



# COMMUNICATION & BRANDING MANUAL

Please visit [www.wku.edu/marketingandcommunications](http://www.wku.edu/marketingandcommunications) for the most up-to-date Communication & Branding Manual.

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# INTRODUCTION

WKU is a vibrant place full of life, spirit, adventure and opportunity. WKU has a strong regional identity, and our national and international identity is in a positive transformation period.

All WKU faculty and staff have an obligation to continue to build the University's brand awareness through verbal, written, face-to-face and online communications. By presenting professional, consistent messages and a unified "look" for WKU, the University's reputation, name recognition and brand become stronger.

This Communication & Branding Manual seeks to provide guidelines, templates and information to assist you in ensuring that the message about WKU is clear and consistent. This is intended to assist all colleges, departments, programs and offices in their marketing and communication endeavors regarding the University. If you have questions that are not addressed in this manual, please feel free to contact WKU Marketing and Communications within the Division of Public Affairs at **(270) 745-4720**.

## Why the WKU Brand Matters

The WKU brand isn't just a logo, and it is more than colors, mascots and taglines. WKU doesn't only stand for Western Kentucky University. Those three letters, W-K-U, have a different meaning to a wide variety of audiences. The name also stands for academic excellence, applied research, athletics, business development, outreach, a beautiful campus, and most of all, opportunity. The brand is the overall perception of the University by all audiences and the promise of what the University offers to the rest of the world.

To continually strengthen the WKU brand, we must ensure that the perception is positive and that the promises the University makes are fulfilled so that we produce successful graduates who become global leaders. We must communicate our successes to the world through a unified identity. A strong institutional brand does not mean that individual colleges or departments get overshadowed. It is an opportunity for those entities to leverage the WKU name to build upon their own name recognition and reputation.

The WKU brand must be supported by the actions and words of everyone who represents the University.

## The WKU Name

As we work to strengthen the WKU brand, we must concentrate on how we refer to the University in print, on the web and verbally. “WKU” and “Western Kentucky University” are the only two approved names that should be used. Avoid using “Western”, “Western Kentucky”, “Western KY”, “W. Kentucky” or other variations on the name.

Proper use of the WKU name also applies to WKU merchandise including promotional products and clothing, as well as print pieces, such as brochures, advertisements, signage and other materials.

## The WKU Motto

Keeping the University’s messaging consistent can also be achieved with regular use of the WKU motto. Adding the WKU motto, “The Spirit Makes the Master,” is encouraged on communication materials.

*Acceptable Usage*

**WKU**

**Western Kentucky University**

**The Spirit Makes the Master**

*Unacceptable Usage*

~~**Western**~~

~~**Western Kentucky**~~

~~**Western KY**~~

~~**W. Kentucky**~~

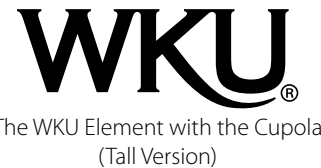


# LOGO USAGE

## Logo Basics

- The WKU logo is available in multiple forms.
- Only use official WKU logos downloaded from [www.wku.edu/publications/downloads.php](http://www.wku.edu/publications/downloads.php)
- Delete all previous or provisional versions of the WKU logo and replace them with **logos from the official site**.
- Do not use scanned copies, website logos or “homemade” versions.
- The **WKU element may be used independently**, but use of the Cupola element by itself requires approval from WKU Marketing and Communications.
- Any unit funded entirely by the university is expected to use the WKU logo **exclusively**.
- **No unit logos** may be used or grandfathered over for use in print, advertising or on the web. Use **WKU Logo Signatures** (see pages 12-13).
- Always use the **registered trademark WKU logo, ®** rather than the copyright WKU logo, ©.
- For best results, let the professionals in University Publications assist with graphic design. University Publications is a free, professional design service for the campus community. [www.wku.edu/publications](http://www.wku.edu/publications)

### Acceptable Usage



Use a logo with the Registration mark

See additional logo options on page 11.

### Restricted Usage



Use of the Cupola element by itself requires approval from WKU Marketing and Communications.

### Unacceptable Usage



Do not use a unit logo if you are funded entirely by the university.



Outdated WKU logos have a Copyright symbol

## Who should use this logo?

**All official academic and administrative units of WKU** should use the WKU logo exclusively. Unit names may be incorporated into an approved **logo signature** (see pages 12-13).

**Entities housed at WKU** which have an independent relationship to the community and/or represent a regional, national or international organization may use an independent logo along with the WKU logo as long as the WKU logo requirements are met (see pages 7-9).

**No WKU logo should be used** by any non-university entity to imply a relationship with the University without the University's express permission.

University affiliated social, fraternal, advocacy, hobby and religious organizations **may not** use the WKU logo, or any part thereof, for promotion.

University academic, performing, and intramural athletic organizations **may** use the WKU logo or a logo signature to represent WKU in performance, competition or conference with chapters from other universities. Permission from WKU Marketing and Communications is required.

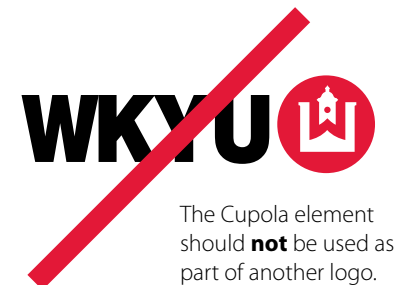
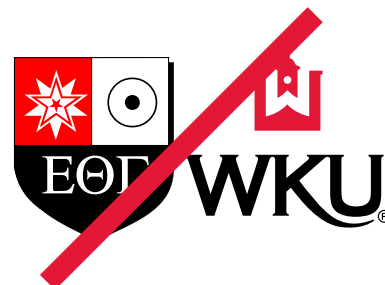
WKU Athletics has its own logos and branding standards. See [www.wkusports.com](http://www.wkusports.com).

### *Acceptable Usage*



---

### *Unacceptable Usage*



## Size Specifications of the WKU Logo

### Minimum Size in Print

The WKU Element should be no shorter than .75".



The WKU Logo should not be the dominant element in any page layout. It should be presented with reserve and restraint suitable to the symbol of the WKU brand.

### Unacceptable Usage



Do not change the size of the WKU or Cupola elements relative to each other.



Do not alter the distance between the WKU and Cupola elements.



Do not distort the logo or change the aspect ratio.



Do not alter the positions of the WKU and Cupola elements.

## Keep the WKU Logo Prominent

The WKU Logo must be clear and prominent in publication layouts. This is especially true when the logo is combined with or appears with another logo or additional artwork in the case of units with an independent relationship to the community. See **Who Should Use This Logo** (page 6). Logos that combine the WKU logo with another logo must be approved by WKU Marketing and Communications.

The WKU Logo can be kept prominent by the use of **contrasting size or color**, or by allowing **sufficient clear space**. Appropriate examples include:



### Unacceptable Usage



Do not allow type to touch or cross the logo. Don't use the logo as a background for type.



Do not allow decoration to touch or intrude into the logo's space.



Do not allow a line to touch or intrude into the logo's space.



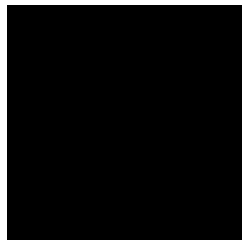
Do not allow a type to intrude into the logo's space.



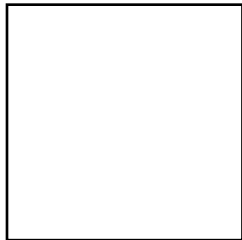
**WKU Colors\***



**Red**  
 Pantone© 186  
 CMYK: 0 100 75 4  
 WEB: B01E24



**Black**  
 Pantone© Black  
 CMYK: 0 0 0 100  
 WEB: 000000



**White**



**Gray**  
 Pantone© Cool Gray 9  
 CMYK: 29 23 16 51  
 Grayscale: 55% Black  
 WEB: 333333  
 (Pantone© 877 Silver may be used)

*\*Color specifications are taken from the PANTONE® color bridge™ coated, 1st Edition. They **will not match exactly** with color specifications in programs such as Adobe Illustrator® or Photoshop®. Variations in specifications for the same color are acceptable. For assistance contact University Publications.*

The WKU, the Cupola and the optional square element of the WKU logo may use any of the WKU colors.



The WKU Logo may appear in one color or two WKU colors. The WKU logo may be printed in white against any solid color background.



*Unacceptable Usage*



Do not use multiple colors in either the Cupola or WKU elements.



Print the Cupola and the WKU elements in the same color if you cannot print them in two WKU Colors.



Do not outline the logo.



Do not use the WKU Logo on complicated backgrounds.



Do not use color graduations in either the Cupola or WKU elements.

## WKU Suggested Typefaces

For institutional publications and signage, the Myriad, Palatino and Trajan type families are suggested. These type families are available in basic regular, italic, bold and bold italic forms, and also in additional weights and condensed forms.

### The Myriad Family

#### BASIC

Myriad Roman ABCDEFGHIJabcdefghij  
*Myriad Italic ABCDEFGHIJKLabcdefghijkl*  
**Myriad Bold ABCDEFGHIJabcdefghij**  
***Myriad Bold Italic ABCDEFGabcdefgh***

#### MYRIAD PRO

Light Condensed and *Light Condensed Italic*,  
 Condensed and *Condensed Italic*, **Semibold**  
**Condensed and Semibold Condensed Italic**, **Bold**  
**Condensed and Bold Condensed Italic**, **Black**  
**Condensed and Black Condensed Italic**, Light  
 Semicondensed and *Light Semicondensed*  
*Italic*, Light Semicondensed and *Light*  
*Semicondensed Italic*, Semicondensed and  
*Semicondensed Italic*, **Bold Semicondensed**  
**and Bold Semicondensed Italic**,  
**Black Semicondensed and Black**  
***Semicondensed Italic***, Light and Light  
 Italic, Regular and *Italic*, **Semibold** and  
***Semibold Italic***, **Bold** and ***Bold Italic***,  
**Black** and ***Black Italic***

### The Palatino Family

#### BASIC

Palatino Regular ABCDEFGHabcdefgh  
*Palatino Italic ABCDEFGHIJKabcdefghijk*  
**Palatino Bold ABCDEFGHIabcdefghi**  
***Palatino Bold Italic***  
***ABCDEFGHIabcdefgh***

#### PALATINO STD

Light and *Light Italic*, Medium and  
*Medium Italic*, **Black** and ***Black Italic***

### The Trajan Family (titles & subheads)

#### BASIC

TRAJAN REGULAR ABCDEFGHI  
 TRAJAN BOLD ABCDEFGHIJKL

#### TRAJAN PRO

TRAJAN PRO REGULAR ABCDEFG  
 TRAJAN PRO BOLD ABCDEFGHIJ

The WKU Logo was not created from a type face. It is specially made of custom-designed type forms. Do not attempt to re-create the WKU Logo from a type font. Always use official WKU Logos from [www.wku.edu/publications/downloads.php](http://www.wku.edu/publications/downloads.php).



The name "WKU" may appear in text in any typeface as long as it is not a substitute for official WKU Logo artwork.

### Optional Versions of the Logo



*Tall Version, Two Color*



*Tall Version, One Color*



The WKU Logo and the tall version of the WKU Logo with Cupola may be centered in a square. Acceptable two color and one color versions are shown. **Download these logos at [www.wku.edu/publications/downloads.php](http://www.wku.edu/publications/downloads.php).**

The square containing the WKU Logo should be no smaller than 1" square.

### *Unacceptable Usage*

Do not put the long version of the WKU Logo with Cupola in a square.



## Logo Signatures

For visual unity and improved institutional recognition, University units, departments, colleges, schools and regional campuses should use WKU logo signatures instead of distinct unit logos.

A logo signature consists of the WKU logo in one of its three forms and the unit name in one or more suggested typefaces (page 10).

### With the WKU Element only

The unit name may be presented in one to three lines, depending on the length.

The unit name should fit between the top and bottom of the “W”.



The unit name may be placed to the right of the WKU logo, or be centered or aligned-left under the logo. The unit name should not crowd the logo around the bottom of the “K”.



### WKU logos with the Cupola

Use the same type arrangements with the long and tall Cupola WKU logo variations.



Custom logo signatures can be created for your unit by the University Publications Office. Email [publications@wku.edu](mailto:publications@wku.edu) to request a logo signature.

## Logo Signatures Examples

Logo Signatures need not be limited to these examples. Contact University Publications for custom logo signatures for your unit.

**WKU** *Department of*  
Political Science

 **WKU**  
Student Disability Services

**WKU** HONORS  
COLLEGE

 **WKU** Libraries

**WKU** Ed.D.


 **WKU** DEPARTMENT OF  
Kinesiology,  
Recreation & Sport


**WKU** Adult Learner  
Services

 **WKU** Academic Advising  
and Retention Center

**WKU** Potter College  
*of Arts & Letters*

 **WKU** REGIONAL  
CAMPUSES  
Elizabethtown-Fort Knox | Glasgow | Owensboro

 **WKU**  
DEPARTMENT *of*  
PSYCHOLOGY

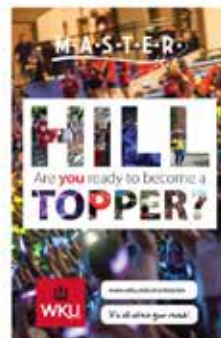
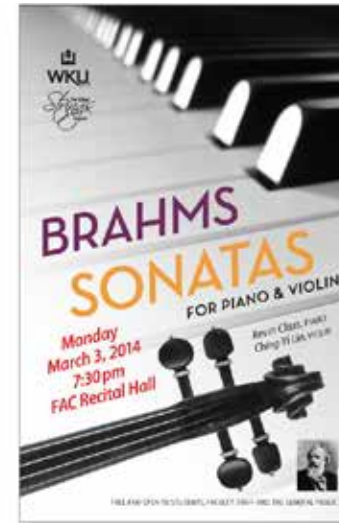
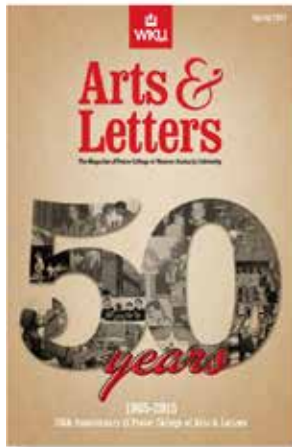
 **WKU**  
Academic Advising and  
Retention Center

 **WKU**  
Owensboro

 **WKU**  
GORDON FORD  
COLLEGE OF BUSINESS

## WKU Print Publications Examples

Designs for WKU print publications need not be limited to these examples. Contact University Publications for professional assistance with your print publicity.



## WKU Logo on Vehicle Examples

Use of WKU logos on vehicles need not be limited to these suggestions. Consideration should be given to the color of the vehicle, and whether the vehicle will be seen parked or in motion most often.



## WKU Signage

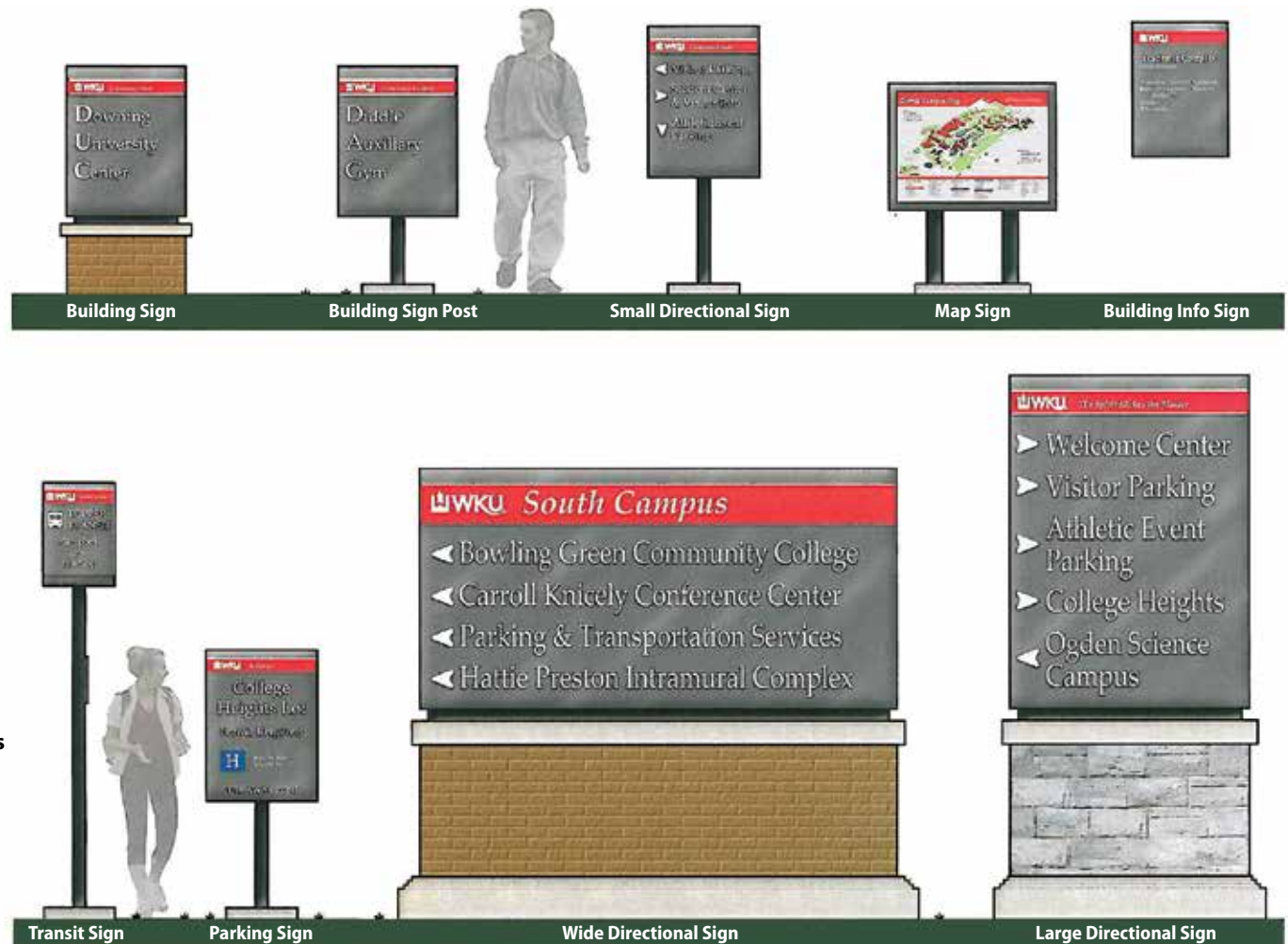
Signage must conform to WKU logo usage guidelines.

WKU has implemented a hierarchy of wayfinding signage from large directional signs to small building directories. The WKU logo is displayed in a red banner at the top of each sign. Sign locations, design and content are determined by the Campus Landscape Architect in the office of Planning, Design & Construction.

**For interior & exterior display signage, like this example sign in the Kentucky Museum Auditorium, contact the Campus Landscape Architect in the office of Planning, Design & Construction.**



## WKU Wayfinding Signage



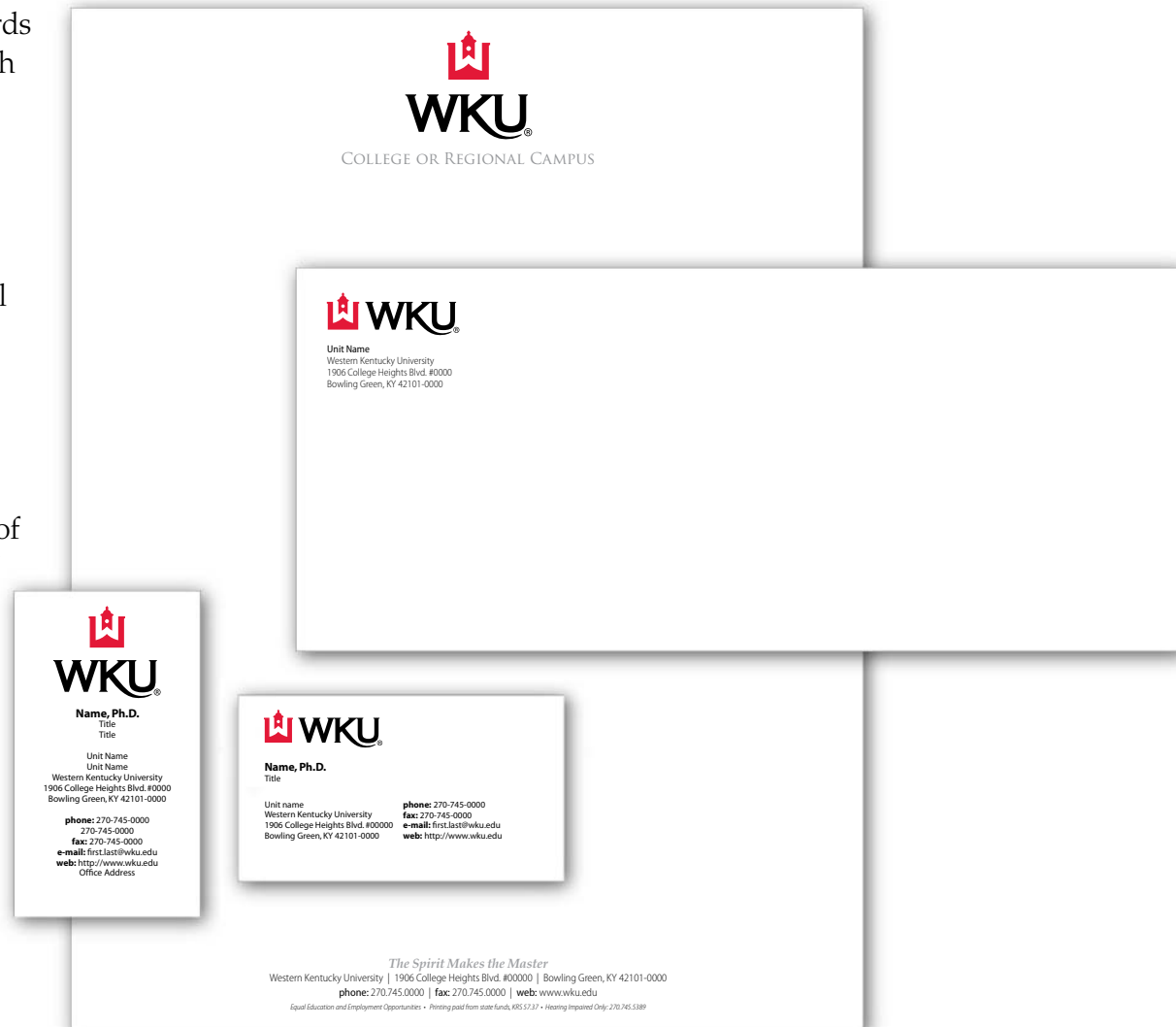


## WKU Stationery & Business Cards

University stationery and business cards must be purchased exclusively through the **Printing Services website** ([www.wku.edu/printing](http://www.wku.edu/printing)).

There are approved layouts for letterhead stationery and envelopes, business cards (horizontal and vertical versions), and business reply mail. Variations must be approved by University Publications.

Custom information may be added to the back of business cards. Examples of custom information include the WKU mission statement, QR codes, blog address, etc.

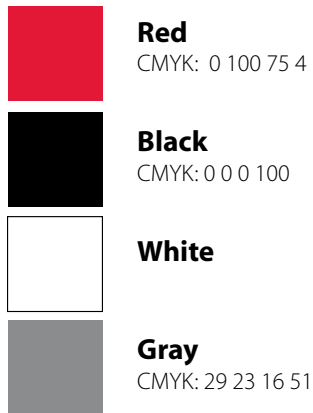


## WKU College and Academic Program Brochure

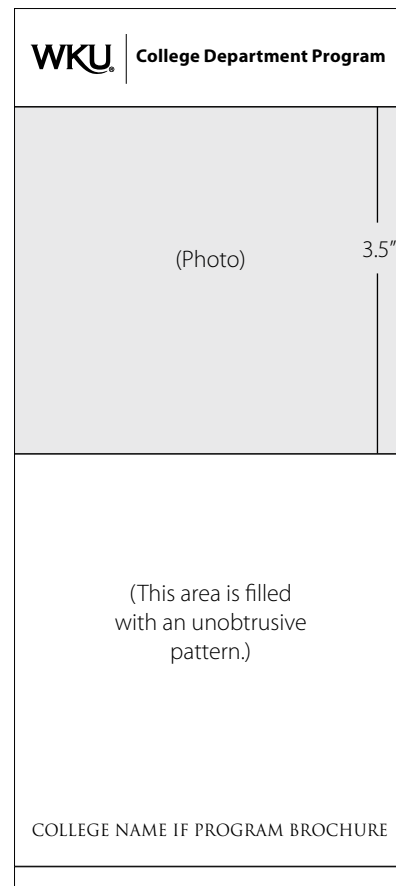
The challenge of creating a system of WKU college and program brochures is in making them recognizable as institutional brochures while keeping different programs, departments and colleges distinguishable one from another. The WKU standard program brochure cover design is planned to allow flexibility while maintaining common elements that identify the brochure with WKU.

There are three basic designs: the Single Photo Cover, the Eight Window Cover, and the Testimonial Cover.

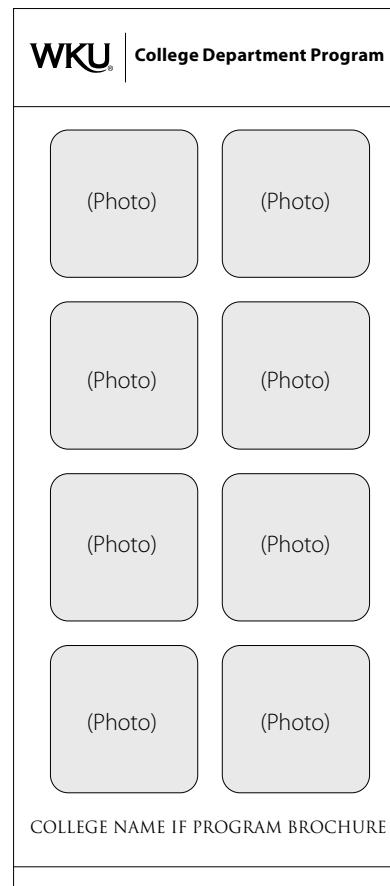
As long as there is readability and color harmony, any area or brochure element may be any of the approved colors:



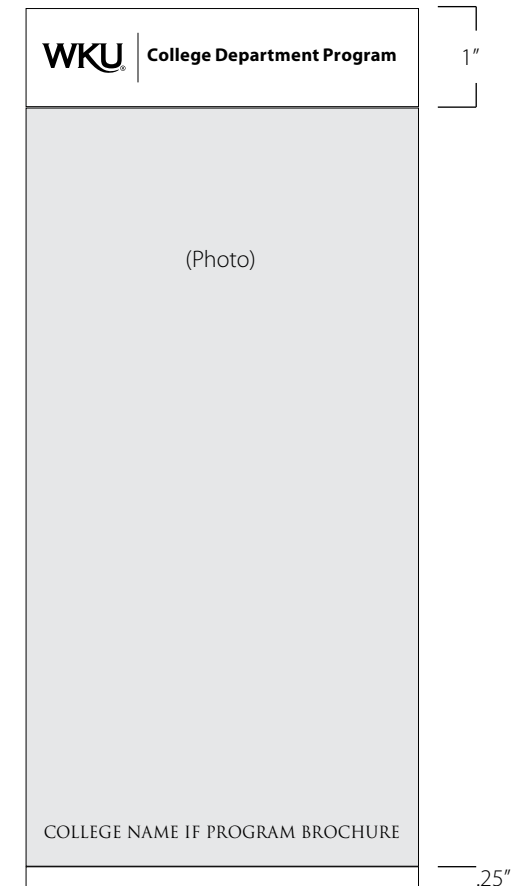
**Half Photo Cover**



**Eight Window Cover**



**Full Photo Cover**



## Brochure Examples

Half Photo Cover



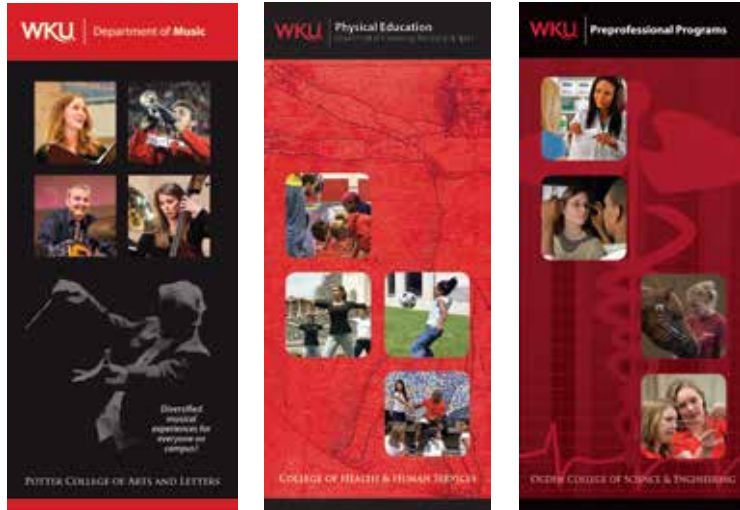
Eight Window Cover



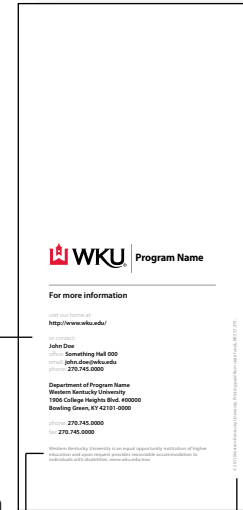
Full Photo Cover



Combination Cover



Required Elements on Back Cover



Contact Information

EOO Statement

KRS 57.375

## Restricted & Obsolete Logos

### *Restricted Logos*



#### **The University Seal**

##### **RESTRICTED**

The University Seal may be used by the President's Office, on commencement materials, on certificates, on official university documents, and on high-quality souvenir items. It may appear in publications as a historical reference. **The Seal should not be used as a WKU logo in current publications.**

**Obsolete or restricted logos on commemorative plaques do not need to be changed.**



#### **Athletics Logos**

##### **RESTRICTED**

All WKU Athletics logos and marks are restricted. Any use of these logos requires permission.

See the following page for additional details regarding restricted and obsolete Athletic logos.

### *Obsolete Logos*



#### **The Centennial Logo (Oct. '05–Jan. '07)**

##### **OBSOLETE**

The WKU Centennial concluded at the end of January 2007. The Centennial Logo may no longer be used. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the WKU Logo.



#### **The "University Logo" (1990-2007)**

##### **OBSOLETE**

The University Logo will not be used in new publications or signage. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the most current WKU Logo. Signage and architectural decoration with this logo will be refurbished with the WKU logo as soon as feasible.

WKU still owns the copyright for this logo. **WKU does not permit anyone to use this logo or any part of it.**

## WKU Athletics Logos

WKU Athletics logos are for use by Athletics Communications/Media Relations and the WKU Athletics teams only. They are not appropriate for use in academic publications. **The exception is Big Red, who may be used in academic publications as a symbol of the student body.** Any change or addition to the approved Big Red image files must be approved by Athletics Communications/Media Relations. In academic publications, Big Red is only an illustration, not a substitute for the WKU logo.

### Restricted Logos

Please note: The Towel and Big Red must always be red. In addition to the logos shown below, all logos for individual sports are restricted.



HILLTOPPERS

HILLTOPPERS

HILLTOPPERS

HILLTOPPERS



#### NOTES ABOUT BIG RED:

- Must always be red
- Must always be shown with WKU on the front
- Big Red is neither male nor female
- Big Red cannot talk. Please do not portray talking with the use of conversation balloons.

### Obsolete Logos



# ADVERTISING BASICS

Most of these principles can be applied to multiple advertising channels, including television, radio, billboard, print ads, online display ads, etc. Your audience gets bombarded with thousands of advertising messages every day and will only notice your advertisement after they have seen it multiple times. When you are tired of seeing it, they are just starting to notice! WKU Marketing and Communications and University Publications are available to assist with your advertising efforts. Visit [www.wku.edu/marketingandcommunications](http://www.wku.edu/marketingandcommunications) for more information.

## **Cut through the Clutter**

The key to getting your ad noticed is to cut through the clutter and make your message stand out above the rest. Most people who see your ad will only skim the information for a split second, and if they don't see something that interests them, they will move on immediately.

## **Focus on a Main Message**

When working on an advertisement, always know what the main message should be. Most ads should focus on only one main message, rather than trying to put too much information, which can create a cluttered look that isn't easy to read.

## **Use Less Text, More Imagery**

Because most people quickly scan ads, they are more likely to notice crisp, clear and attractive images, rather than text. Images should reflect the audience you want to attract.

## **Tout the Benefits**

Rather than using your ad to tell what features you are promoting, focus on how those features will benefit the person who sees the ad. Everyone wants to know "What's in it for me?"

## **Include a Call to Action**

If there is a specific action you want the person who sees your ad to take, tell them! Whether it's to call you for more information, to visit your website, or to make a purchase, be specific in what you want them to do.

## **Make it easy to contact you**

Always include a prominent phone number and/or website address.

## **Use only approved WKU logos**

Refer to the logo usage section for appropriate use of WKU logos and marks (pp. 5 - 21). Download approved WKU logos at [www.wku.edu/publications/downloads.php](http://www.wku.edu/publications/downloads.php)

## **Include the WKU motto**

Adding the University's motto, "The Spirit Makes the Master," is strongly encouraged.

## **Be consistent across advertising channels**

If you are advertising in multiple channels (television, print, radio, etc.), be consistent in messaging and artwork. Your efforts will be more widely recognized if the same ad is seen frequently.

# STANDARDS

## Publications

WKU print and web-based publications are important communication tools for the University. Therefore, consistency in design is critical to building and maintaining the WKU brand. As mentioned earlier, the use of the WKU motto, “The Spirit Makes the Master,” on print publications is recommended for unification and branding consistency.

The University is required by law to include the following statements on all items printed with state funds.

### **Printed with State Funds Statement:**

**© 2018 [or current year] Western Kentucky University.  
Printing paid from state funds, KRS 57.375**

### **Non-discrimination Statement:**

**Western Kentucky University is an equal opportunity institution of higher education and upon request provides reasonable accommodation to individuals with disabilities.  
[www.wku.edu/eoo](http://www.wku.edu/eoo)**

Any WKU print piece that will be seen on more than one occasion, such as brochures, posters, event publicity, institutional or program recruitment materials, etc., are required to include these statements.

These statements may be printed in the smallest legible type size. They are not required on imprinted promotional items such as pens, string bags, mugs, etc. If you have any questions about when or how to use the statements, please contact WKU Marketing and Communications at **(270) 745-4720**.

Special attention should be paid to the **Photography** that is used in every WKU print publication. Photos must be high resolution (300 dpi or higher) for clarity and should be appropriate for the intended audience. **Do not use photographs which contain logos or references of any kind to other colleges or universities. It is also important to ensure that photos portray a diverse University environment.**

For best results with print materials, request assistance from University Publications. Call **(270) 745-3812**, email [publications@wku.edu](mailto:publications@wku.edu) or visit [www.wku.edu/pubrequest](http://www.wku.edu/pubrequest).

## Websites

The purpose of the University website guidelines is to ensure a clear, memorable and consistent design structure that is visible throughout the entire WKU website. The WKU website serves as a key marketing and informational source for a variety of audiences. The website is important for enhancing initiatives such as:

- **Prospective student recruitment**
- **Alumni and donor relations**
- **Community partnerships and media relations**
- **Faculty recruitment and research promotion**
- **Current student information sharing**

A strong visual identity across all University-sponsored channels increases awareness and brand recognition of our institution and our subsidiaries and therefore further communicates WKU's mission, vision and goals. It is for this purpose that all web pages representing official WKU departments, recognized affiliates and units conducting official University business or residing on the wku.edu domain should be consistent in design and style in order to build upon the WKU brand. Website publishers who are responsible for keeping official University web pages updated are expected to abide by the highest standards of quality and professionalism to ensure the best possible experience for the end user and to uphold the official WKU web identity standards.

## WKU Website Content and Design Best Practices

### **Standardized Website Design Elements:**

There are a number of elements that should be included on all official University web pages. Many of these elements are provided in the standardized templates that are available through the University's website content management system (CMS). To view the standardized website templates, refer to page 37, or visit [www.wku.edu/webservices](http://www.wku.edu/webservices).

**WKU Logo**, on each page of your website which links back to the WKU home page (provided within CMS)

**Page Title** (should be very short but descriptive)

**Top Banner** and **Footer** (provided within CMS)

**Use of official university Typography:** Myriad Family, Palatino Family and Trajan Family (predefined within CMS)

**Contact Us** areas should include an easily accessible contact e-mail address, the department's physical mailing address, phone number with area code, a faculty/staff directory, hours of operation, and any social media links.

**Link back** to the department's homepage on each web page. This is because visitors may enter the website without first going to the department's homepage.

### **Use of official University website color palette:**

**Red** is RGB 176, 30, 36 or hex #B01E24.

**Gray** is RGB 51, 51, 51 or hex #333333.

**Black** is RGB 0,0,0 or hex #000000.



## Important Elements for a Web Page

The image shows a screenshot of the WKU Public Broadcasting website with several callouts pointing to specific design elements:

- Top Banner**: Points to the red header area containing the WKU logo and navigation links (About WKU, Academics, Admissions & Aid, Athletics, Student Life).
- WKU Logo**: Points to the WKU logo in the top banner.
- Page Title**: Points to the main heading "WKU Public Broadcasting" overlaid on a background image of a building.
- Color Palette**: Points to the red color used in the top banner.
- Link back (breadcrumbs)**: Points to the breadcrumb trail at the bottom of the page: "WKU Public Affairs" > "WKU PBS" > "Contact" > "Home".
- University Typefaces**: Points to the "WKU Public Broadcasting" text in the main content area.
- Contact Information**: Points to the "Contact Us" section on the right side of the page, which includes address, phone, fax, and social media links.

WKU complies with Kentucky's adoption of the **W3C Web Content Accessibility Guidelines** to provide optimal access to visitors with disabilities to all University websites. Website developers shall apply the most current version of these guidelines in the design, creation and maintenance of any University website. The WKU Equal Opportunity Office regularly audits all WKU websites for compliance. Please see the official University Web Standards Policy at [www.wku.edu/policies](http://www.wku.edu/policies) for further information.

It is highly recommended that a back-end **analytic tracking code**, such as Google Analytics, is included on any page that does not receive or transmit personal or confidential information. For information on how to set up a Google Analytics account, email [webservices@wku.edu](mailto:webservices@wku.edu).

### Standardized Website Content Elements:

The content of any website is the most essential element in effective online communications. Web users expect information on every page of the WKU website to be accurate, succinct, relevant, and useful. **Having outdated information on the website can do more harm than having no information at all.** It is recommended that reminders be set for auditing and maintaining content on a regular basis. Some suggestions for content updates include:

- **News about your college or department**
- **Upcoming events**
- **Photos/video from recent events**
- **Blogs**
- **Announcements about new faculty or staff**
- **Additions of new programs and services**
- **Student, faculty or staff awards and achievements**
- **Automated feeds from Twitter and blogs or links to departmental social media sites such as Facebook**

Every college, division and department at WKU should have an appointed and trained Site Manager who serves as the primary contact for the website to ensure that content will be kept updated and relevant. WKU Creative Web Services within the Division of Public Affairs can assist in determining what individual may be best suited to departmental needs. In some cases, student assistance is appropriate, while in others, more consistent maintenance will be required depending on the type and frequency of content involved.

### Writing for the Web:

Typically website visitors skim information rather than reading every word on the site. Therefore, it is critical that the most important and valuable information on any site is mentioned early and often. Be concise and to the point, and make sure the content is relevant. Non-essential text should be eliminated or located in an area that is not considered “prime real estate” so that the most important information is easier to find. Consider use of bullet points and relevant photos on your department’s homepage to keep information concise and interesting.

Keeping information simple on your web pages will ensure that it will remain useful no matter what type of device (desktop, mobile or tablet) it is accessed from. Most students will access your website from their smartphone or other handheld device at some point. While working on your website, view it from a smaller screen to test how it will look to your audience on a mobile device. Too many words may turn off mobile users.

### Search Engine Optimization (SEO)

Linking within text and making use of industry keywords will also ensure proper Search Engine Optimization (SEO), so that visitors searching for content on Google, Bing, Yahoo, or other search engines will find your content on the first page of their search results.

## STANDARDS

Bear in mind what keywords students interested in your services or program might search for on a search engine when determining what keywords to include in your program description.

Remember, the Website is a supplement. Web content should offer the end user useful information without taking the place of the personal service offered by direct one-on-one contact.

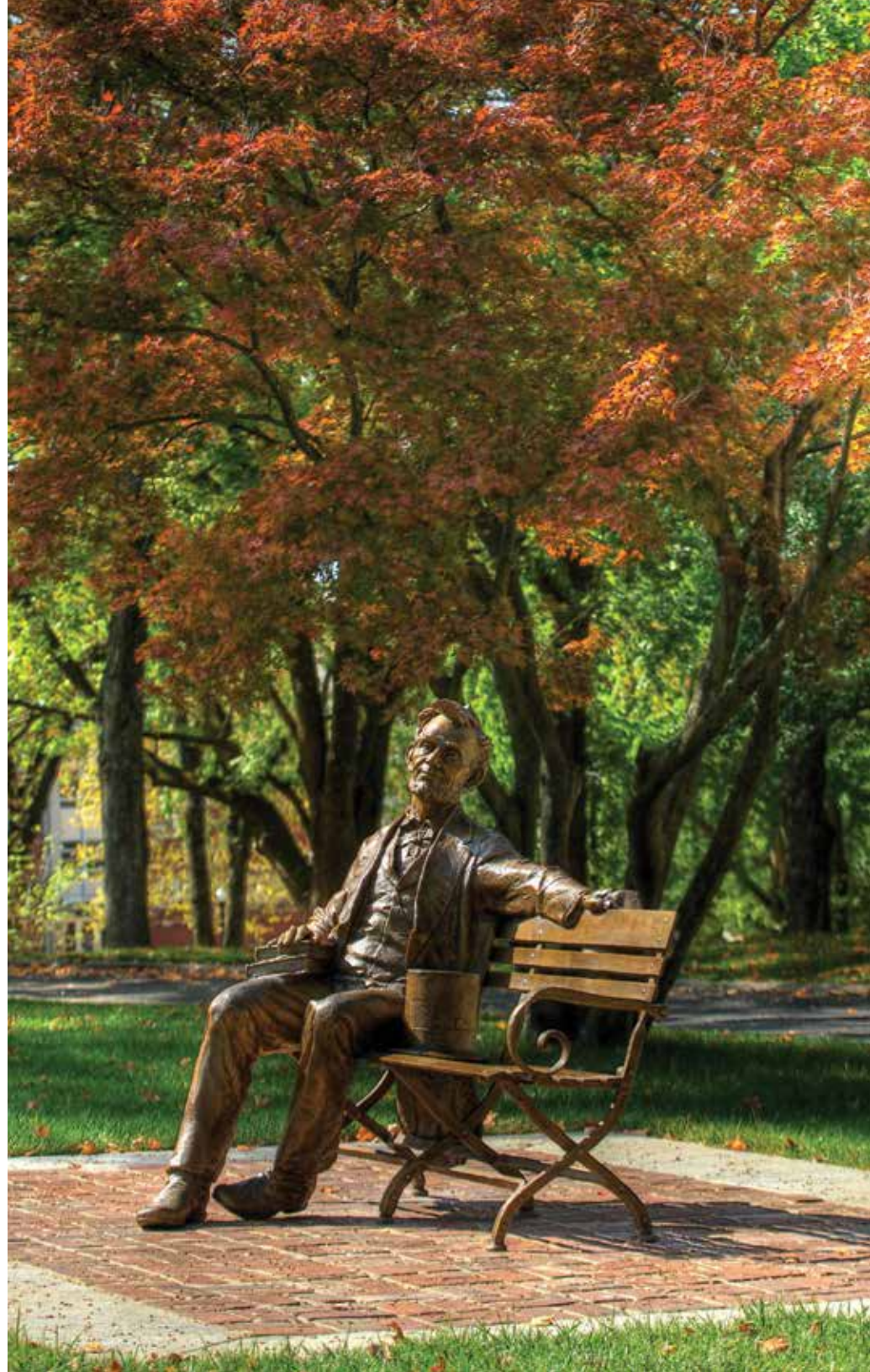
### **WKU Web Council**

Creative Web Services oversees the WKU Web Council, a group of WKU faculty and staff who have web-based duties within their job descriptions. The Web Council meets for training and development and establishes best practices in web communication.

For assistance with web services and online communications or to join the WKU Web Council, please contact Creative Web Services at **(270) 745-2990** or email **webservices@wku.edu**.

### **Request for Web Services**

Contact Creative Web Services at **(270) 745-2990** for advice and guidance on developing, redesigning, and copy writing for your webpages.



## Social Media

WKU official social media presences serve to share information, provide customer service, and engage various WKU audiences, including students, faculty, staff, alumni, fans, the community and other constituencies. These tools are highly effective in reaching out to these key audiences. It is acceptable and recommended to link unit websites to appropriate social media sites.

WKU maintains a number of official university social media presences including Facebook, Instagram, LinkedIn, Twitter, Snapchat, Wordpress, and YouTube. For a complete list, please visit the WKU Social Media Directory online at [www.wku.edu/social](http://www.wku.edu/social).

The **WKU Social Media Directory** is a web-based directory of all departmental social media presences on campus. To add or update your department or division, please email [webservices@wku.edu](mailto:webservices@wku.edu).

### University Sponsored Facebook Groups and Pages

WKU Web Services maintains Facebook Pages and Groups for each incoming “Class of” cohort of students (ie. “WKU Class of 2020”). These pages and groups serve as places where students can connect with one another as a class to

share info, photos, videos, event information and more. It is also a place where students may connect with WKU personnel with questions and comments during their time at WKU. To include your official university event or news listing on the “WKU Class of” Facebook pages, please email [webservices@wku.edu](mailto:webservices@wku.edu).

The WKU Schools App is a custom, private, invitation-only social network for prospective, admitted, and current WKU students. The App provides students a place to connect with one another before coming to campus for the first time and also as a place to ask questions about WKU during recruitment and enrollment periods. WKU faculty and staff members are welcome to serve as official administrators of the App on behalf of their college, division or department. To learn more, please email [webservices@wku.edu](mailto:webservices@wku.edu).

### Social Media Marketing Strategy

Social media is a great marketing tool but requires planning to know how it fits with the overall marketing strategy. To get started, outline how the social media presence will enhance overall marketing efforts. Know the goals and the audience, and be certain that the person or persons posting to social media sites know them as well. For example social media goals might be to:

- **Engage the audience in two-way conversations**
- **Recruit students**
- **Share important announcements**
- **Gain awareness for a department or program**
- **Drive traffic to a website**

Whatever the goals are, it is important to keep information updated and relevant. Someone should be assigned the task of updating social networking sites. It can take a great deal of time, and only sporadically posting to a Facebook or Twitter account is not likely enough to engage the targeted audience. Give visitors a reason to keep coming back to the page or profile.

### **Best Practices for Institutional Social Media Presences**

There are several guidelines to follow when using social media sites in an official capacity representing a WKU division or department.

- All official social media presences representing WKU departments or entities should be identified using an **official Logo Signature**, which can be provided by WKU Public Affairs or an image representing the department or entity. In the “about” section, **the account should be identified as the “official” presence** of the WKU department it represents. To request a logo signature, visit [www.wku.edu/pubrequest](http://www.wku.edu/pubrequest).
- Keep the information you share **simple, appropriate, relevant and frequent**. Failing to update the information on social media sites can do more harm than not using social media at all.
- **Engage users**. Social media is a dialogue, not a monologue, so expect and encourage feedback from users.
- It is best to create official social media presences using **generic email accounts** as opposed to a personal account so that anyone can maintain the pages. A custom email account may be requested through the Division of Information Technology.
- It is recommended that social media presences be **created and maintained by full-time staff members** who are familiar with the vision and strategic plan of the University and the individual unit. Students are often inconsistent in their communication and often turn over too frequently to be effective.
- Be prepared to take responsibility for comments made on social media sites. Social media is public and highly visible, and discretion should be used when communicating in an official capacity.
- Photos, images, and videos used should be sized and formatted properly according to the parameters of the social network service being used.

- Frequent posting is recommended. Outdated or unused social media presences should be updated or closed.
- Official social media presences should be used to share departmental information regarding:
  - **News**
  - **Events**
  - **Activities**
  - **Photos**
  - **Videos**
  - **Accomplishments (awards received, presentations given)**
  - **Deadlines**
- Official social media presences should be used to engage with constituencies through:
  - **Answering questions**
  - **Celebrating accomplishments**
  - **Sharing or retweeting/regramming relevant content from reputable sources**

### **Engagement Via Official University Social Presences**

Social media can serve as an effective customer service tool. We encourage departments to use their social media presences to engage in conversation with their constituencies.

Encourage conversations to be taken offline or relocated to one-on-one direct messages if a conversation subject matter includes sensitive information or information that might be in violation of FERPA privacy laws.

### **Sharing/Retweeting/Regramming**

Check sources, dates, and the author of the original post before sharing, retweeting, or regramming. When you share, retweet, or regram, you are placing your endorsement on the original post.

### **Using #Hashtags**

Hashtags are a useful way to aggregate social media content regarding a certain topic of conversation into one place. Hashtags should be kept short, using a minimal number of characters, and are more institutionally useful when they include “WKU” in them in some way, though this practice is not required.

Always check the history of a hashtag online before using it to be sure it has not been adopted elsewhere for an alternate purpose. If a hashtag you wish to use is in use elsewhere, try to modify it by adding “WKU” or some other institutional identifier.

### **Reporting Suspicious Social Media Content**

WKU has zero tolerance for cyber harassment and it is illegal in the state of Kentucky. The safety of our students and campus community is very important. The campus community should report any questionable online activity.

WKU faculty and staff are encouraged to take a screenshot of questionable online activity and report any suspicious comments or social media posts to the WKU Police at **270-745-2548** or **dial 911** in case of emergency.

If you are unsure if a comment or post is questionable, contact the **WKU Police at (270) 745-2548, WKU Web Services at (270) 745-2990** or **The Office of Student Conduct at (270) 745-5429**.

### **Advertising Your Event on WKU Social Media**

WKU frequently shares upcoming campus events in various locations including the WKU.edu website, main events calendar, WKU News blog, and institutional social media including Facebook, Twitter, and @WKUEvents on Instagram. To learn about how to advertise your event through these media channels, visit **[www.wku.edu/webservices/webads.php](http://www.wku.edu/webservices/webads.php)**.

To learn about how to place your campus event on the campus calendar, please visit: **[www.wku.edu/webservices/events/index.php](http://www.wku.edu/webservices/events/index.php)**.

### **Paid Social Media Ads**

All paid social media advertisements placed by university departments must be pre-approved by WKU Public Affairs prior to posting to ensure content and branding consistent with university guidelines. Requests must include image and messaging content, proposed media, audience, and placement timing. Please submit requests to **[webservices@wku.edu](mailto:webservices@wku.edu)**.

WKU Creative Web Services can assist with digital ad strategy and placement. For more information, contact **[webservices@wku.edu](mailto:webservices@wku.edu)**.

### **WKU Social Media Council**

The WKU Social Media Council is a collaborative group of staff, faculty, and students who maintain institutional or student organization social media presences. The council meets quarterly to discuss best practices, advancements in social media outreach, and to collaborate on outreach campaigns for campus events. To join the WKU Social Media Council, please visit **[www.wku.edu/wkusocial/social-media-council.php](http://www.wku.edu/wkusocial/social-media-council.php)**.

### **Support for WKU Social Media Managers**

Please visit **[www.wku.edu/wkusocial](http://www.wku.edu/wkusocial)** for useful information about how WKU Creative Web Services can assist your department in developing social, web and marketing outreach strategies to reach your audiences. One on one consultations can be scheduled for further assistance.

### **External Entities, Selling of Goods and Services and WKU Social Media**

WKU does not typically share unofficial or unaffiliated social media posts to our audiences via our social networks.

WKU does not permit use of official social media presences, including Facebook groups or pages to sell personal goods or services. The WKU Classifieds Listserv is available for anyone who wishes to sell goods or services. More information may be obtained here: **[www.wku.edu/it/news/index.php?view=article&articleid=3697](http://www.wku.edu/it/news/index.php?view=article&articleid=3697)**.

## Faculty Use of Social Media

Many faculty members have found the use of social media to be a highly effective way to communicate with students.

Social media is a great tool to share information specific to courses, and departments.

In the event that faculty choose to “friend” students, it is recommended that privacy settings be customized to limit the amount of personal information students can see. It is recommended that faculty maintain all records of correspondence.

Closed groups on sites such as Facebook or LinkedIn allow faculty to invite students to join for the duration of a course. It is not necessary to “friend” these students to invite them to join the groups or fan pages.

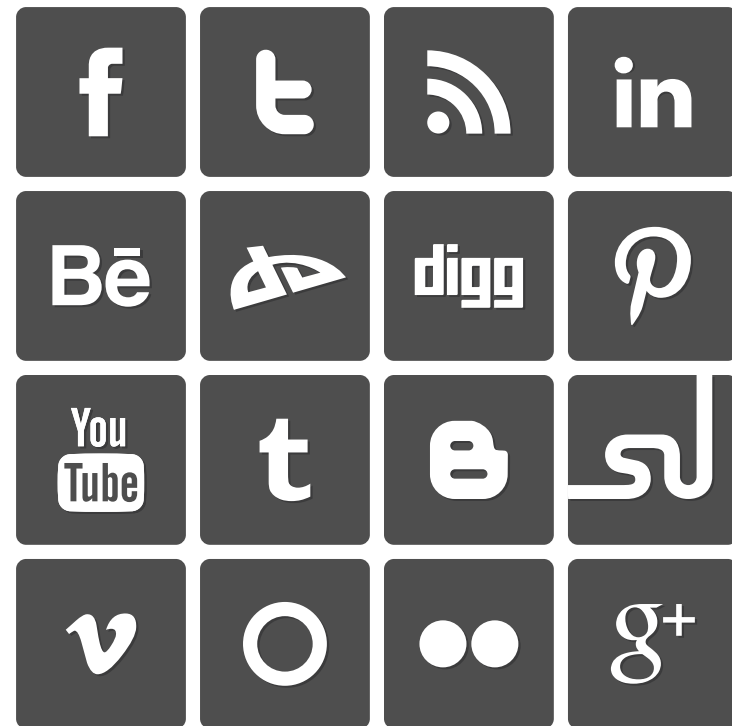
Strive to keep conversations professional and appropriate. Healthy debate is a natural part of the education process, but be cautious and use sound judgment.

To set up a social media presence or for further information regarding the use of social media for official University purposes, contact WKU Creative Web Services at (270) 745-2990 or email [webservices@wku.edu](mailto:webservices@wku.edu).

## Use of Video on Institutional Social Media Presences

The use of video is encouraged, but must comply with Accessibility Standards. Video posts (from YouTube, Vimeo, etc.) must include transcription.

Accessibility questions should be directed to the Equal Opportunity Office. Call (270) 745-5121 or email [section508@wku.edu](mailto:section508@wku.edu).





## Electronic Mail Signatures

Your email signature is a great opportunity to share information in a non-intrusive way. Your signature should be professional and informative, but not overwhelming. Here are some tips to creating an effective e-mail signature:

- **Include your name, title, and department**
- **Include only one address and no more than two telephone numbers (specify office, mobile, fax, etc.)**
- **If you include a URL, it should be short – preferably just [www.wku.edu](http://www.wku.edu)**
- **Use plain text for readability. Specially formatted text may not translate well into certain email programs**
- **Avoid using distracting graphics and flashing emoticons**
- **Links to your professional social media pages can assist with promoting interaction in these areas**

In general, less is more.

An example of an effective email signature would be:

Big Red, Mascot  
 WKU  
 1906 College Heights Blvd.  
 Bowling Green, KY 42101  
 270.745.0111  
[www.wku.edu](http://www.wku.edu)  
 @WKUBigRed

Or it can even be as short and simple as this and still be effective:

Big Red  
 Mascot  
 Western Kentucky University  
[www.wku.edu](http://www.wku.edu)

## Merchandise, Promotional Products, & T-Shirts

Many departments across campus purchase clothing, promotional items and other merchandise to sell and/or give away. When designing the artwork for these items, please be aware of the following:

- **Use the most up-to-date university logo**  
 Do not alter or re-draw the logo in any way. Download WKU logos from [www.wku.edu/publications/downloads.php](http://www.wku.edu/publications/downloads.php).
- **Choose background, fabric, and imprint colors that are appropriate for the university** (red, white, black or gray).
- **Always work with licensed vendors**
- **Do not ask vendors to create logos for your department**  
 For assistance with creating artwork that is to be imprinted, embossed, stitched, etc., contact University Publications at [publications@wku.edu](mailto:publications@wku.edu). They can create artwork quickly that is approved and ready for the vendor to use.

### Promotional Product Vendors\*

WKU has two approved promotional product vendors, and both are licensed to print the WKU logos and marks. These vendors each have online stores. When spending state dollars, one of the two vendors below must be used for promotional products. If the item you need cannot be found via the vendors' online stores, please contact them by phone or email with your specific need.



**AdVenture Promotions**  
ad-venturepromotions.com  
(859) 263-4299



**4imprint**  
4imprint.com  
(866) 624-3694

### T-Shirts Vendors\*

WKU has three approved vendors from which to purchase t-shirts. All t-shirt vendors are licensed to print the WKU logos and marks. Please use WKU TopShop to view quotes and place orders. If you need additional assistance, contact WKU Supply Chain Management at **(270) 745-3056**.

**Blue Cotton**  
**(800) 536-1435**  
**www.bluecotton.com**

**Gerald Printing**  
**(270) 781-4770**  
**www.geraldprinting.com**

**Central Screen Printing**  
**(800) 693-3299**  
**www.centalscreenprinting.com**

### Licensing Program

The marks of WKU, including the university logo and all athletic marks, are controlled under a licensing program administered by the Collegiate Licensing Company (CLC). The licensing process ensures that the University's symbols and marks are used appropriately and that the vendors will stand behind their products.



University policy 0.2060 states that no product will be licensed without the approval of CLC and WKU. A list of licensees is available by contacting **WKU Athletics** at **(270) 745-5279**.

### Giveaways vs. Resale Items

Any use of WKU marks and logos must be approved for all promotional items. The items must be purchased from licensed vendors. Items ordered for resale are subject to a 10% royalty fee. **Items ordered for giveaway purposes only are not subject to the royalty fee.** Contact WKU Athletics at **(270) 745-5279** for more information.

\* Vendors subject to change. Use TopShop for the most updated list of approved vendors.

## Digital Signage

The WKU Department of Communication Technologies supports digital signage on campus. In order to keep the WKU brand consistent, please follow the guidelines below.

WKU Digital Signage may be used to display WKU related content, such as emergency messages, messages from the President, Provost, Vice President for Student Affairs, etc., on behalf of the University, college, department or community.

Digital Signage is not to be used for vendor promotion or advertising, political ads, personal use or classified ads.

Keep content updated, neat and readable. Displays are a reflection of WKU.

Change content frequently to avoid screen burn-in. If the client has elected to manage their own screen, Information Technology and/or the digital signage administrator are not responsible for burn-in due to lack of changing content.

Let the administrator know of any problems you are experiencing with your display.

For more information on Digital Signage at WKU, please visit [www.wku.edu/it/digital-signage](http://www.wku.edu/it/digital-signage).



## Submitting Content

To propose content for inclusion on the "Hilltopper Content Feed" submit a service request to the IT Service Catalog. A request may be submitted by visiting <https://td.wku.edu/tdclient>, signing in to the WKU IT Client Portal, clicking on Services, Audiovisual and Conferencing Services, Digital Signage and Submit Digital Signage Material to the "WKU Content Feed."

For content required formatting, please visit the Hilltopper Content Feed page at: [www.wku.edu/it/digital-signage/hilltoppercontentfeed.php](http://www.wku.edu/it/digital-signage/hilltoppercontentfeed.php)

If a WKU department or organization is interested in adding digital signage to their area, please visit [www.wku.edu/it/digital-signage](http://www.wku.edu/it/digital-signage).

# TEMPLATES

## Presentation Templates

To assist with your presentation needs, PowerPoint presentation templates are available for download from the WKU Marketing and Communications website. There are several choices available for download that are WKU branded and ready for content or WKU Publications can create custom templates to meet your specific needs. Download the templates at [www.wku.edu/marketingandcommunications/downloads.php](http://www.wku.edu/marketingandcommunications/downloads.php).

**WKU Simple**



**WKU Grid**



**Red Starburst**



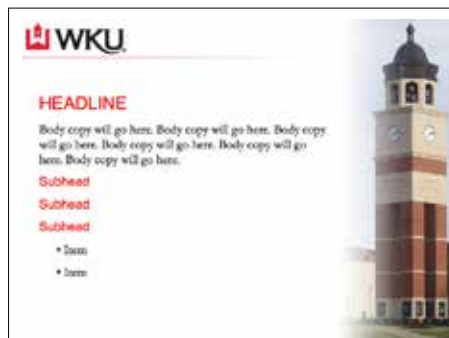
**WKU Campus**



**Gray Starburst**



**WKU Landmarks**



**WKU Spirit**



## Website Templates

Standardized website templates have been created within the University’s website content management system (OU Campus). The content within the navigational areas can be customized to meet the needs of each college or department. All websites must use top navigation. Side navigation is optional. Side navigation may be used on the left side, right side or it may be turned off completely. The main header and footer area within the template is standard and may not be altered. For more information, visit [www.wku.edu/webservices](http://www.wku.edu/webservices).

**Top Navigation** allows navigation across the top of the web page and includes optional drop down menus.



**Left Side Navigation** allows navigation down the left column of the web page.



**Right Side Navigation** allows navigation down the right column of the web page.



Custom coding within University websites creates technical support issues and is therefore not permitted. To view web template options and to see additional features including photo galleries, news and calendar modules, visit [www.wku.edu/webservices](http://www.wku.edu/webservices).

To request space within the WKU website, visit [www.wku.edu/apps/ouaddons](http://www.wku.edu/apps/ouaddons). CMS training must be completed by anyone wishing to obtain access to the software. You may complete online training or attend an in-person training session. To learn more, visit [www.wku.edu/oucampus](http://www.wku.edu/oucampus).

A comprehensive self-help website is available to offer CMS users assistance on some of the most common CMS functionalities. Access the self-help site by visiting [www.wku.edu/oucampus](http://www.wku.edu/oucampus).

## Website Templates for non-WKU Organizations

Customizable website templates for non-University organizations, such as student organizations that have been registered with the Student Activities and Organizations Office, are available by request via [www.wku.edu/apps/ouaddons](http://www.wku.edu/apps/ouaddons). Request submissions must be completed by the faculty or staff advisor of the organization. Student submissions will not be accepted.

Blank templates are available in a variety of colors and navigational styles. CMS support for org sites is available on a limited basis by emailing [webmaster@wku.edu](mailto:webmaster@wku.edu). Official CMS training is required in order to obtain software access for site development. To view available templates and eligibility requirements, visit [orgs.wku.edu/orgs](http://orgs.wku.edu/orgs).

## Online Faculty and Staff Listings

All units across campus should maintain online individual staff pages and staff page listings. These important pages can be created in the **Add-Ons** area of the Content Management System and are for both faculty and staff.

For consistency, all colleges, departments and divisions must use the templates created specifically for faculty and staff pages rather than creating a separate style for listing faculty and staff.

**Staff Listing Pages** typically contain photos of all faculty and staff within a college, department or division along with basic information such as their title, location on campus, phone number and email address.

**Individual Staff Pages** show a larger photo and can provide custom information on each individual person such as address, phone number, email address, personal website address, research interests, classes taught, educational and professional background, social media handles, or a full biography. The amount of detail shared on an individual page is the choice of the faculty or staff person.

Website visitors like to put names with faces. While individual photos are strongly encouraged, they are not mandatory. All photographs should be current and professional. Should you wish to have a portrait taken for use on the University website, please contact University Photography at [university.photography@wku.edu](mailto:university.photography@wku.edu).

## Staff Page Listing:



## Individual Staff Page:



# WHY WKU?

## Talking Points

From time to time we all get some form of the question, “Why WKU?” Maybe it’s referring to why a prospective student should choose WKU, or why an alum should make a gift to the university, or why a faculty member would want to come here to teach and do research. There are hundreds of good reasons to choose WKU!

The following information includes some ready responses as well as some key “fast facts” about the university that might help in answering the “Why WKU?” question. These points can also be used as introductory pieces for presentations or as selling points for recruiting.



## Fast Facts:

for the complete Fact Book, visit [www.wku.edu/institutes/fact\\_book.php](http://www.wku.edu/institutes/fact_book.php)

**Founded:** 1906

**Enrollment:** 20,267 (as of Fall 2017)

**Student/Faculty Ratio:** 18:1 (as of Fall 2017)

**Motto:** The Spirit Makes The Master

## Tuition (Fall 2018/Spring 2019):

UNDERGRADUATE TUITION:	FULL-TIME	PART-TIME PER CREDIT HOUR
Resident	\$5,301.00	\$442.00
Non-Resident	\$13,140.00	\$1,104.00
GRADUATE TUITION:		
Resident		\$607.00
Non-Resident (Domestic)		\$899.00
Non-Resident (International)		\$962.00

## Academics:

- Degrees range from Associates to Doctoral, and many programs are available online.

## Undergraduate Academics:

- 101 academic majors at the bachelor’s degree level
- 111 academic minors at the bachelor’s degree level
- 9 associate degree programs
- 37 undergraduate certificates



- **Regional Accreditation:** Southern Association of Colleges & Schools, Commission on Colleges (SACSCOC)

**Top 5 undergraduate majors:**

Nursing, B.S.N  
 Management, B.S.  
 Elementary Education, B.S.  
 Biology, B.S.  
 Interdisciplinary Studies, B.I.S.

**Top 5 graduate majors:**

Organizational Leadership, M.A.  
 Speech-Language Pathology, M.S.  
 Recreation & Sport Administration, M.S.  
 Educational Leadership, Ed.D.  
 Social Work, M.S.W.

**Bragging rights:**

- WKU is the **largest comprehensive institution** in the state with about 3,655 more students than the second largest comprehensive institution.
- WKU has students representing **118** counties of Kentucky, **47** states and **67** countries around the world.
- WKU was the home of the first **independent Honors College** at a public university in Kentucky.
- WKU's Carol Martin Gatton Academy of Mathematics and Science in Kentucky has been named to **The Washington Post's list of top-performing high schools with elite students** for eight consecutive years and was named the **number one public high school** in the United States for three consecutive years- 2012, 2013 and 2014.
- WKU students studied abroad in more than **38** countries in 2017-2018.
- More than **3,000 students** are served at WKU's regional campuses in Glasgow, Owensboro, and Elizabethtown-Fort Knox.

**Funding:**

WKU has four major sources of revenue:

<b>Tuition &amp; Fees:</b>	39.4%
<b>State Appropriations:</b>	26.3%
<b>Grants &amp; Contracts:</b>	16.9%
<b>Other</b>	17.5%

**Alumni:**

- As of 2018, WKU has more than **106,000 alumni** in the country.
- In 2016, WKU received \$23.1 million in Total Gifts, highest of all time.

**Athletics:**

**Colors:** Red & White

**Nickname:** Hilltoppers & Lady Toppers

**Mascot:** Big Red

**Affiliation:** NCAA Division I for all sports

**Conference:** Conference USA

# DIVISION OF PUBLIC AFFAIRS

## About Public Affairs

[www.wku.edu/publicaffairs](http://www.wku.edu/publicaffairs)

WKU's Division of Public Affairs includes several departments that work closely together to provide a wide range of services and support to the university. Public Affairs provides support and assistance with:

**Campus & Community Events**

**Creative Web Services**

**Government & Community Relations**

**Marketing & Communications**

**Media Relations**

**Public Broadcasting**

**University Photography**

**University Publications**

Each of these departments within Public Affairs works to increase public awareness of WKU and to continually enhance the University's image. We do that by planning and executing various communication strategies using tools such as news releases, websites, social networking sites, photographs, and a multitude of print pieces that help the university reach its audiences. We help to plan events and ceremonies across campus that are customized to the needs of each client. We also work closely with local, state, and federal elected officials and their staffs to advance the interests of WKU and higher education in general.

Public Affairs staff members ensure that every project or event is developed and produced in a professional and cost-effective manner and that all projects follow the University's branding and communications standards. We are conscious of how each project or event relates to other initiatives at the University and are cognizant of the best strategy to communicate information to the correct audience, whether internal or external, in the most efficient and effective way possible.

## Campus & Community Events

[www.wku.edu/wkuevents](http://www.wku.edu/wkuevents)

Campus and Community Events is responsible for coordinating the use of University facilities for both internal and external clients. Rental fees may apply. Services include:

- Reserving facilities, services and equipment
- Serving as the primary contact for all major campus events

For guidance on planning an event, visit [www.wku.edu/wkuevents](http://www.wku.edu/wkuevents), email [special.events@wku.edu](mailto:special.events@wku.edu), or call Campus and Community Events at (270) 745-2497.

## Creative Web Services & Digital Marketing

[www.wku.edu/webservices](http://www.wku.edu/webservices)

Creative Web Services oversees the university website and works in tandem with both WKU Marketing and Communications and the Division of Information Technology to ensure consistent content, design and branding across the WKU website.

The Creative Web Services staff is available for consultation on web pages, social networking initiatives, and other forms of online communication.

### Complimentary services provided include:

- Website consultation
- Social media and consultation
- Strategic web marketing
- Analytics training and development
- Other electronic communication

Creative Web Services oversees the University Web Standards Committee, a group of campus representatives who update and maintain web guidelines related to site structure and navigation.

For assistance with web services and online communications, please contact the Creative Web Services office at **(270) 745-2990**.

### WKU Web Council & Social Media Council

Creative Web Services also administers the WKU Web Council, and the WKU Social Media Council, groups of WKU faculty and staff who have web-based and social media duties within their job descriptions. The Councils meet for training and development and establish best practices in web and social media communication.

To join the WKU Web or Social Media Councils, please contact the Creative Web Services office at **(270) 745-2990** or email **[webservices@wku.edu](mailto:webservices@wku.edu)**.

## Government & Community Relations

[www.wku.edu/govrelations](http://www.wku.edu/govrelations)

WKU Government & Community Relations exists to advance the strategic interests of WKU among federal, state and local elected officials and with government agencies at all levels. WKU Government & Community Relations coordinates and maintains University interaction with federal, state and local officials and focuses on appropriations, strategic planning and legislative affairs.

Visit **[www.wku.edu/govrelations](http://www.wku.edu/govrelations)** to receive news updates, track legislative initiatives, and learn about federal, state and local governments. To contact elected officials please call WKU Government and Community Relations at **(270) 745-4586**.

## Marketing & Communications

[www.wku.edu/marketingandcommunications](http://www.wku.edu/marketingandcommunications)

The Office of Marketing and Communications develops, implements and coordinates WKU's communications and marketing strategies and branding efforts. It creates and executes an integrated marketing plan and campaign for the University and coordinates marketing efforts across colleges and divisions to ensure consistency of messaging, content and brand management.

It also provides oversight and content management of the University's homepage and top institutional pages. Additionally, the office:

- Utilizes a wide range of mediums, including but not limited to web, radio, television and print to implement a University marketing strategy;
- Coordinates strategic communications planning and brand management that is consistent with WKU's mission, vision and strategic planning efforts;
- Develops cooperative marketing opportunities to build efficiencies in media placement, leverage media buys, increase frequency and cross promotion;
- Coordinates communication and marketing strategies and opportunities among all colleges and divisions to generate maximum coverage;
- Guides the marketing and communications strategy, content and design of the University's website coordinating

with all colleges and divisions to maintain consistent branding and content;

- Updates and maintains web and visual identity guidelines which outlines standards for all online and print projects;
- Provides marketing consultation for colleges and divisions to ensure support of and integration with the University's brand and marketing strategies;
- Establishes benchmarks and performance measures for marketing strategies and campaigns and reports and analyzes results.

### WKU Marketing Council

The WKU Marketing Council is an internal network of WKU employees who have marketing responsibilities in their particular college, division or department. The Council meets a few times each year to discuss communications principles, best practices, trends, and opportunities and also communicates via listserv. If you are interested in joining the WKU Marketing Council, contact WKU Marketing and Communications at **(270) 745-4720**.

### Request for Marketing Services

WKU Marketing and Communications is available to provide consultation on: advertising and promotion, media research and planning, interactive and new media, promotional materials, and website and marketing plan development. Visit [www.wku.edu/marketingandcommunications](http://www.wku.edu/marketingandcommunications) for more information.

## Media Relations

[www.wku.edu/mediarelations](http://www.wku.edu/mediarelations)

WKU Media Relations seeks to ensure regional, state and national media exposure to promote and publicize WKU programs, faculty and student achievements, and academic quality, service and research initiatives.

Media Relations utilizes a variety of communication methods to reach the public, including news releases, media contacts, photographs and video, the wku.edu website, the WKU News blog and WKU on Facebook and Twitter. Media Relations also produces the weekly View from the Hill broadcasts and the daily At-WKU e-Newsletter.

Contact the Media Relations Office at **(270) 745-4295** or visit [www.wku.edu/mediarelations](http://www.wku.edu/mediarelations) for guidance and assistance with press releases, media contacts, video and photography.

## Public Broadcasting

[www.wku.edu/public-broadcasting](http://www.wku.edu/public-broadcasting)

WKU Public Broadcasting provides public service broadcasting to the community, professional training for students, and creates and distributes media content that serves WKU and the citizens of Kentucky.

WKU Public Broadcasting is responsible for the operation of WKU Public Radio, WKU PBS, The Hilltopper Sports Satellite Network, and WKU's two CATV systems.

In addition, WKU Public Broadcasting provides video production services for the campus constituency and outside organizations. In addition to professional staff, WKU Public Broadcasting employs a staff of part-time students, allowing them to gain valuable real-world experience.

For more information or to request video production services, contact WKU Public Broadcasting at **270-745-5489** or visit [www.wku.edu/public-broadcasting](http://www.wku.edu/public-broadcasting).

## University Photography

[www.wku.edu/photoservices](http://www.wku.edu/photoservices)

Capturing the campus community is the unique privilege of University Photography. This department supplies images for a variety of needs for the University such as faculty and staff portraits, facility photos, special event photos, and photos for print and web publications.

To request photos or photography services for an upcoming event, please email University Photography at [university.photography@wku.edu](mailto:university.photography@wku.edu), use the online Photo Request Form at [www.wku.edu/photoservices/photoservicesrequest.php](http://www.wku.edu/photoservices/photoservicesrequest.php) or call **(270) 745-8816**.

**Medium:** Photos will be provided in JPG digital format, via one of the University's shared drives. If prints are needed, clients may take the digital files to a number of area vendors. The University Photographer can assist the client with choosing a vendor.

**Property Rights:** Images taken by the University Photographer on behalf of the University or any University-related department remain the property of WKU and will become part of the WKU photographic archive.

It is recommended that subjects sign a photo release form before they are photographed for a project. A sample photo release form can be found at [www.wku.edu/photoservices](http://www.wku.edu/photoservices).

## University Publications

[www.wku.edu/publications](http://www.wku.edu/publications)

University Publications provides professional design services for the WKU campus community. They will help to find the most effective way to reach and influence the appropriate audience through the print medium. While there is no charge for design work, departments are responsible for printing and distribution costs.

### Examples of Services:

- Brochures
- Flyers
- Newsletters
- Magazines
- Posters
- Print & Web ads
- Banners/Signs
- Creative concepts
- Publication layouts
- Website graphics
- Print-ready files
- Templates
- WKU Logo Signatures
- Consulting
- WKU Logo compliance

To request publications services, complete an online request form at [www.wku.edu/pubrequest](http://www.wku.edu/pubrequest), email [publications@wku.edu](mailto:publications@wku.edu) or call University Publications at (270) 745-3812.

University clients are responsible for providing content in finished form. Content including text, photographs, charts, etc. may be submitted via email to [publications@wku.edu](mailto:publications@wku.edu) or placed on the shared drive in the University Publications folder. When placing information on the shared drive, please send an email notification.

Photographs and other artwork for print publication should be submitted at 300 pixels/inch at final size for the best reproduction quality. Photos and other images that have been copied from websites will **not** work in print because the resolution is too low, resulting in “fuzzy” graphics. Copyrighted photos may not be used without written permission. If you need assistance finding appropriate photographs, the University Photographer can help. See **University Photography** on the previous page for more information.

### Proofreading

Proofreading is the responsibility of the person or department for whom the publication is being created. Please read all proofs carefully, being especially mindful of dates, times, phone numbers, URLs, spelling and grammar. Changes and corrections should be clearly marked to avoid miscommunication.

## Public Affairs Leadership Team Directory

[www.wku.edu/publicaffairs/staff](http://www.wku.edu/publicaffairs/staff)

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