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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's 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 created 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 was 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



Patrice Bell
Vice President of Administration/
Chief of Staff



Ashley Irvin Hawkins
Assistant Vice President of Marketing and Communications




Miriam Martinez
Administrative and Procurement Assistant




Regi Reyes
Director of Marketing and Communications



Mark Veals, Jr.
Assistant Director of Marketing & Digital Media




Kaye Rolland
Sr. Manager, Brand and Graphic Design



Kai Rhea
Manager of Website Content, Development, and Design



Ashley Marshall
Associate Graphic Designer



Esa Asadullah
Website Content Specialist



Kendrall Martin
Digital Media Content Specialist



Brhea Washington
Sr. Communications Specialist



Amber Fontaine
Marketing and Communications Specialist for Student Affairs



Cierra Johnson
Marketing and Communications Specialist for COP



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



Requests for MCD support from all departments/individuals are submitted via an online request form. The requesting department Director/VP must first approve requests 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 the President, Cabinet, the Board of Trustees Office, MCD office workload, and the 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/Chief of Staff. This includes the selection of ad vendors, placement and content of advertisements. Departments requiring these services should submit their annual needs by April 30 of the preceding year along with the budget for optimal planning, placement and inclusion in overall campaign metrics.

publicity & news

All news releases are prepared by the MCD and distributed using email to target newspapers, radio and TV stations, 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. The MCD may also place this information on social media with a link to the information housed on the website.

To publicize an event through a news release, send the pertinent information (who, what,

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.

The President of the university is the primary spokesperson on most topics. The Provost, members of the Cabinet, and deans are secondary spokespeople. Faculty and staff may be called upon to speak on behalf of the institution as determined by subject. The MCD will serve as the initial contact point for all press inquiries.

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. An 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. (e)-56.9 (t p)be conta.6 (er)-29a moncf the inCD wtaaterc(n)19 (t
 Under no circumstances should X.Uta m(e)-5 (d4-5 (d 6 (s)-8 (es, t) do (o)12 9 (7w)ue)-5 ((ts s)5 (o)12 (r

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

Refer them to the MCD staff and then let us know who called and what they wanted immediately. Do not delay informing 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.

- you are authorized to talk to a reporter,
 - You are never on the record.
 - Just answer the question directly and as briefly as possible.
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Event Publicity

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 rreyes@xula.edu. Please submit a help desk ticket for brand-compliant flyers in a timely manner in accordance with MCD turnaround policies. If your submission includes a flyer, it should be in .doc, .pdf, or .jpg format. Self-designed flyers are subject to change and approval by the MCD Graphics team to comply with university branding guidelines. Please note that requests for blast emails about individual events cannot be honored.

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

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

The deadline for all submissions for the Xavier Update is second to last week in the publication quarter.

- 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 specific subject. The MCD office is the only university entity authorized to speak to or send



A crisis is a situation that requires immediate and coordinated action. It also is a situation that significantly impacts the institution's operation or affects its image within the community.

At the direction of the President, the Cabinet and the 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 faculty and staff members 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 Hawkins • airvin1@xula.edu • 504-520-5424
Chelsea Cunningham • ccunnin5@xula.edu • 504-520-5425

crisis communications

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

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

Events that are not photo/video opportunities for a media release or use in internal communications cannot be guaranteed 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

photo or video coverage

The image shows a portion of a website with a navigation bar at the top containing 'A & A' and '15'. Below the navigation bar, there is a large white circle graphic on the left side. The main content area is a help page for photo and video coverage, with a dark background and light-colored text. The page is divided into sections by horizontal lines and includes a 'Booking:' section. The text is partially obscured by a large white circle graphic on the left side.

Photo Video

Fill out the ticket:

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

Once the ticket is placed:

MCD will contact department requesting coverage for additional...

Booking:

MCD will reach out to Photo/Video vendors and well as share all details provided by the...



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

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

Any printed piece 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



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.

Major institution publications have 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 12 weeks from the desired distribution date.

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

How to Request:

Complete an 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/Chief of Staff, or Cabinet approval.

publications procedures

The MCD Office is responsible for communicating with faculty, staff, and students via the weekly e-bulletin newsletter and the quarterly Xavier Update (XU) 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 approve all submissions before publication and/or dissemination. Departments with stories to share but in need of help drafting an article may request so by contacting MCD staff.

Points of Contact: Chelsea Cunningham • ccunnin5@xula.edu • 504-520-5425

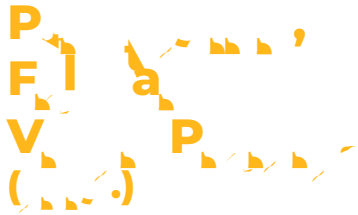


The MCD office takes a leadership role in developing strategies for defined agency-wide community engagement campaigns targeted at building advocacy in support of X.U.L.A., building community trust amongst stakeholders, and propagating the brand of Xavier. Common community engagement campaigns include alumni relations, admissions and recruitment, and stakeholder outreach. All departments are expected to share information for inclusion and to share their stakeholder contact lists for the creation of a master list to be used for distribution. The MCD will promote all university-approved and finalized events via its available internal and external mediums. Please Allow 4-8 Weeks to develop and complete community engagement campaigns.

Point of Contacts:

X.U.L.A. understands the importance of the film industry to the local economy and the benefit it can provide to our students interested in a career in film and film production.

Fees & Costs



Filming and Athletics

Under no circumstances is the production company to film or use any information images/ names/biographical information pertaining to any current university intercollegiate athlete for any purpose. Appearing in a commercial production that identifies them as university intercollegiate athletes may jeopardize their NAIA eligibility.

Cancellation

If written notice of cancellation for an approved location permit is received before the production begins, then the production is liable for any actual costs incurred by the university as of the receipt of the cancellation notice. The university shall have the right of cancellation if the Agreement holder is deemed insolvent or, in the university's sole opinion, shall fail to perform any material term in the Agreement after having received written notice from the university to do so. If, for any reason, X.U.L.A. determines any aspect of the production is not in the best interest of Xavier University of Louisiana, or that it is defamatory in any way, an Agreement may be terminated.

Exceptions to Policy

Student projects do not require a permit. Incidental filming includes uses such as filming for non-commercial or internal use, class projects, or personal use. This filming requires no special services and does not in any way disrupt the normal functioning of the university. This filming cannot be used for commercial purposes after the fact without written permission from Xavier University of Louisiana.

Points of Contact: Mark Veals Jr. • mveals@xula.edu • 504-520-5670
Ashley Irvin Hawkins • airvin1@xula.edu • 504-520-5424

Brand-Compliant Videos

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- Submit the video to xula1925@xula.edu.
- Submit video via YouTube (as an “unlisted” video) or another private video viewing platform (Vimeo, etc.). Allow up to three to five business days for approval. If edits are necessary, please resubmit your video for final approval once the changes have been made.

TIPS FOR SHOOTING ON YOUR PHONE

Turn your phone SIDEWAYS.

- If filming with your phone, film horizontally and not vertically to achieve the most natural-looking and cinematic footage. The exception is if the platform where you are posting your footage is mainly vertical and thus should shoot vertically (Snapchat, Instagram stories, etc.).

Keep it stable

- Use both hands to film with your phone.
- Lock your elbows into your body. Your body will then act as a tripod, and you will have much more stabilization in your shot.
- If you want the shot to have motion, with locked elbows, move your entire upper body with the camera while keeping your feet locked to the ground.

Use the Rule of Thirds

- Divide your image up into nine equal parts, like a grid (most phones and cameras have a grid feature you can turn on). The theory is that if you place points of interest in the intersections, or along the lines, your photo becomes more balanced and will enable a

Have a variety of shots

- A video made up of many shorter clips often makes a more interesting watch. You can highlight smaller details, not just the overall scene.
- Think about what other shots you can get to complement your main shot. It can be as simple as shooting your subject both from close up and farther away, or getting someone to repeat an action so you can capture it from a variety of angles.

Manually set exposure and focus

- Press and hold an area of the screen to activate the AE/AF Lock function.

Lower thirds

The captions used to identify people, locations, or otherwise provide context on-screen are called the lower thirds. This is another opportunity to brand official X.U.L.A. video content. The following typographic standards should be applied to your video's lower thirds.

Xavier's lower thirds are typically two-tiered but can be three-tiered. This means that there are two to three levels possible, with each level having a specific typographic style.

- The first tier should consist of only one line of text. In most cases, the first-tier is a person's name. Use Montserrat Semibold with a font size of 57.
- The second tier can be multiple lines of text, but more than two would be unusual. This tier is used to explain the first tier and is usually a title, department, or some other identifier for the person or featured subject matter.
- Use Montserrat Regular at a font size of 37, or roughly half the size of the first tier text.
- For small amounts of copy, use all capital letters. If your second tier consists of multiple lines of text, you should use uppercase and lowercase letters for better legibility.
- Consider the length of time your information will be on screen when composing second and third tiers.



As unmanned aircraft systems (“UAS” or “drones”) become more and more popular and affordable, Xavier University of Louisiana makes provision for UAS to operate on campus both for the benefit of the university and for student and employee recreation. This policy is designed to make sure anyone who flies a UAS on campus or at off-campus events follows FAA rules and operates in a way that ensures the safety of everyone at Xavier.

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- Privately operated UAS must yield the right-of-way to Xavier University of Louisiana aircrafts.
- If manned aircraft (s) are operating in the area (such as a medical helicopter), all UAS shall land immediately.
- The UAS may not be operated in a careless or reckless manner.
- The Operator may not operate the UAS if they have any physical or mental condition that would interfere with safe operation.
- The UAS may not be controlled from a moving vehicle.
- Any UAS weighing more than 0.55 lbs. may not be flown inside buildings except for classroom instructional purposes, with prior written approval of the instructor.
- No UAS may be used to monitor or record areas where there is a reasonable expectation of privacy in accordance with the law and accepted social norms.
 - These areas include but are not limited to restrooms, locker rooms, individual residential rooms, changing or dressing rooms, and health treatment rooms.
- The UAS may not be used to monitor or record sensitive institutional or personal information which may be found, for example, on an individual's workspaces, on a computer or on other electronic displays.
- The UAS may not be used in a way that could reasonably be considered harassment (such as "buzzing" a person).

Aircraft requirements

All UAS operating on the Xavier University of Louisiana campus or at college events must meet the following requirements:

- Weigh less than 4 lbs. (unless authorized in writing by campus safety).
- Be registered with the FAA and marked according to FAA regulations.
- Be maintained in good working condition.
- Be inspected by the Operator before each flight to ensure safe operation, including:
 - Guidance and GPS systems.
 - Operating lights.
 - The radio connection between the control station and UAS.
 - Sufficient battery charge.

- All physical parts (propellers, etc.).

Privately or commercially owned UAS

1. All privately or commercially owned UAS must be registered with the X.U.L.A. Marketing and Communications Department.
 - All UAS owners planning to fly for hobby, recreational or educational use must sign a waiver in a form provided by Xavier and submit the form to campus safety, taking responsibility for all damages and injuries caused by their UAS.
 - Prior to operation of the UAS for commercial purposes, the Operator must submit to Xavier a certificate of insurance as proof of liability and property

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 regard to messaging, outreach, and communication with customers.

- A. **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.
- B. **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.
- C. **Instagram** is utilized to tell @XULA1925's story through interesting and significant images. This channel has a strong brand reach and student/stakeholder engagement.
- D. **YouTube** is utilized for posting videos that feature Xavier University from internal or local sources.

LinkedIn is utilized to showcase news, public service announcements, and other high-level content suited for a professional audience.

TikTok is utilized for short curated or promotional content and for connecting to



II. Social Media Posts and Comments

At all times, all employees, students or representatives who can be identified as having any association with Xavier must be conscious of upholding the image, mission and brand of Xavier when posting content, opinions or commentary on social media. All posts referencing Xavier must reflect 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 is financial, operational and/or 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.

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. social media accounts 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

III. Social Media Posting and Creative Request Workflow Procedures

The MCD team focuses on messaging, planning, research, brand cultivation, and statistical analysis regarding Key Performance Indicators (KPIs) and campaign goals. Feedback, including research and coordination with other departments to offer optimal promotion or responses, is curated directly with Account Managers for each department. Xavier's administrative and academic departments must work with the 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



1. MCD Account Managers will meet with Xavier designated department's representative/ chair to receive all information and materials.
2. At least two 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 X.U.L.A. branding standards.
 - b. Optimal posting days and times are determined by the MCD, with consideration



- **Activist Groups:** You “retweet” a Twitter message posted by an activist group using your department’s official Twitter account. However, the tweet contains a link to an outside website that disparages university leadership. In this situation, you should have taken advance steps to ensure that the material you posted to authorized social media accounts
 - at the university did not contain material that reflects negatively on the university or members of the university community.

Social Media in Crisis Situations

- During a crisis situation, social media can be an effective means of communication. To ensure correct and unified messaging, accounts are encouraged to share official, unaltered MCD messages. In the event of internet connectivity issues, contact the MCD at 504-520-5214 or xula1925@xula.edu for assistance in updating social media.
- During an emergency, social media account managers should continuously monitor social media accounts for misinformation or questions, as it is critical to answer or dispel false rumors quickly. If you cannot handle a question or are unsure of messaging, contact the MCD.
- During any type of crisis, emergency, or tragic event that impacts the university, campus units should refrain from making normal posts and should consider whether the current situation warrants a more somber style of posting. Any previously scheduled posts should be reviewed and reconsidered. Our team can provide guidance if a social media account manager is unsure of how to proceed. We may also use the social media directory list to reach out with guidance.

Cross Promotion

- We maintain social media channels representing the entire university. These channels are managed with the intent of promoting Xavier’s mission, services, programs, and academic offerings. We often utilize content specific to a college, department, or auxiliary in these endeavors.



Media Relations

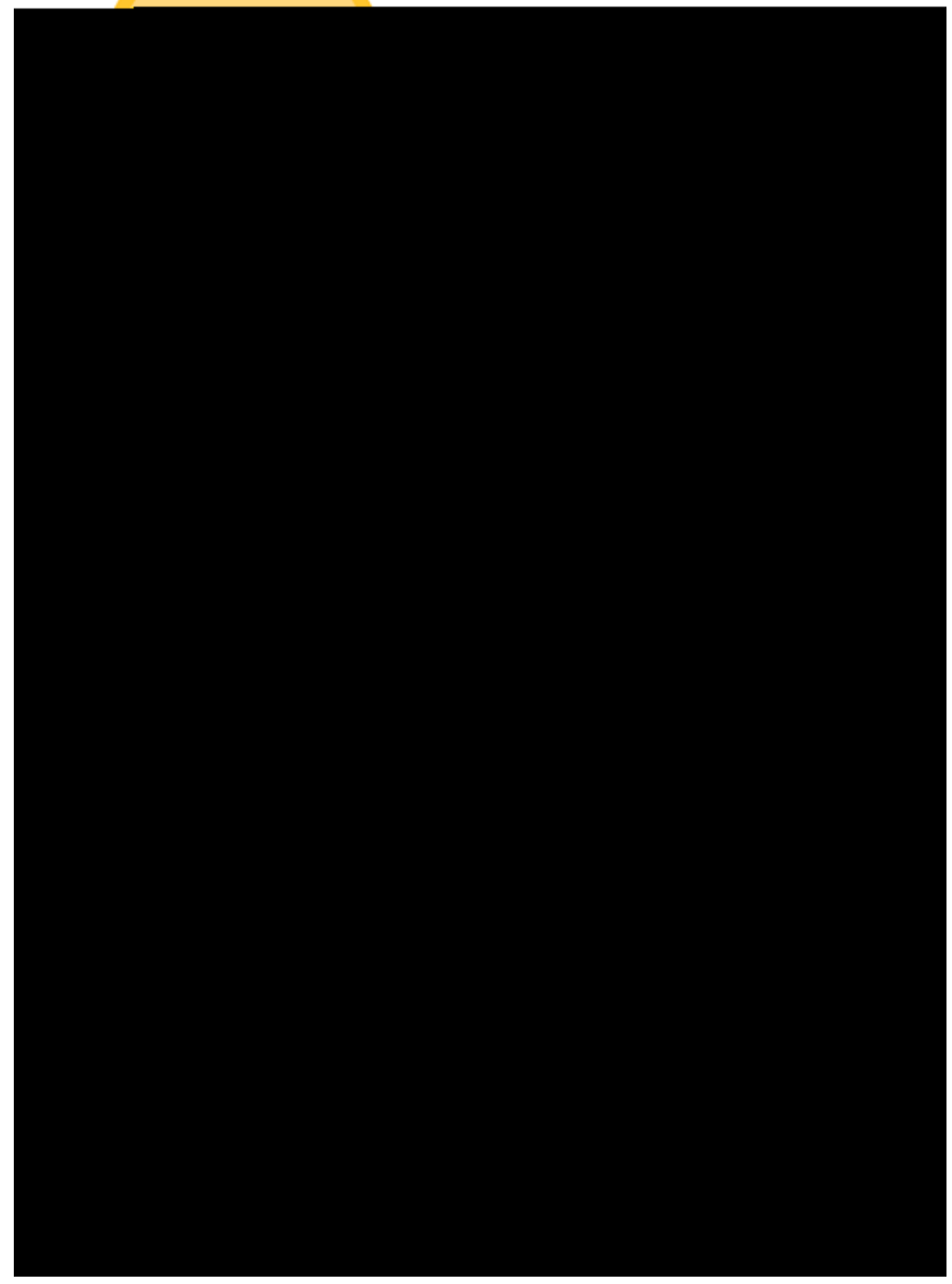
- Social media account managers must be cognizant of the fact that members of the media

Point of Contact: Mark Veals Jr. • mveals@xula.edu • 504-520-5670

How to Request:

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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



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

Part 1: Website team members and their roles

The X.U.L.A. Marketing and Communications team manages the university website. The web team members include:

Points of contact:

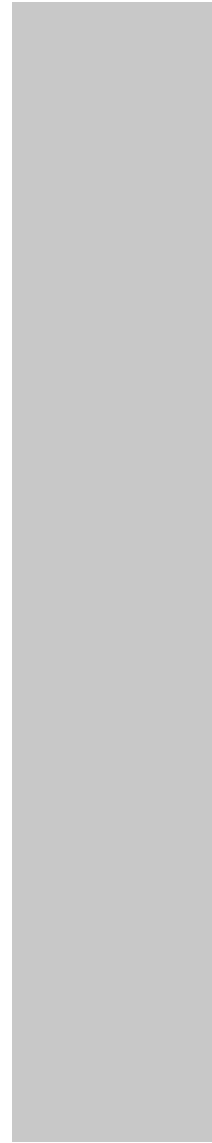
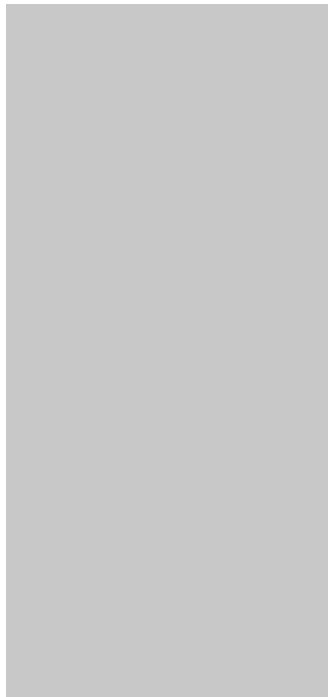
Kai Rhea - Responsible for the website's structure, content, integrity, and quality. Any major enhancements to the website need to be reviewed by the MCD.

Kai Rhea and Esa Asadullah - Responsible for content updates, videos, and graphics, as well as requests made by academic departments and administrative offices.

Chelsea Cunningham - 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.





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

Part 3: Website Maintenance Checklist

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. e text you wish to replace.
2. e text you wish to insert.
3. e images you wish to replace.
4. e 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 addresses from page(s).
6. Any images or documents to be uploaded to page(s).
7. Deletion date - if applicable.

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 and 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 two-three 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 OneDrive. Any collateral printing orders are the responsibility of the requesting person or department.

The Marketing and Communications Department also created file folders for each office, department and division that include the department's transparent logo file, a branded PowerPoint presentation template and a generic flyer accessible via SharePoint. Each department also has access to pre-branded graphic design templates that include different flyers, presentations, social media graphics, etc., through Canva. Contact your department head for access and login information.

Graphic Design

Procedures for submitting graphic design requests

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

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 from the Marketing and Communications Department.

Proofing and Printing

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.



Approval

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

Priority Jobs

Depending on the scope of the 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 two-three 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 to review your request and discuss a reasonable time frame.

Outsourcing graphic design projects

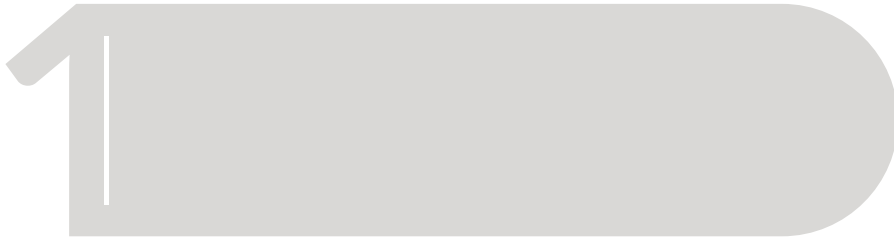
The Marketing and Communications Department recommends that large-scale publications books/booklets be outsourced to an outside vendor. The vendor will design and print the material within a suitable time frame for the client. Final proof will be sent to Marketing and Communications for branding approval.

Invoicing and Purchase Orders

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

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

How to use the ticket desk for Graphic Design and Stationery Requests



e following vendors are approved for Xavier University.

DACO LLC

Contact: Learnard Dickerson

1-800-683-3913 (Office) • 662-352-4599 (Cell) • 662-368-1378 (Fax)

www.dacollc.com

Printers Wholesale Group

Contact: Jimmy Triay

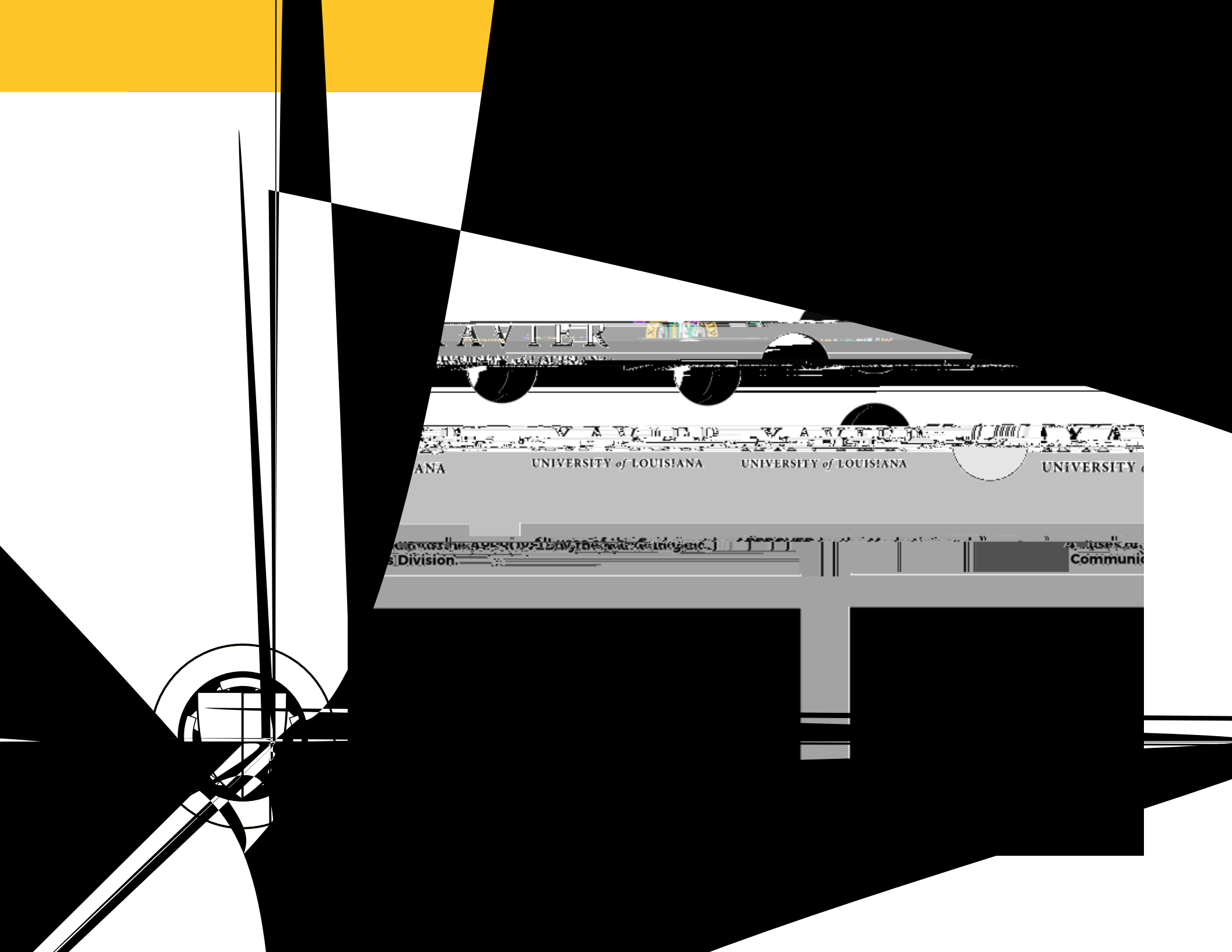
3801 N. Causeway Blvd. • Suite 203 • Metairie, LA 70002

(504) 885-1622 • (504) 885-1022 (Fax) • (504) 415-1778 (Cell)

Web Page - www.printerswholesale.com



BRAND FACTS



LAVIER



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UNIVERSITY of LOUISIANA

UNIVERSITY of LOUISIANA

UNIVERSITY

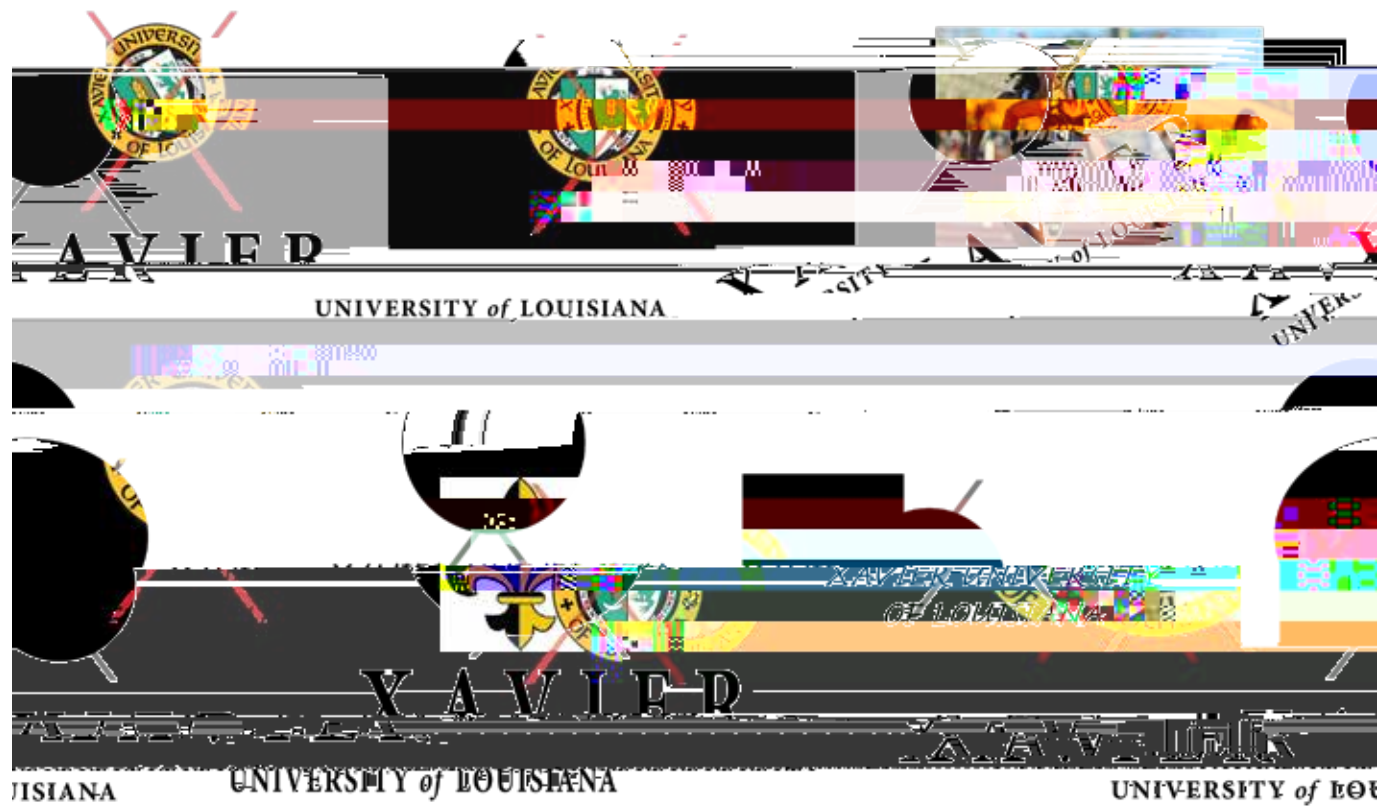
Division

Communi



Do not Manipulate the Seal

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.





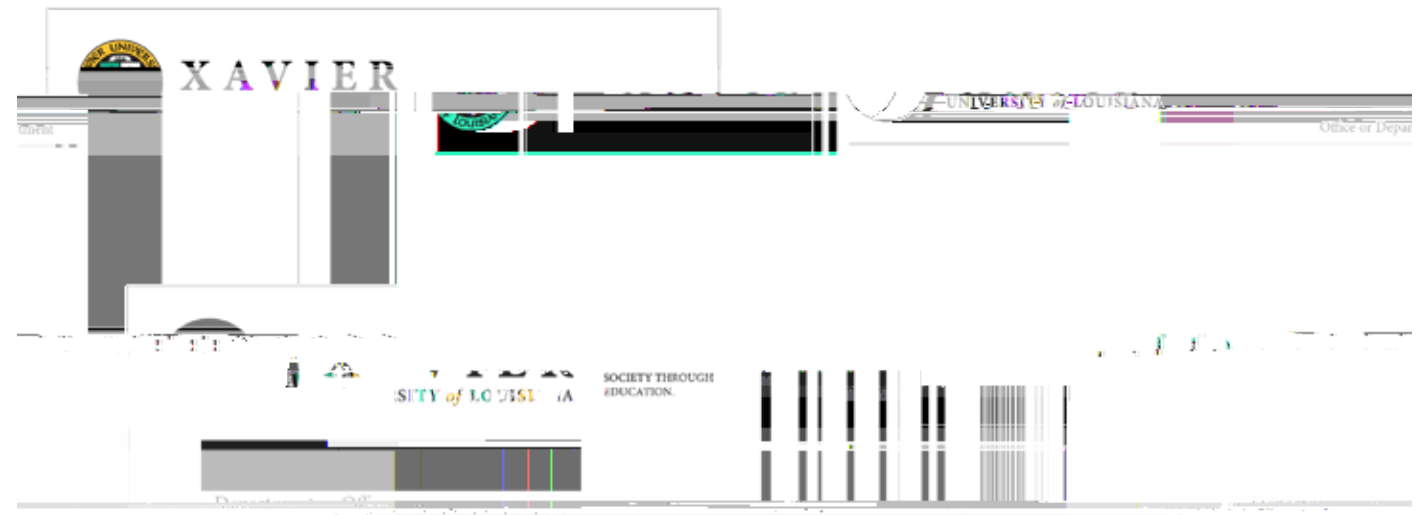
When to use Primary or Secondary typefaces

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

PRIMARY TYPEFACES	SECONDARY TYPEFACES
<p>Montserrat Light</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Arial Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>Arial Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Montserrat Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>Georgia Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Montserrat Bold II</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>Georgia Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Georgia Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>Minion Pro Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Minion Pro Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>
<p>Minion Pro Medium</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>	<p>Minion Pro Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</p>

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Letterhead



Business Card

Envelope





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 are rendered on screen from official Hex values. Printed tones will vary.

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



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



We are Xavier.