



WEBER STATE UNIVERSITY

Lindquist College of Arts & Humanities

TELITHA E. LINDQUIST COLLEGE OF ARTS & HUMANITIES STYLE GUIDE

The Telitha E. Lindquist College of Arts & Humanities teaches students to excel as they seek, understand, question and express complexities critical to the experience of being human as represented in languages, literature, communications and visual and performing arts.

TELITHA E. LINDQUIST COLLEGE OF ARTS & HUMANITIES STYLE GUIDE

Dear Colleagues:

For the past two years, the Lindquist College has embarked on an aggressive rebranding strategy that has helped us increase student enrollment, multiply our audiences for events and expand the geographical area from which we are known.

We are on a trajectory that has positioned our college as one of the most innovative and forward-thinking on campus and in the western states. The college is **expanding** in a myriad of ways with new faculty and staff, innovative programming and fresh new perspectives that seek to build upon the foundation already established.

Our college now needs **each** member's **assistance** and **support** in expanding our reach to a **national** and global **audience**. We are indeed **ONE WEBER**. It is the responsibility of each of us no matter what area we serve, be it faculty or staff, program director or development officer – to represent Weber State University favorably at home, in our community and yes, even in the world.

If we are to continue to **set the standard** for arts and humanities education, we must unite and understand that each of our individual actions has the ability to **impact** someone **positively or negatively**. When someone leaves your office, hangs up the phone from speaking with you or passes you in the hall – what do you want them to remember?

While we are **ONE WEBER** we recognize that we are a college made up of dynamic, talented and unique individuals. We want these traits to **SHINE!** The branding guidelines are a way to **ensure** your **authentic self** is reflected in a way that increases your involvement in the overall mission of the college. They also provide you with up-to-date resources that you can use in **teaching**, **presenting** or simply **answering** the phone.

Thank you in advance for your support and for being a part of the Lindquist College of Arts & Humanities.

Sincerely,

Provost Madonne Miner and Interim Dean Catherine Zublin

WHY BRANDING GUIDELINES ARE NEEDED...

Branding is fundamental to an organization's success. A unified, clear and consistent framework for representing Weber State University's Telitha E. Lindquist College of Arts & Humanities allows us to accomplish the following:

- Distinguish us from 'sister' institutions
- Ensure positive interactions with key constituents
- Showcase our expertise and professionalism

USE OF THE COLLEGE LOGO/MARK

Any mark that is intended to represent Weber State University is the property of the university and must adhere to all guidelines. A four-level system created by the Lindquist College marketing office addresses current marks. Please refer to guidelines for proper use at all levels.

[weber.edu/cah]

LEVELS OF LOGOS/MARKS FOR UNIVERSITY, DEPARTMENTS AND SUPPORTING PROGRAMS:

LEVEL ONE: THE WEBER STATE UNIVERSITY (WSU) LOGO

The WSU logo must appear on all collateral including posters, banners, email signatures, presentations, videos, websites, social media sites and other collateral that is used to promote activities, events, programs or other initiatives funded by the university. The university logo should be used when an activity or program you are involved with falls outside of the college. There may be instances when you are representing the university and not the college. During these times, the university logo should be used rather than a college, department or program logo. Please note, the tiered logo standards are based on the content of the event.

Example One: Your area is involved with leading an activity for the Center for Community Engaged Learning (CCEL). You would like to make posters to promote the film you are planning to screen as part of CCEL's event.

Best Practice: The event was initiated and is being led by CCEL. While your area is involved, it would be redundant to include two logos on one piece of collateral.

Example Two: Provost Miner has asked you to attend the Utah State Board of Regents meeting to share your latest findings related to water consumption and use along the Wasatch Range. You will be the only member from the university's faculty in attendance.

Best Practice: In this instance, you are representing the entire university and not just one college. It is important that your intended audience know you are from the university first and foremost.

Tips for using Weber State University logos:

All university logos can be accessed by visiting:
[<http://departments.weber.edu/marcomm/logodownloads/>]

Options are available with both a purple or white background. Based on your needs, it is typically best to use the logo with the white background for readability and additional whitespace.



IF you are designing on a dark background, it is advised that you use the logo entitled 'reverse' as it will allow for the image and text to be clear and not grainy upon application of the image.

The Weber State University signature has two parts: the logo (shield with W in it) and the wordmark (the words). They should be used together. In some cases, the shield can be used alone, but it is not the preferred choice.



- The flaming W represents light and the flame of knowledge and should always be white.
- When the shield is Wildcat Purple, the wordmark must be University Gray or Wildcat Purple. This is the acceptable format for one color printing.
- If purple is not a printing option, the shield should be black or University Gray. The wordmark should be the same color as the logo.
- Do not SCREEN the mark or make it semi-transparent.
- The logos can be resized based on your needs by downloading them to your desktop and adjusting them to fit your space requirements. Please keep in mind the readability and proportions when resizing.

LEVEL TWO: TELITHA E. LINDQUIST COLLEGE OF ARTS & HUMANITIES LOGO.

It is the strong preference of the dean's office that the college logo be used for the email signatures of all faculty and staff in the college. The college logo should be used for any activities or events that involve more than one academic unit or program.

Example One: The Master of Arts in English program is preparing its graduation program. The document will be used at the area's individual hooding ceremony to recognize graduates.

Best Practice: It is important that the college logo appear on the front of the program and is used as this is the primary entity awarding the students degrees and includes the university mark.

Example Two: You have been selected to present your latest research at the National Communication Conference. You are one of several WSU faculty members from the Department of Communication asked to present. A portion of your presentation involves real-life examples used in your classroom with students from the department.

Best Practice: Because this is a conference focused on your discipline it is recommended that you again use the college logo. It is important for your audience to know your primary institution and also the college in which you are employed. If you prefer, it is also acceptable to only use the WSU logo.



Tips for using Telitha E. Lindquist College of Arts & Humanities logo:

- The name of our college was entrusted to us by one of Utah's most gracious, kind and benevolent people, Telitha (Tita) E. Lindquist. Great care and respect should be shown at all times when using the logo.
- There are two logo options available for use which are referred to as "stacked" and "horizontal". Please see images below. It is recommended that the horizontal be used on collateral that is in landscape format. In the event of multiple campus entities, please only include the university logo in order to avoid repeated logos and redundancies. You can also list other campus entities on the post below the main university logo.
If the logo is being used with other campus entities, the logos should appear alphabetically or in the order that funding/resources were provided. (Order left to right).
- Print and digital formats are available for use. If you should have any issues or request assistance on which format might be best for your intended use, please email the college's marketing office at (lindquistmarketing@weber.edu).
- Stacked and horizontal college logo options:

Stacked Logo



Horizontal Logo



LEVEL THREE: THE COLLEGE'S FIVE DEPARTMENTAL WORD MARKS [COMMUNICATION, ENGLISH LITERATURE AND LITERATURE, FOREIGN LANGUAGES, PERFORMING ARTS AND VISUAL ART & DESIGN]

Each of the college's five departments has a logo for its own individual use. The use of the departmental logo should only be for academic programs or activities in which the individual department is the sole organizer or financer. Individuals are not permitted to separate the department name from either the university or college logo. Thus, you cannot use Master of Professional Communication without also including the college or university logo next to it.

Example One: A faculty member in the Department of Performing Arts has decided to hold a concert and has missed the deadline for marketing materials to be created. They have decided to create their own poster using images available through the Internet.

Best Practice: The faculty member MUST include the Department of Performing Arts (DPA) logo on all materials created even if they have designed them. The activity is associated with and supported by facilities financed by the department and thus DPA must be recognized.

Example Two: You are worried about enrollment in one of the summer courses offered by your department. A faculty member has approached you about creating a poster to promote their course.

Best Practice: You must include the departmental logo on any materials associated with courses or programs offered by the college and/or department. The inclusion of the logo ensures your intended audience, (students) is aware of what area this class falls under and can in turn enroll in the course.

LEVEL FOUR: PROGRAMS, ACTIVITIES & BUILDINGS SUPPORTED BY THE COLLEGE

The college has nearly ten programs, activities and buildings that it supports in some way. These programs include: Arts and Humanities Advisory Council (AHA!), Arts in the Parks, Beverley Taylor Sorenson Arts Learning Program, Hurst Artist in Residence, Office of Cultural Affairs, The Mary Elizabeth Dee Shaw Gallery, Val A. Browning Center for the Performing Arts and the Venture Program. Each of these entities is unique in its function and association with the college. It is strongly recommended that each use its own respective logo first. If a logo does not exist for a given area, the college logo should be used.

Example One: Your program is supported by multiple colleges on campus and each has requested its own logo be used in marketing and PR materials.

Best Practice: It is the preference that only one college logo be used as it is redundant to include both. If both must be included, please ensure one is horizontal and the other stacked so as to create differentiation between the two entities. It is the preference of the Lindquist College that the stacked one always be used if another college must be represented.

Example Two: As a program director you are preparing materials to promote your upcoming season and/or exhibition. Should you include both your individual logo if one exists and the university/college logo?

Best Practice: Yes, include both your program logo along with the combined university/college logo. Doing so will create awareness for our program and also clarify that it is associated with the university.

SIX IMPORTANT TIPS:

1. Ask for HELP from the college's marketing office. The college's marketing office is your first stop for any inquiries, questions, requests or design needs. Any questions referred to university marketing and communications will be referred back to the college marketing office.
2. If you decide to create your own marketing materials and not use the college resources provided to you, it will be your sole responsibility to design, copy and pay for them from your own budget. The guidelines outlined in this guide must still be followed given university funds are being used to pay for your time and materials.
3. You may not create your own logo for a program or organization by adapting the university or college logo.
4. If you desire assistance on the design and creation of materials, please complete a marketing request form at least two weeks before materials are needed by visiting:
[<http://www.weber.edu/cah/MarketingRequestForm.html>]
5. Keep in mind you represent the university. It is important that all materials strive to be professional in nature and accurately reflect that we are an institution of quality that embraces its core themes of learning, access and community.
6. More eyes are always better! We strongly advise that another person review any materials your area creates for accuracy. It is always better to wait to have something checked than to post and find that errors were included that now require the collateral to be edited and reposted again with an apology.



Editorial Guidelines

Both the university and the college will adhere to Associated Press Style in all marketing and PR materials.

Editorial Resources:

- WSU Style Guide – Figure of Speech
- The Associated Press Stylebook 2015
- Webster's New World Dictionary (fifth edition)
- Chicago Manual of Style

EDITORIAL STYLE GUIDE

Since 2013, Weber State University's Telitha E. Lindquist College of Arts & Humanities has produced nearly 10,000 individual promotional and marketing materials that represent the college, its programs, faculty, staff and students. Due to that fact that these materials convey our image and message to thousands of people, maintaining high standards of accuracy and consistency is essential to exhibiting a positive and professional image of the college.

In keeping with the wishes of Weber State University Marketing and Communications, the college follows The Figure of Speech Guide and The Associated Press Stylebook as the preferred style sources. In addition, Webster's New World Dictionary (fifth edition) is used as the preferred dictionary.

Last, the Chicago Manual of Style is used for issues not addressed by the Associated Press Stylebook.

Note: If you would like a copy of any of these resources (either online or bound) for your office, please submit a request to the college's marketing office and copies will be sent to you for your use.

FIVE IMPORTANT TIPS:

Always write out the full university name upon first reference, Weber State University (WSU). You can use WSU only after it has been written out fully. In addition, please write out Telitha E. Lindquist College of Arts & Humanities upon first reference; after full name has been stated you can refer to it as Lindquist College of Arts & Humanities.

The ampersand (&) must always be used when stating Arts & Humanities

Department names upon first reference should always state, "Weber State University Department of Visual Art & Design"

Academic degrees: Use an apostrophe in bachelor's degree, master's, etc., but there is no possessive in Associate, Bachelor of Arts or Master of Arts in English. Use abbreviations as B.A., M.A., and Ph.D. only after a full name has been given.

Any and all design created while employed at the university become the sole property of the academic institution.



FIVE DEPARTMENTS MAKE UP THE COLLEGE

- ❖ Communication
- ❖ English Language and Literature
- ❖ Foreign Languages
- ❖ Performing Arts
 - Dance
 - Music
 - Theatre
- ❖ Visual Art & Design

A FEW ‘HACKS’ FOR EACH DEPARTMENT:

COMMUNICATION

- Always refer to department as Communication with no ‘s’
- Current chair of the department is Dr. Sheree Josephson
- Current director of the Master of Professional Communication (MPC) is Dr. Kathy Edwards
- The Master’s program does have its own logo for its use which is approved by university and college marketing offices
- A signed photo release waiver must be completed and filed with the college’s marketing office before any photos, website imagery or videos featuring students and faculty are included on collateral
- Degrees in this department are referenced in the following manner:
 - Master of Professional Communication
 - Bachelor of Science in Communication
 - Bachelor of Arts in Communication
 - Associate of Science in Communication
 - Bachelor of Integrated Studies with an emphasis in Communication
- Student organizations housed in this department are encouraged but not required to use the college’s logo whenever appropriate
- Credit must be given for all photos and video materials provided by the college’s marketing office, outside vendors or current faculty and staff

ENGLISH LANGUAGE AND LITERATURE

- Official name is Department of English
- Current chair of the department is Dr. Hal Crimmel
- Current director of the Master of Arts in English is Dr. Mali Subbiah
- A signed photo release waiver must be completed and filed with the college’s marketing office before any photos, website imagery or videos featuring students and faculty are included on collateral
- Degrees in this department are referenced in the following manner:
 - Master of Arts in English
 - Bachelor of Arts in English
 - Bachelor of Arts in English with an emphasis in Creative Writing
 - Bachelor of Arts in English with an emphasis in Professional and Technical Writing
 - Bachelor of Arts in English Teaching/Education
 - Bachelor of Integrated Studies with an emphasis in English
- Minors in the department include:
 - English
 - Professional and Technical Writing



PROGRAMS SUPPORTED BY THE COLLEGE INCLUDE:

- ❖ Arts and Humanities Advisory Council (AHA!)
- ❖ Arts in the Parks
- ❖ Beverley Taylor Sorenson Arts Learning Program
- ❖ Hurst Artist in Residence
- ❖ Office of Cultural Affairs
- ❖ The Mary Elizabeth Dee Shaw Gallery
- ❖ Val A. Browning Center for the Performing Arts
- ❖ Venture Program

- English Teaching
- Other minors and certificates offered include:
 - Interdisciplinary Linguistics minor
 - Interdisciplinary Environmental Studies minor
 - Certificate in Professional and Technical Writing
- Student organizations housed in this department are encouraged but not required to use the college's logo whenever appropriate
- Credit must be given for all photos and video materials provided by the college's marketing office, outside vendors or current faculty and staff

FOREIGN LANGUAGES

- Formal name is Department of Foreign Languages – department name should never be shortened
- Current chair of the department is Dr. Craig Bergeson
- A signed photo release waiver must be completed and filed with the college's marketing office before any photos, website imagery or videos featuring students and faculty are included on collateral – If you are leading a study abroad trip, please ensure signed photo/video release forms are completed before departure and submitted to the college's marketing office
- Degrees in this department are referenced in the following manner:
 - Bachelor of Arts in French
 - Bachelor of Arts in French Teaching
 - Bachelor of Arts in French Commercial Emphasis
 - Bachelor of Arts in German
 - Bachelor of Arts in German Teaching
 - Bachelor of Arts in German Commercial Emphasis
 - Bachelor of Arts in Spanish
 - Bachelor of Arts in Spanish Teaching
 - Bachelor of Arts in Spanish Commercial Emphasis
- A recently introduced Associate's Degree Program is also available to students in the following areas:
 - American Sign Language (ASL), pre-major
 - Chinese, pre-major
 - French, pre-major
 - German, pre-major
 - Japanese, pre-major
 - Spanish, pre-major
- Student organizations housed in this department are encouraged but not required to use the college's logo whenever appropriate



COLLEGE FACTS AND STATISTICS CONTINUED:

- ❖ Department of Visual Art & Design welcomes nearly twenty world-renowned artists to campus each year
- ❖ Mary Elizabeth Dee Shaw Gallery hosts at least four exhibitions each year, many of which have never been seen in Utah before
- ❖ Average college grade point average of graduating seniors in 2014-2015 was 3.40

➤ Credit must be given for all photos and video materials provided by the college's marketing office, outside vendors or current faculty and staff

PERFORMING ARTS (DPA)

- Formal name is Department of Performing Arts
- Current chair of the department is Dr. Thomas Priest
- Individual areas housed within the department include: Dance, Music and Theatre. These entities should always be referred to as areas and not departments. Currently, a school of music does not exist and a formal name for such an entity should not be used for any purpose
- Three primary theatres make up the Val A. Browning Center which include:
 - Austad Auditorium
 - Allred Theater
 - Eccles Theater
- "Theatre" should be used when referencing the overall discipline or study. "Theater" should be used when discussing a specific location.
- Specific directors, choreographers or musicians should always be listed on all posters or collateral
- The proper name is WSU Costume Studio
- Specific musical instruments are never capitalized.
- Posters for any events must include the director and adhere to any contractual arrangements signed on behalf of or including Weber State University.
- A signed photo release waiver must be completed and filed with the college's marketing office before any photos, website imagery or videos featuring students and faculty are included on collateral
- Degrees in this department are referenced in the following manner:
 - Bachelor of Arts in Dance
 - Bachelor of Arts in Dance Education
 - Bachelor of Science in Dance Education
 - Dance minor
 - Dance Teaching minor
 - Bachelor of Arts in Music
 - Bachelor of Music Education
 - Choral or Instrumental
 - Bachelor of Music Performance and Pedagogy
 - Bachelor of Arts in Musical Theatre
 - Bachelor of Arts in Theatre Arts
 - Bachelor of Arts in Theatre Arts Teaching

COLLEGE FACTS AND STATISTICS CONTINUED:

- ❖ Department of Visual Art & Design offers more than seventy classes per year
- ❖ Weber State University Debate program has won four consecutive conference titles
- ❖ Department of Foreign Languages in 2015 hosted Utah's first statewide Spanish spelling bee

- Minors include: Teaching, Music and Theatre Arts
- Student organizations housed in this department are encouraged but not required to use the college's logo whenever appropriate.
- Credit must be given for all photos and video materials provided by the college's marketing office, outside vendors or current faculty and staff

VISUAL ART & DESIGN (DOVAD)

- Formal name is Department of Visual Art & Design
- There is no 'S' at the end of Art in the formal title
- The ampersand (&) must be used in all references to the department
- Current chair of the department is Associate Professor Matthew Choberka
- Upon first reference, the full name of the gallery should be used and stated as 'Mary Elizabeth Dee Shaw Gallery'
- Please use Ethel Wattis Kimball Visual Arts Center upon first reference
- The Department of Visual Art & Design resides in the Ethel Wattis Kimball Visual Arts Center
- Posters for any events must include the college logo and photos of artists or works of art must include a signed photo release form
- A signed photo release waiver must be completed and filed with the college's marketing office before any photos, website imagery or videos featuring students and faculty are included on collateral
- Degrees in this department are referenced in the following manner:
 - Bachelor of Arts in Art
 - Bachelor of Arts in Education Composite
 - Bachelor of Fine Arts
 - Bachelor of Science Art Education Composite
 - Minors include: Art Education, Art History, Art, Design For Digital Media and Photography
- Student organizations housed in this department are encouraged but not required to use the college's logo whenever appropriate
- Credit must be given for all photos and video materials provided by the college's marketing office, outside vendors or current faculty and staff

COLLEGE SOCIAL MEDIA STATISTICS:

- ❖ The Department of Performing Arts boasts Facebook followers at nearly 2,000
- ❖ Among all departments, Visual Art & Design has the highest level of engagement on its Facebook page
- ❖ The most popular video on the college's YouTube channel is Motoi Yamamoto's Time Lapse of his artistic creation with nearly 10,000+ views!

LINDQUIST COLLEGE SOCIAL MEDIA GUIDELINES AND BEST PRACTICES:

Social media can be a very effective way to communicate, promote and brand the Telitha E. Lindquist College of Arts & Humanities to multiple audiences across and outside of the university. There are however, inherent risks and pitfalls that one can encounter when trying to navigate the social media landscape. As an employee of Weber State University you must be aware of the policies and procedures in place as related to university employees' engagement in official university communications. Please note, these guidelines only apply to accounts or sites that have been created and maintained on university time or resources. However, many of the guidelines outlined below are best practices that would be good to adopt for personal accounts as well.

Considerations when engaging in social media

- ✓ **Secure Approval.** Before starting a social media page or site for your department, group or area make sure you have approval from the college's marketing office.
- ✓ **Ensure a minimum of least two administrators for each page you create.** As individuals leave the institution or transition out of roles, having someone with access to pages is vital.
- ✓ **Use of logos.** If you are creating a page associated with the university, please be mindful of the need to name it as such and also include relevant and accurate logos.
- ✓ **Be accurate.** All data or items shared on social media should be verified for accuracy and checked for spelling.
- ✓ **Do not share student names or personal information.** Students are protected by Family Educational Rights and Privacy Act (FERPA). Do not disclose any identifiable student records or personal information.
- ✓ **Realize your posts are public.** As an employee of a public institution, your communications (including weber.edu emails) are subject to the Utah Freedom of Information Act.
- ✓ **Responding to negative comments.** NEVER DELETE A NEGATIVE COMMENT. If you find someone has posted insensitive comments on a page, monitor the posts closely but do not delete unless specific personal information is shared or hate speech and offensive language is used.
- ✓ **Ask for help.** The college's marketing office is available to you as a resource as questions or issues arise.

COLLEGE SOCIAL MEDIA STATISTICS:

- ❖ The college boasts nearly 2,000 individual donors
- ❖ The college's academic advisor meets with nearly one-thousand individual students each year
- ❖ Nearly 200 private scholarships are offered each year to students in the college

NINE TIPS TO HELP WITH THE COLLEGE'S MARKETING EFFORTS

- Create and maintain your email signature
- Share student and personal accomplishments with college's marketing office
- Always direct all press inquiries to the college's marketing office
- Use the college branded PowerPoint for all departmental activities and presentations
- Share university and college news on personal social media platforms
- Wear your college shirt on Fridays
- Promote and share college's social media channels on your course syllabi
- Plan early for events and activities that require marketing assistance
- Take an active role in promoting the work of faculty, staff and students to the communities you are a part of

Contact Information:

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NOTES: