

Communications & Marketing Procedures: **BRANDING**

The University of South Florida is operating under a modified master brand strategy and all colleges and departments are required to follow the established brand guidelines. Student Success (SS) has its version of the USF logo and some basic graphics that comply with the university's identity guidelines.

SS Communications & Marketing (CM) and the marketing personnel in the various departments of SS are responsible for guiding the development and the consistent dissemination of the university brand. Employees of all SS departments assist with branding efforts by incorporating brand components into their work, as appropriate, and ***under the guidance of their departmental marketing officer and/or CM.***

university
brand. Guidance and brand artwork can be provided by SS marketing officers. Any employee needing graphic design assistance should contact their department's aligned marketing manager (see contacts below) or CM.

SS departments should refer to themselves as '[insert department name], a department of Student Success

Communications & Marketing Procedure:

MARKETING/COMMUNICATIONS MATERIALS

