The Amazing Branding Maze
COP and its units governed by UA branding guidelines.

UA’s University Relations division is responsible for building and enhancing the UA’s reputation, which includes designing and making available to UA organizations branding guidelines, logos and graphic elements.

Teri Lucie Thompson, senior vice president
UNIVERSITY RELATIONS UNITS

- LEGISLATIVE & COMMUNITY RELATIONS: Tim Bee, Vice President
- EXTERNAL RELATIONS-PHX: Judy Bernas, Associate Vice President
- UNIVERSITY RELATIONS/COMMUNICATIONS: Chris Sigurdson, Vice President; Andrea Smiley, Associate Vice President; George Humphrey, Assistant VP, Health Sciences-Public Affairs
- ALUMNI ASSOCIATION: Melinda Burke, Vice President
- ARIZONA PUBLIC MEDIA: Jack Gibson, Director & General Manager
IN CHARGE OF BRANDING

- MARKETING COMMUNICATIONS & BRAND MANAGEMENT: Tony Proudfoot, Associate Vice President

- CREATIVE SERVICES/BRAND MANAGEMENT: Misha Harrison, Director
There are new guidelines from University Relations for managing the UA brand.

The guidelines address what you say, how you say it, how you use photos, what typeface (font) you use and what colors you use.

More information can be found online at https://brand.arizona.edu/ (the university’s “Red Bar Café”)

BIGGER QUESTIONS. BETTER ANSWERS. BEAR DOWN.
IT’S A MAZE

- Bottom line is: it’s complicated – yes, a maze! LET US HELP YOU!
UA branding standards require that an approved UA logo appear on the front of all UA-related printed materials.

- Nearly all logos have changed in the last year.
- The triangle is a graphic element used in specific ways to further the brand.

All UA websites are urged to use recognized UA web treatment to clearly identify that they are part of the university. Web guidelines not fully articulated yet. Stay tuned for more!
PRINT EXAMPLE 1
PRINT EXAMPLE 2
LOGO GUIDELINES

- Approved COP primary logo:

- Find primary logos in:
  Internal Links/ College Files & Documents/College of Pharmacy Logos

  EPS and PNG file formats for print, web, PowerPoint
OTHER COLLEGE OF PHARMACY LOGOS

- 3 more options but each has limitations and very specific uses
- Contact COP Communications if you think you need one of these options for a project.
New guidelines include 4 possible categories of logo lock-up for centers, institutes, etc. Design of the logo depends on the category determined by University Relations for the center.
Do not confuse the COP seal with the college’s official logos. This is the seal:

The seal is reserved for special applications such as ceremonies and honorary plaques.

Do not use the seal on the same surface as the UA or COP logo.
BEYOND LOGOS

- Stationery & Business Cards
- Merchandise
New UA business cards are, we are told, IMMINENT. All use triangle, are red and blue on white and are 2-sided.

New cards will be ordered online through UAccess.

Under existing UA guidelines, most students are not allowed to have official UA business cards or use a UA logo on cards – stay tuned to see if that changes with new options.

Graduate students may have cards if their home department pays.

We can help develop PharmD “networking” cards.
The COP communications office should approve all merchandise designs that use Pharmacy/College of Pharmacy/COP.

Ask us for guidance before you design that T-shirt or water bottle!

All merchandise must be manufactured by a UA-approved vendor.

UA Trademarks and Licensing must approve the design of all merchandise associated in any visual way with UA, and may assess a royalty. Trademarks and Licensing url: http://www.licensing.arizona.edu/

- Look under UA Departments & Programs/Campus Approval System
- Online art approval form-reviewed within 48 hours
OTHER COP COMMUNICATIONS SERVICES

- Web content & guidelines
- COP social media & guidelines
- Online calendar
- Photography
- News & publicity
- Certificates
WEB PAGES

We (along with some helpers in units) maintain content on the COP website - www.pharmacy.arizona.edu - and the poison center website - azpoison.com

If you want changes to pages (such as student organizations), send us your updates. If you want new web pages, we can do that, too!

If you want your own site, please talk to us first.

UA web guidelines still are a maze to most of us – but please share any concerns you have.
SOCIAL MEDIA

- Communications directs content to college’s Facebook and Twitter.
- As of late 2014, AHSC has social media guidelines that apply to all accounts that are used on behalf of AHSC or its constituent units.
- Ginny serves as the designated “social media lead” for COP.
- All official social media accounts must be registered with AHSC and have named account managers.
- Currently, student organization accounts do not fall under AHSC guidelines.
On the home page of the COP website is the Calendar (listed under “Upcoming”). Also are separate calendars for AHSC, MS & PhD activities and for poison center events. All use the same submit form.

Please, please, please submit your events for publication on the calendar: www.pharmacy.arizona.edu/node/add/event

You must have a description of the event in the body – not just the title.
We can arrange for professional photography of important events.

We love it when you take your own photos and videos of students and events. Send them to us and we can put them on social media or web. HOWEVER...

We cannot put photos or videos on the COP website unless everyone in the photo/video who can be identified has given their permission or it is a news event. Best way: Photo & Video Release Form. Find the form in Internal Links/College Files & Documents/College of Pharmacy Logos.
Communications can help you publicize events such as health fairs, awareness campaigns, special programs and your achievements such as awards, grants, published articles.

We can help with ads, news releases, community calendars, fliers, social media, AHSC Memos, etc.

The COP Bulletin goes to about 2,000 students, faculty, preceptors, boards and alumni.
CERTIFICATES

- We will mail-merge and print certificates for students who participate in various events.

- Email Communications student worker Justine O’Connell: oconnell@pharmacy.arizona.edu

- Include the following information:
  - Name and date of event and sponsoring group
  - Name of person who signs for the organization
  - Names of students who participated
Thank you for attending

This presentation will be saved in:
Internal Links/College Files & Documents/College of Pharmacy Logos

We’re here to help you through The Amazing Branding Maze.
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Student workers, Spring 2015:
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  - Justine O’Connell - joconnell@pharmacy.arizona.edu

Elizabeth & Justine