



DIGITAL COMMUNICATIONS

UNIVERSITY OF SAN DIEGO
BRAND GUIDELINES

EMAIL

University Correspondence

A standardized email signature is as important as a branded business card. The University of San Diego has adopted an official format for the email signatures of all campus employees, which includes a standardized method of listing contact information.

The email signature should be formatted in the Gmail general settings as follows:

- San serif font
- All flush left
- Name in all caps and blue
- Title, school or department in italic
- Add a line space
- Address, phone number(s) and USD url

At your discretion, you may include social media icons, as well as the university's logo or other custom signatures or marks.

An RTF (Rich Text Format) file is available for download in the brand toolkit on the USD Gallery. It can be copied, pasted into the signature area and edited. Visit, usd-gallery.sandiego.edu.

Example of an Email Signature

DIEGO TORERO

Amazing Mascot

University of San Diego
Degheri Alumni Center, Room 000
5998 Alcalá Park
San Diego, CA 92110-2492
Direct: (619) 260-0000
Mobile: (619) 694-0000
sandiego.edu

EMAIL

Email Marketing

While the University of San Diego's preferred customer relationship management (CRM) platform is Salesforce and the preferred email management system (EMS) is TargetX, there are alternative distribution tools being leveraged by some campus entities. However, it is strongly recommended that those who send out email communications undergo proper training.

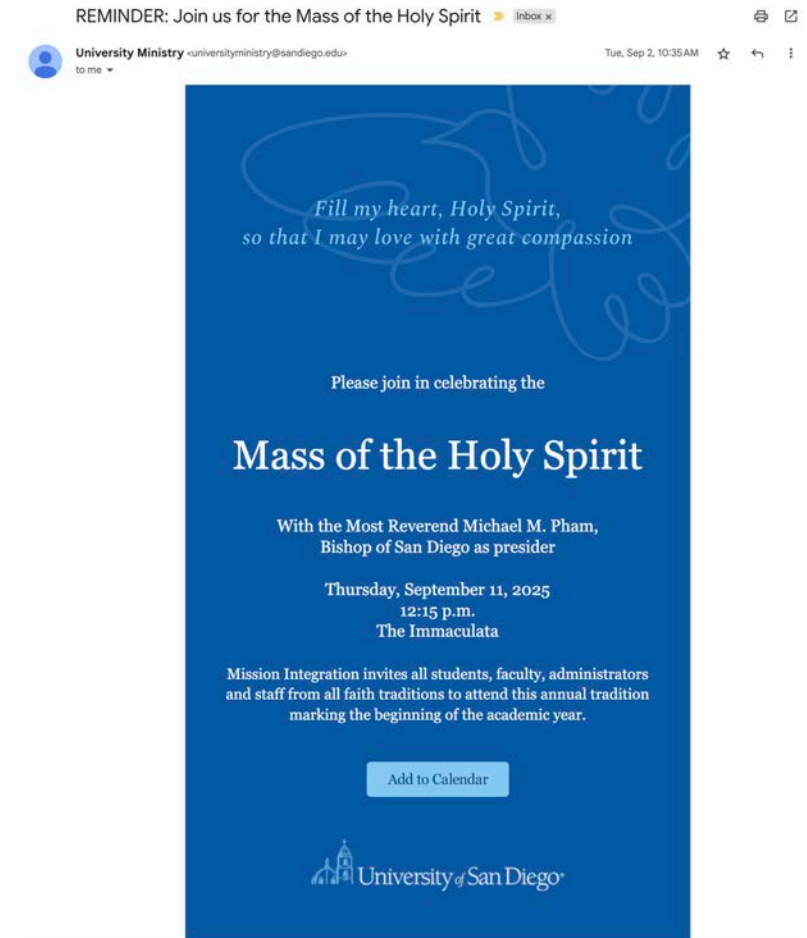
Generally, the standards for sending email communications to either internal or external audiences are as follows:

- Emails should be easily identifiable as being from the University of San Diego.
- Emails should include the master logo prominently, typically in the header and/or footer.

Some best practices for sending mass emails are:

- Define your target audience and write your message accordingly.
- Keep subject lines short and clear (no more than 10 words).
- Clearly identify the sender, and be sure that the return email address is directed at a USD person or department with a sandiego.edu email suffix.
- Keep content brief and clear. Always proof and spell check content.
- Do not include attachments, rather include (and test) hyperlinks as appropriate.
- Consider what emails will look like on mobile devices.

Example of an All-Campus Email



EMAIL

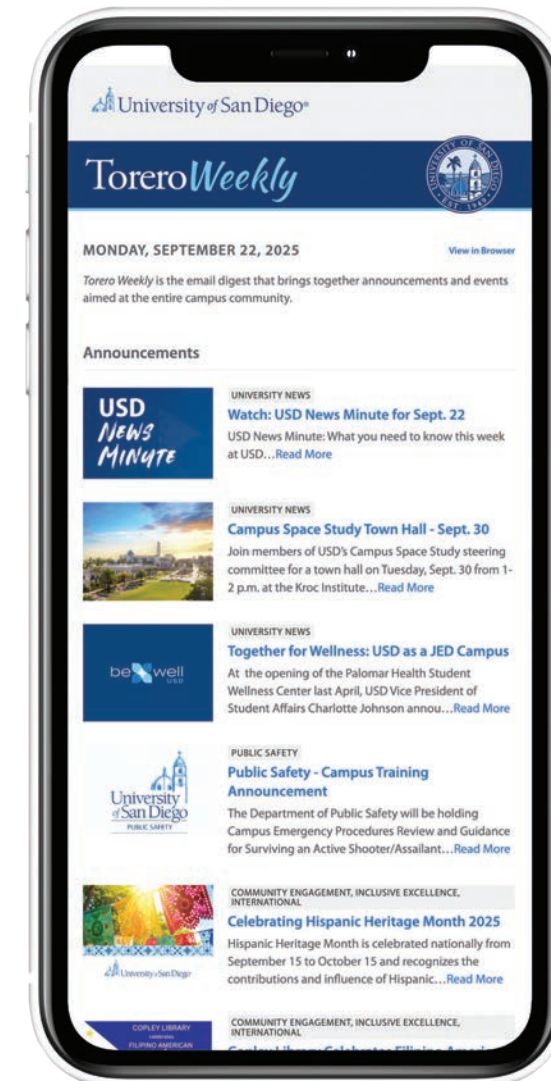
Campuswide Emails

As part of an initiative aimed at reducing the number of campuswide emails, the Department of University Marketing and Communications has developed Torero Weekly, which aggregates announcements and events aimed at the entire campus community (faculty, students and administration/staff) into a communication disseminated campus-wide each Monday during the academic year.

If an announcement or event is relevant to the entire campus community, submit your announcement or event to Torero Weekly rather than send a campuswide email.

If an announcement or event is aimed at a targeted audience, continue to send out your emails to those respective audiences as you do presently. This would include, for example, an email about an event just for graduate students, or an announcement just relevant to faculty.

To learn more, visit sandiego.edu/communications/torero-weekly.



Example of a Torero Weekly Email

WEB

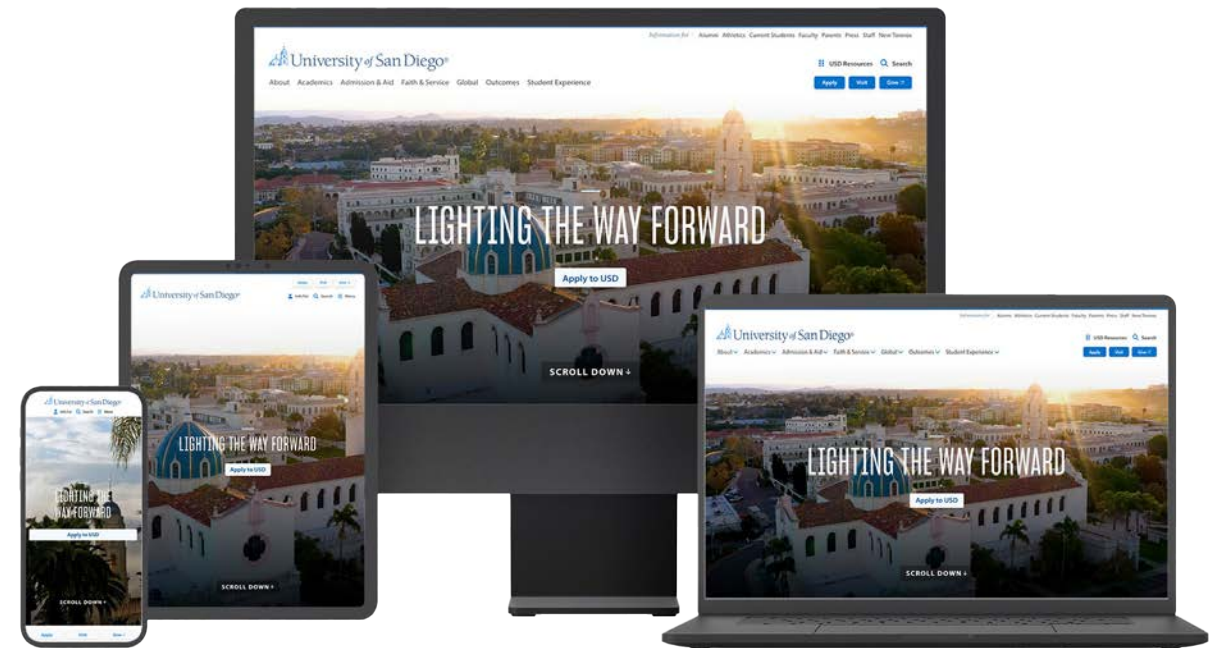
Web Standards

The University of San Diego's web standards are meant to create consistency in the university's presence on the web and tie the university's website to its brand and marketing efforts. Branding for the web is unique, and may not conform to the same principles that apply to other media. Web standards must take into account various web browser environments, display resolutions, screen sizes and rapidly evolving mobile technology, among other factors. Web content should be concise and follow the guidelines set forth by Web Services at sandiego.edu/brand/web-and-mobile.

USD uses the Cascade Server content management system; ITS training is required in order to be allowed to make content changes to USD department websites.

Camino

The USD website is based on a digital design library, called Camino, which serves pre-styled and pre-built components and features that can be applied to any USD web page in a number of layouts, formats and designs, all developed with USD's brand and accessibility standards in mind.



SOCIAL MEDIA

Guidelines

Social media guidelines have been developed for all University of San Diego students, faculty and staff. As technology evolves, the medium continues to grow in both functionality and popularity. Most universities use social media to engage with prospective students, current students, parents, faculty, administrators and alumni.

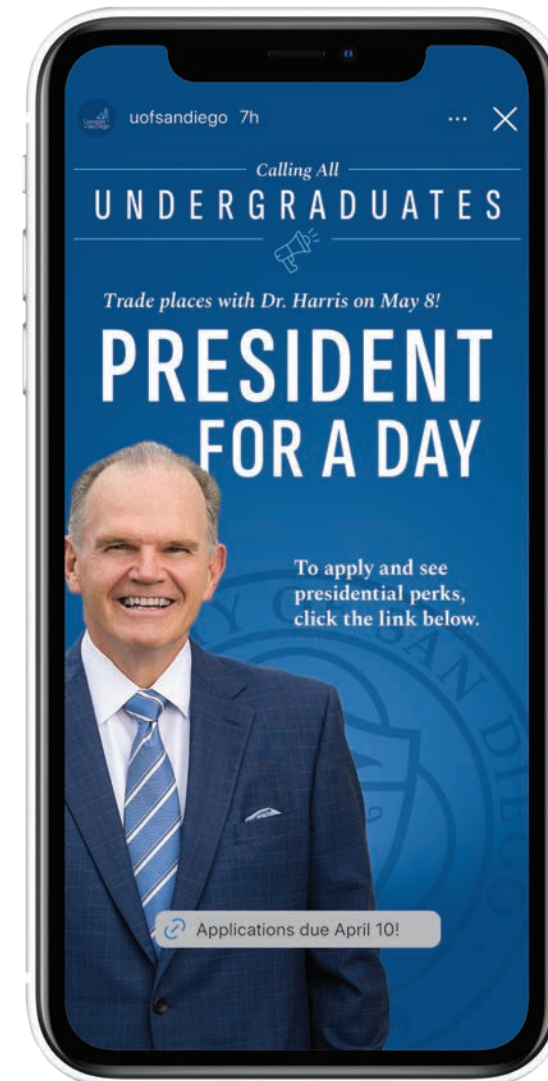
Before creating a social media platform, please check with the Office of Content Development and Strategy by emailing socialmedia@sandiego.edu. Be prepared to assign an administrator and to discuss platform, target audience and who will be assigned to oversee content creation and track metrics.

For guidance on how to link social media profiles to web pages email web@sandiego.edu.

For a list of official USD social media sites, visit sandiego.edu/communications/resources/usd-social-media-managers.php.

When needed on social media, choose icons from USD's collection of official iconography. Also ensure that the full and proper name of the university is used prominently in profile icons and headers.

For more social media guidelines, visit sandiego.edu/communications/social-media/managers-guide.php.



Example of an Instagram Story