4. Proper copyright and reference laws should be observed by employees when posting online.
 5. Xavier University of Louisiana reserves the right to require amendment or deletion of any misleading or inaccurate content depicted in social media posts, or any social media posts violating the code of conduct.
-

Social Media Policy (cont.)

Under no circumstances should social media posts or commentary contain political criticisms, political agendas, taunts to media or other community and political stakeholders/ counterparts, vulgar images or language; or any content unrelated to the positive promotion of Xavier and its academic initiatives.

Under no circumstances should any internal Xavier information or initiatives be released to any external source, including digital media sources, prior to approval from the department superior. This includes any commentary on media articles or media sources that suggests or insinuates a non-neutral stance on topics that can in any way be attributed to Xavier.

Under no circumstances should any pages or accounts be started on behalf of Xavier University or any X.U.L.A. department or organization without prior approval from the VP or division chair as well as the MCD. Sanctioned X.U.L.A. social media accounts must use an official xula.edu group email; no personal accounts may be used.

- Any sanctioned X.U.L.A. a social media account must have an assigned University employee appointed to manage and monitor the content, observing all copyright, fair use laws and MCD policies.
- All logins and passwords to any social media page that speaks on behalf or represents X.U.L.A. in any way must be released to the MCD.
- The MCD reserves the right to deactivate any University-related social media pages that misrepresent X.U.L.A.; release inaccurate, misleading or confidential information unauthorized by the Marketing and Communications Department; are not effectively messaging stakeholders on behalf of X.U.L.A.; or fail to comply with/ violate any University policies.

III. Social Media Posting and Creative Request Workflow Procedures

The MCD team focuses on messaging, planning, research, brand cultivation, and statistical analysis with regards to Key Performance Indicators (KPIs) and campaign goals. Feedback

Social Media Policy (cont.)

including research and coordination with other departments to offer optimal promotion or responses is curated directly with Account Managers for each department. Xavier Administrative and Academic Departments must work together with MCD to ensure that appropriate language and context are conveyed in posts, comments, and responses.

A digital audit of the Xavier brand online and in digital media indicates the need to consolidate and reduce the number of Xavier accounts to prevent “clutter” of the digital space and ensure accurate and approved information is released as associated with the X.U.L.A. brand. A member of the MCD staff will be contacting Social Media account managers to assess continuation of SOME accounts based on the survey results. Any account using an official mark, image, wordmark or the name of the university must receive prior authorization to avoid trademark infringement and safeguard the brand of the institution.

The MCD team structures social media marketing strategies around short-term scheduling and long-term advertising campaigns. For short-term scheduling, the Digital Marketing Coordinator creates an editorial calendar with planned posts for the month across all channels. Information about major department initiatives must be developed and submitted to the respective Account Manager at least 6 weeks in advance so that it may be included in the University editorial calendar.

Note: Social Media platforms such as Facebook, Instagram, Twitter, Snapchat, and others are for communication of messages valuable in positioning our brand to the external community and should not be used to share internal information. Apps and platforms developed and managed by ITC such as the portal, XULAGO, and banner are useful for these internal messages.

Digital & Social Media Workflow

1. MCD Account Managers will meet with Xavier designated department's representative/ chair to receive all information and materials.
2. At least 2 months prior, Departments will provide a completed template of their upcoming activities and posts that need promotion to the MCD; who will then assist the department with preparing their content for publishing.
 - a. Copy and content are adjusted/formatted to meet XULA branding standards
 - b. Optimal posting days and times are determined by the MCD, with consideration to the audience, content or campaign goal, social network, and other posts or campaigns scheduled
 - c. Marketing schedules, adjusts and communicates changes to posts
 - d. Reviews schedule and analytics for continual improvements and adjustments
3. When a request is completed, a calendar of scheduled social media posts is shared with the respective department.
4. Support after the promotions is provided to ensure that all call-to-actions and hashtags achieve desired results. Ongoing planning and communication of upcoming initiatives is discussed.

Points of Contact: Mark Veals Jr. • mveals@xula.edu • 504-520-5214

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs. Final social media postings require the approval of the MCD.

How To Request assistance with Social Media Campaigns



1

Log into the “**Help Desk**”. Select “**Get Help**”, then select “**Marketing**” from the “**Categories**” menu on the left. Select “**Social Media Campaign Request**”



2

Fill out the ticket:

Each department is responsible for submitting a ticket to the Marketing and Communications Department at least 2 months prior to receive assistance in a timely manner.



3

Once the ticket is placed:

MCD Account Managers will meet with the department to receive all information and materials.



4

Standards Check

MCD Account Managers will make sure that copy and content provided are formatted to meet XULA branding standards.



5

Proofing:

The requesting department will proof that all information is correct and accurate. Once approved, Marketing and Communications will proceed to begin creating posts and content.

Note: It is the responsibility of the requesting department to make sure all info is correct and accurate prior to posting.



6

Request Complete:

When a request is completed, a calendar of scheduled social media posts is shared with the respective department.



7

Support:

Support after the promotions is provided to ensure that all call-to-actions and hashtags achieve desired results.



Xavier is Family.

Website Posting

The MCD is responsible for the quality of the face of the university website. We do not manage the technical back-office of the website. The goal of the posting policy is to establish consistency and accuracy, and to provide a positive identity for the institution online while establishing guidelines for posting information to the website. External Xavier brand consistency must be insured by the MCD for third party collaborations, including approved branding usage and marketing/data collection.

All web pages, web microsites and web content that are part of the X.U.L.A. network shall be housed within the University's CMS system, and shall use web designed templates and style sheets approved by the MCD. Housing all external website functions better eliminates expenses related to procuring websites outside of the X.U.L.A. CMS system and allows for the tracking of website usage, data analytics and furthermore, protects all X.U.L.A. web pages under the University's web security software certificates.

To request any website changes, imagery or to publicize your event, submit a request through the online portal at help.xula.edu > Marketing & Communications. Please provide all information and final approved file(s) to the MCD.

For optimal posting capacity information is required 8 – 10 business days prior to the requested posting date. The MCD cannot guarantee posting on the desired date if less than 5 business days are provided. We will not accept any posting requests that are not electronic final files.

All files for posting must be approved by submitting the Department's Director or Division Chair and in some instances the President or the Provost. It is the responsibility of the staff person requesting information for posting to secure that approval.

Points of Contact: Ashley Daniels • adaniels@xula.edu • 504-520-516
Jourdon Ferdinand • jferdin1@xula.edu • 504-520-7584
Kai Rhea • krhea1@xula.edu • 504 520-5839

How to Request: Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs. Final website postings require the approval of the MCD.

Website Management Procedure

There are many stakeholders across the Xavier Campus/Community currently contributing to the over 1000+ website pages. To help effectively manage our workflow please refer to this website management procedure.

Part 1: Website team members and their roles

The XULA Marketing & Communications team manages the university website. The web team members include:

Points of contact:

Ashley Daniels - is responsible for the structure, content, integrity, and quality of the website. Any major enhancements to the website need to be review by the Marketing team

Jourdon Ferdinand - is responsible for content updates, videos, and graphics for - is responsible for academic departments and Administrative offices.

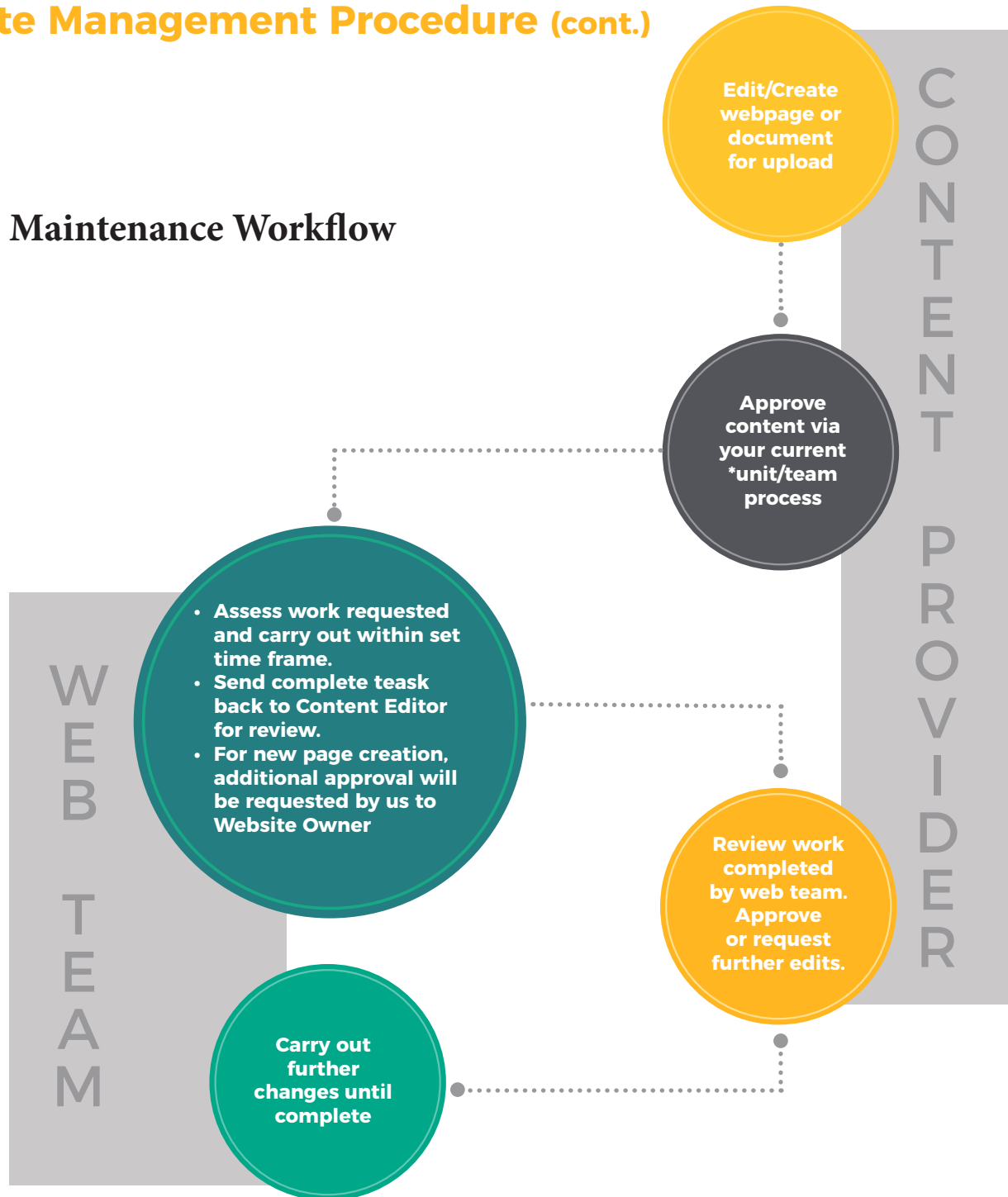
Lance Sumler - is responsible for News Stories, Events, Announcements, and Digital publications

Part 2: Website Procedures

1. Any request for web updates should be sent via the university help desk at help.xula.edu.
 2. The website team will assume that all content received has been through a quality check and approval process from their department head and or team once the request is received.
 3. The turnaround for the website team to update the information provided is 8-10 business days from the time content is received.*
 4. The content owner is to inform the web team to remove or archive any outdated information.
 5. For any new page creation, additional approval from the department head is required.
-

Website Management Procedure (cont.)

Website Maintenance Workflow



Website Management Procedure (cont.)

** Departments should follow their internal process in approving changes or content (approved by Deans, Department Heads, Team Leaders, or authorized person.)*

Part 3: Website Maintenance Check List

When requesting work to be carried out on the site please try to include as much information and direction as possible, some common tasks are listed below and cover some of the information you should consider supplying.

Update existing webpage

1. The text you wish to replace
2. The text you wish insert
3. The images you wish to replace
4. The images you wish to insert

Creating new webpage(s)

1. Page title
2. Preferred completion date
3. Preferred location within the Xavier website
4. Content of page
5. Links to any other webpages/documents/email address from page(s)
6. Any images or documents to uploaded to page(s)
7. Deletion date - if applicable

website management

Graphic Design

If you have a Xavier event that is open to the public and will be disseminated externally on public mediums such as the website or on social media, graphic design of a promotional flyer or banner and other such collaterals to promote that event may be requested from the MCD. In some cases, a templated design may be provided to the requestor to populate and print using the requesting department's budget code.

Events that are for use in internal communications cannot be guaranteed for graphic design of collaterals by the Marketing Communications Department due to scheduling conflicts. In this case, a templated design may be provided to the requestor to populate and print using the requesting department's budget code.

Requests for university branded graphic design must be submitted through the ticket system at help.xula.edu > Marketing & Communications at least **2 - 3 weeks** prior to your department's event. All details including who, when, where, intended purpose of the graphics request, and what essential graphic components or logos must be provided. If the request is approved, the graphics will be designed to follow all University branding guidelines as determined and approved by the Marketing and Communications Department. A proof of the collateral graphic will be provided to the requestor; from which all edits must be noted by all requestor stakeholders and signed off on by the requesting division chair or VP before edits are submitted back to the MCD. Once the approved edits are made, the graphics will be shared with the requestor electronically via email or via google drive. Any collateral printing orders are the responsibility of the requesting person or department.

Procedures for submitting graphic design requests

The Office of Marketing and Communications is ready to assist with getting your materials produced, and providing you with the necessary resources needed to execute your design efforts.

Graphic Design (cont.)

Brand Management

Our Brand identity serves as a recognizable visual identity for our various audiences. Developing communications that comply with the Xavier University brand identity is vital to these efforts.

The Xavier Seal

No internal or external individual or entity is authorized to use the seal in any way without prior authorization of the Marketing and Communications Department.

Proofing

Both the requesting department and our office share responsibility for proofreading. Please read over your proof carefully to avoid any errors (spelling, wrong contact information, etc) on all print items. Final checking is always the responsibility of the requesting department. Proofs are exchanged after every major alteration. Prior to printing, a final proof will be provided and your stationery must be approved before printing. We will not send anything to print without an emailed or signed approval to a proof. Once finalized and approved, your job will go to press. If the item has already been signed off on and sent to print and additional corrections are needed, the printer cannot stop production. If you need to have an item reprinted because of an error, it can be done, but you will be charged the full print cost for the second print, as your proof approval signifies release to print.

Completed print jobs are delivered directly to the requesting department at the address indicated on the request form.

Approval

All requests must be approved by the respective department Directors/VPs. Final graphics require the approval of the Brand Manager and Marketing Director and the requesting Department Director prior to dissemination or printing.

Graphic Design (cont.)

Priority Jobs

Depending on the scope of project, the production time needed to complete your project will be determined by its priority level and complexity, as well as the current workload. So, we need any request at least **2 - 3 weeks in advance** of the date on which you need the finished piece to ensure that we can meet your design and printing needs. **NO EXCEPTIONS.**

Incomplete Projects

Any project that remains in proofing or is put on hold while we wait for content for more than 20 business days will be put on hold and may be bumped to the end of the job priority list.

Our office is available review your request and discuss a reasonable timeframe.

Invoicing and Purchase Orders

A purchase order **MUST** be created and submitted to the printer before printing is completed. Please follow the proper protocol for submitting PO's to vendors. Once printer has completed your job, you will be invoiced for the total amount. A invoices will be submitted to the Accounts Payable department

Point of Contact: Kaye Rolland • klrollan@xula.edu • 504 520-5125
Taylor Plummer • tplummer@xula.edu • 504 520-5560

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

design requests

How To Order Stationery Business Cards, Letterheads, Envelopes, etc.



1

Log into the “Help Desk”. Select “Get Help”, then select “Marketing” from the “Categories” menu on the left. Select “Stationery Request”



2

Fill out the ticket:

Each department is responsible for submitting one ticket to the Marketing and Communications Department containing all materials and quantities needed.



3

Estimate:

An estimate from the printer will be provided for the requested Stationery. Once the estimate is received, the requesting department must get a PURCHASE ORDER before the order is placed.



4

Once the order is placed:

Printer will send an online link of the requested stationery.



5

Proofing:

The requesting department will proof that all information is correct and accurate. Once approved, Marketing and Communications will instruct the printer to proceed with print.

Note: It is the responsibility of the requesting department to make sure all info is correct and accurate prior to printing.



6

Printing & Delivery:

Printer will print stationery and deliver to requesting department.

Please allow at least one week for printing and delivery.



7

Invoice:

Final invoice will be sent to Accounts Payable with a copy sent to the requesting department.

**Xavier
University
of Louisiana
Brand Facts**

University Seal

Vertical and Horizontal

Full color University seal in vertical and horizontal form. This should be the primary seal lockup used in all external-facing documents. The seal lockup can be used in either a vertical or horizontal configuration.



XAVIER
UNIVERSITY of LOUISIANA



XAVIER
UNIVERSITY of LOUISIANA



XAVIER
UNIVERSITY of LOUISIANA



XAVIER
UNIVERSITY of LOUISIANA

All uses of the University Seal must be APPROVED by the Marketing and Communications Department. ;



SEAL WITH REVERSE LETTERING

For use when the seal has to be printed on black and white background



XAVIER
UNIVERSITY of LOUISIANA



XAVIER
UNIVERSITY of LOUISIANA



XAVIER
UNIVERSITY of LOUISIANA



XAVIER
UNIVERSITY of LOUISIANA

Xavier Seal Dont's

Do not Manipulate the Seal

In order to ensure the integrity of the Xavier brand, it is important to not manipulate the format of the seal. Never tilt, reshape, reformat, or stretch the seal markup in any way. Do not overlay the logo on an image where it becomes difficult to see. Never add your own typefaces or graphic elements to the seal.



Typography

When to use Primary of Secondary typefaces

The official serif typeface of the University is Montserrat and Minion Pro, which were chosen for its combination of traditional and contemporary styling. Secondary typefaces may be used only if the primary typefaces are not available.

PRIMARY TYPEFACES

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPEFACES

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

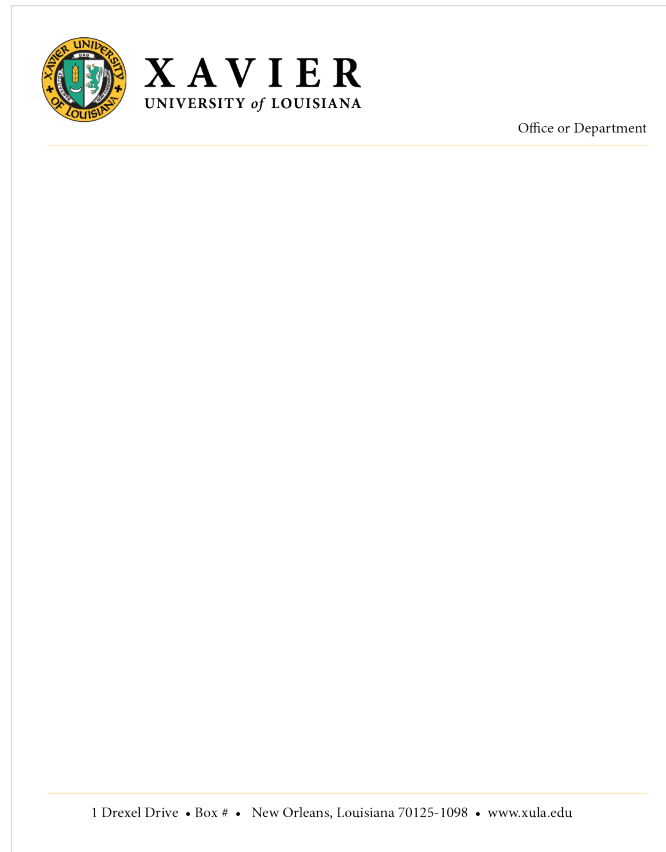
Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Stationary Examples

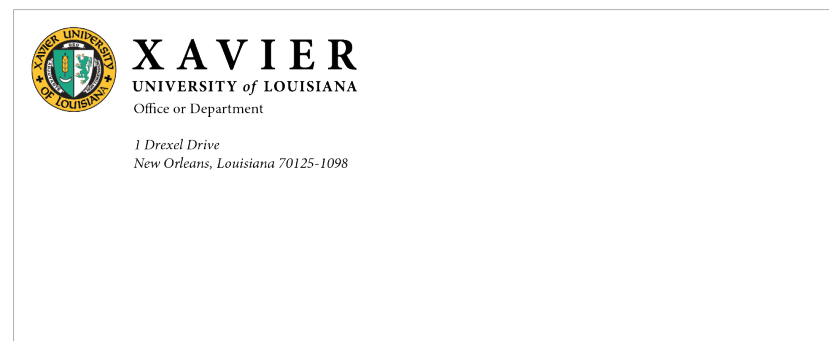
Please refer to the graphic on page 28 on how to order stationery.

Letterhead



Business Card

Envelope



Xavier University Brand Colors

GOLD HEX #FFC530 PMS 123C RGB 255,197,48 CMYK 0,24,91,0	WHITE HEX #FFF PMS WHITE
--	---

BLACK HEX #000 PMS BLACK	HEX #00A887 PMS GREENC RGB 0,168,134 CMYK 100,0,65,0	HEX #F2F2F3 PMS 179-1-U RGB 242, 242, 243 CMYK 0, 0, 0, 5	HEX #DADBDC PMS COOL GRAY 1C RGB 218, 219, 220 CMYK 1, 0, 0, 14	HEX #939393 PMS COOL GRAY 7C RGB 147, 147, 147 CMYK 0, 0, 0, 42
---	---	--	--	--

Primary Brand Colors

Xavier University gold (Pantone 123C), and white are Xavier’s primary colors.

Secondary Brand Colors

The secondary color palette is provided to aid the design of communications that reflect Xavier University’s brand in tone and style through consistent use of color.

Although the University’s primary colors are gold and white, marketing communications can be made more effective and compelling with a more flexible and sophisticated use of color harmony and contrast. Colors rendered on screen from official Hex values. Printed tones will vary.

These secondary colors have been inspired by the heritage of Xavier.

HEX #DCC555 PMS 458C RGB 220, 197, 85 CMYK 16, 17, 81, 0	HEX #4E5A30 PMS 574C RGB 78, 90, 48 CMYK 65, 44, 90, 30	HEX #A93439 PMS 1807C RGB 169, 52, 57 CMYK 24, 92, 78, 15	HEX #00A5B5 PMS 7710C RGB 0, 165, 181 CMYK 80, 12, 29, 0	HEX #C26B11 PMS 153C RGB 194, 107, 17 CMYK 20, 65, 100, 6	HEX #2F7D81 RGB 47, 125, 126 CMYK 81, 35, 46, 9
---	--	--	---	--	---

Tertiary Brand Colors

Like the secondary colors, the tertiary color palette is intended to add breadth and depth to our overall look and feel. These tertiary colors have been chosen to complement the other brand colors and provide an expanded family of colors.

Xavier University Kente Pattern



Xavier University Word Marks

The Xavier work mark was developed to brand an informal identity of Xavier University. To accommodate different design possibilities, several approved work marks are available. Choose the version that best suits the style of your communications piece. The Xavier work marks should not be altered in any way.



University, College or Department Word Mark

Wordmark example:

Departmental Wordmarks for university groups—also known as signature extensions or unit-specific lockups—follow a standardized and consistent visual hierarchy that supports the Xavier University brand while providing a clear and strong unit or group identifier. Eligible groups include all:

- Offices
- College of Pharmacy
- Academic and administrative units
- Departments
- Programs
- Centers and Institutes
- Student groups

Departmental word marks include two elements: The Xavier University seal, and the department name, followed by the university affiliation. These components are always placed in a fixed relationship and should never be altered, modified or redrawn.

Department word marks are available as horizontal lockups in four-color, and black-and-white variants. The two-line, color, horizontal signature is the preferred treatment for most applications.

Department word marks are standardized throughout the Xavier University system. Nonstandard or custom marks of any kind—with the exception of those groups that have received a co-branding exemption—are not permitted.



Office of Admissions
XAVIER UNIVERSITY *of* LOUISIANA



Department of Biology
XAVIER UNIVERSITY *of* LOUISIANA

We are Xavier.