





## Marketing Guidelines

Creating marketing materials that are authentic and consistent to Manchester’s brand is imperative to building recognition and reputation that further our strategic priorities and support our mission. Manchester’s Office of Marketing creates brand standards as a means to build a framework and establish guidelines by which to achieve this goal. Whether marketing communications are created by the staff in the Office of Marketing or by faculty, staff or students outside of Marketing, these brand standards should be understood and adhered to. Creating “off-brand” communications that fail to serve the goals of the institution are a missed opportunity!

While some marketing communications may be created by those outside the Office of Marketing, it’s important to understand what types of communications are acceptable and which ones should be created by trained marketing staff. Use these guidelines to decide what path to follow.

Generally, most marketing communications made public to off-campus audiences should be created within the Office of Marketing. These would include communications sent to groups, but not necessarily to individuals.

 <b>Okay to create outside of Marketing</b>	 <b>Should be created by Marketing</b>
One-to-one letters to prospective students, parents or alumni (Use University stationery if written as a representative of MU.)	All communications delivered to prospective students, parents or alumni in bulk or to multiple recipients
On-campus advertising for events, programs, etc., that will not be observed by an “outside audience”	Any off-campus advertisement for events, programs, etc., whether print, radio, TV, website, e-mail, newspaper or magazine

### **When to consult with Marketing**

- When University offices or departments work with external marketing companies, the work should be with the guidance of the director of marketing or designated marketing staff. This includes the creation of imagery to be printed on apparel and advertising swag to ensure the proper use of brand images.
- When presenting to groups off-campus, consult with Marketing about how to develop branded presentations.
- When you create your own marketing communications, although not mandatory, have marketing staff review and proofread your product before releasing for best results.
- If you plan to create a print piece that will number more than 500, consult with the Office of Marketing before beginning your own design. It’s generally more economical to send larger

quantities to an off-campus vendor for printing. Because professional printers require particular specifications to be met regarding layout, resolution and color space, it may be a better choice to have Marketing design your piece. If you choose to design it yourself, consult with Marketing about these specifications.

- When you plan to send bulk mailings, consult with Brenda Carver, the University's mail services manager.

\*Note: For social media guidelines and best practices, visit [www.manchester.edu/social-policy](http://www.manchester.edu/social-policy).