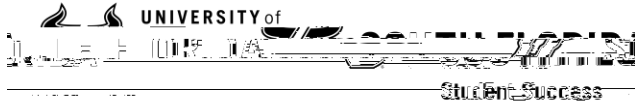


Communications & Marketing Procedures: **BRANDING**

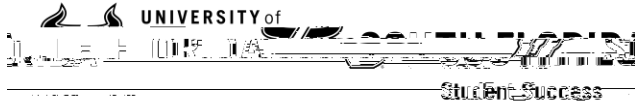
The University of South Florida is operating under a modified master brand strategy and all colleges and departments are to follow the [established brand guidelines](#). Student Success (SS) has its version - of the USF logo and some general graphics that comply with



Communications & Marketing Procedures: **PRESS RELEASES & MEDIA SUBMISSIONS**

As part of the University of South Florida, Student Success (SS) and its many departments regularly generate newsworthy content about its achievements, initiatives, events, and programs. To create greater awareness of SS initiatives, press releases and other media submissions (media alerts, briefs, articles, etc.) will be considered and pursued.

Any news for public issue from SS and its departments, as well as third-party releases (vendor endorsements, joint announcements, etc.) in which the USF and/or any of its entities are referenced, must be forwarded to SS Communications & Marketing (CM) for coordination and university review and approval



Communications & Marketing Procedures: **MARKETING/COMMUNICATIONS MATERIALS**

The University of South Florida Student Success (SS) Communications & Marketing (CM) department is responsible for the

Communications & Marketing Procedures: E-MAIL FORMAT AND SIGNATURES

The University of South Florida Student Success (SS) Communications & Marketing (CM) is responsible for guiding the development and consistent dissemination of the SS brand. E-mails are a prominent means of communication, providing regular opportunity for brand building with all our stakeholders, including students, employees, and vendors. All SS employees are requested to use the standardized e-mail signature format provided below to assist in brand awareness.

Procedure: Employees should support the brand by following the standard e-mail signature examples (example below) and instructions provided at <https://www.usf.edu/ucm/marketing/email-signatures.aspx>. **All employees are asked to refrain from using other logos, quotes, wallpaper/ backgrounds, mixed fonts, multi-colored fonts, and clip art to ensure a professional appearance.**

John Doe
Director of Marketing
University Communications and Marketing
University of South Florida
Tampa campus
813-974-2125



Additional contact information (local phone, fax and cell numbers, etc.) can be incorporated into the signature block to suit individual needs.

