



WORKING WITH **MARKETING & COMMUNICATIONS**

The Office of Marketing and Communications is a full-service content, design, public relations and marketing agency that provides a suite of services to help stakeholders throughout the college reach their audiences and increase visibility.

Our experienced writers, designers and Web developers oversee all college news dissemination, promotion, and marketing, as well as Web and print communications for students, faculty, alumni, staff and parents. We also serve as consultants to college leadership to help deliver publications on time and on-message.



College of Liberal Arts



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Branding Guidelines

We work closely with Strategic Communications to keep the College of Liberal Arts branding aligned with the overall brand of the university and its advertising campaigns. You can see some of these elements below. For further details, please visit branding.temple.edu

THE COLORS



THE FONTS

Choplin Black
Choplin Bold
Choplin Regular
Choplin Light

Colfax Black
Colfax Bold
Colfax Regular
Colfax Light

Meta Pro Black
Meta Pro Bold
Meta Pro Normal

Arvo Bold
Arvo Regular
Arvo Italic

THE LOGO



College of Liberal Arts



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Our Services

PRINT PUBLICATIONS AND PROJECTS:

Brochures, fact sheets, posters, flyers, branded clothing and swag

DIGITAL PROMOTIONS:

Digital posters and screens

ADVERTISING:

Consulting to launch paid digital campaigns utilizing Google SEM, Facebook, banner, radio and transit ads

WEBSITE DEVELOPMENT:

Content auditing, Web design, information architecture, copywriting and staff training on Web tools

NEWS WRITING:

Write compelling news copy highlighting faculty, students and alumni for core college website and for other Temple publications.

PUBLIC AND MEDIA RELATIONS:

Pitch stories to Temple's strategic communications office and to external press

SOCIAL MEDIA CONSULTING:

Advise departments, centers and programs on best practices for all platforms

Time Tables

As a general rule, the Office of Marketing and Communications will devote the following hours to produce your deliverables on time and on-message.

GRAPHIC DESIGN
10-20 HOURS

COPYWRITING
10-20 HOURS

CLIENT REVISIONS
15-30 HOURS

LOGOS/INFOGRAPHICS
10-20 HOURS

WEBSITE CONTENT AUDIT
10-20 HOURS

WEBSITE PROGRAMMING
5-40 HOURS

PHOTOGRAPHY
5-8 HOURS

Plan Ahead

While we consider every work request a priority, we must make workload decisions based on urgency and need, as dictated by the Dean's Office.

To this end, all college-level marketing and communications initiatives will take priority over departmental or programmatic requests. In most cases, this should not affect the timeline of your project. However, in some cases, such as recruitment materials, we will have to push back the deadline of your project to accommodate the completion of urgent, college-level deliverables.

SOME TIPS:

- Submit a project request as soon as you know the work is needed. This allows our staff to plan our workload and better meet client needs.
- Depending on the amount of work already in our queue, the due date for your project may need to be adjusted. The sooner you submit a request, the more likely you are to receive your project at your desired drop date.
- To ensure that we can get started as soon as possible, make sure you submit all information with your initial work request. This will save valuable time and allow us to get started from the onset.
- Any questions? Contact any one of us and we will respond promptly to help you.

Print Publications

We can deliver a print-ready, high-resolution template to the client that coincides with all current Temple branding guidelines. We can also consult to find an approved vendor and help to endorse vendor prototypes.

Lead-time:

Please provide all information at least **7 weeks** before print deadline to ensure that the deliverables are completed on time.

THE PROCESS

Kickoff

Meeting with client to establish target audience, project goals and deliverables.

Production:

We will develop the creative deliverables.

Review:

All original stakeholders will have one full week to review all creative deliverables for accuracy. The client will be allotted up to two rounds of edits within this timeframe. Any additional rounds of edits may result in adapting the deadline for the project. *Temple branding guidelines regarding color palettes, fonts, and messaging are not subject to review.

Revisions:

We will take up to one week to incorporate all revisions and send a completed document back to the client for final approval. *At this stage, no additional revisions can be made to copy or design.

Printing:

We will secure a vendor and price quote from Temple's approved vendor list. Price quotes from vendors are generally returned within 24 hours. Once approved by the client, print production will take between 5 and 10 business days. **At this time, no additional edits can be made without re-starting the process of procuring a price quote.*

These projects may include the following deliverables:

- Graphic design
- Copywriting
- Custom logos/infographics
- Photography

Digital Promotions

We can develop digital files to be used on screens and online to promote all college events. We can also deliver custom social media cover images and thumbnails for Facebook, Twitter, LinkedIn and Instagram.

Lead-time:

Please provide all information at least **3 weeks** prior to the proposed publish date of the digital asset.

**Note: For events, the publish date should be at least two weeks in advance of the event.*

THE PROCESS

Kickoff

Email us with all information (including date, time, location, title, description, presenters, images, etc...).

**Design cannot begin until all information is supplied.*

Production:

A designer will produce the deliverable. Copywriters will edit for style and readability.

Revisions:

The client will be supplied with a high-resolution image in .pdf format for review. The client will be allotted two rounds of edits.

Publish

These projects may include the following deliverables:

- Graphic design
- Copywriting
- Custom logos/infographics
- Photography

Advertising

We can help your department or program to advertise on the Web, in print or in other media.

Lead-time:

Please contact us **9 weeks** before desired campaign launch date.

THE PROCESS

Kickoff

Meeting with client to outline project timeline, goals and available funds.

Production:

We develop the creative deliverables and recommend platforms and amount of spend.

Media buy discussion:

Meet with a representative from Temple's strategic marketing and communications media-buying team.

Launch campaign:

We work with Temple's strategic communications team and media vendors to provide and analyze metrics reports for campaign progress.

Post mortem:

We will meet with the client to discuss the entire campaign and advise regarding next steps.

These projects may include the following deliverables:

- Graphic design
- Copywriting
- Web programming
- Photography

Website Development

We offer a full suite of Web development assets, including: design, programming, copywriting, content auditing and information architecture.

**This excludes website redesign and migration of Wordpress or legacy websites into the Drupal content management system.*

Lead-time:

Varies dependent on scope of project. Our office will establish a timeline with the client after initial contact.

THE PROCESS

Kickoff

Meeting with client to establish goals and deliverables. In some instances, client request may necessitate a second meeting with Strategic Communications or Temple's IT department.

Production:

Develop all deliverables for client.

Review:

We will deliver an unpublished view of all deliverables. All stakeholders will have one full week to review. Client will be allotted up to 2 rounds of edits within this timeframe. Any additional edits may result in adapting the deadline for the project.

Revisions:

We will take up to one week to incorporate all revisions and send a revised link to the client for approval. At this stage no additional edits can be made to copy or design without changing the deadline.

Publish:

These projects may include the following deliverables:

- Graphic design
- Copywriting
- Web programming
- Photography
- Content auditing

News Writing

We are actively researching and writing news content for the core website to promote faculty thought leadership, as well as alumni and student success. While we are proactively gathering news content, we welcome submissions from all constituencies.

**The Office of Marketing and Communications, in conjunction with the Dean's Office, reserves the right to decline news coverage that does not align with strategic marketing and communications goals.*

Lead-time:

5 weeks from time of inquiry.

THE PROCESS

Inquiry:

Submit story idea, along with your contact information, as well as for the subject of the story.

Copywriting:

If the Office of Marketing and Communications decides to pursue the story, you will be contacted within 48 hours of submission.

Publish:

**The Office of Marketing and Communications reserves the right to not submit stories to sources or submitters for edits.*

These projects may include the following deliverables:

- Copywriting
- Web programming
- Photography

Public and Media Relations

We are available to act as a liaison between faculty and students and Temple's office of Strategic Marketing and Communications to actively pitch timely and relevant news stories to local and national press.

Contact us to plan a meeting with our senior director and/or assistant director.

Social Media Consulting

We can consult on best practices for the following platforms:

- Facebook
- Twitter
- Instagram
- LinkedIn

We are available to speak to departments, programs and other entities within the college or to schedule tutorials to discuss how to best use your social media platforms. Please contact us for more information or to request a consultation.