

Marketing and Communications Policy

1. Purpose of Policy

The following marketing and communications policy has been created to ensure that all of Erskine College's communications support the school's mission and protect the school's brand. This policy facilitates effective, accurate, and unified communication, especially with regard to external communications.

2. Policy Overview

The Marketing and Communications Office at Erskine maintains branding, content, and editorial standards in all external communications. For this reason, any individual or department engaged in external communication on behalf of Erskine College must coordinate with the Marketing and Communications Office. This includes both print and digital materials. External communications may include, but are not limited to, magazines, recruitment materials, ads, alumni communications, newsletters, flyers, videos, logos, fund-raising materials, Erskine's websites, and institutional social media.

3. Promotional Materials

- a. All advertising, marketing, recruitment, and advancement materials must be approved by the Marketing and Communications Office, whether print or digital. This ensures visual and editorial standards and can enable Erskine to find the most cost-effective rates on services.
- b. Before beginning a new project that involves external communication, Erskine College offices or entities must consult with the Marketing and Communications Office. There are three main ways to complete a project: (1) the Marketing and Communications Office may design the project in-house; (2) Marketing and Communications may partner with a vendor; (3) the office initiating the project may oversee design of the project, working in close partnership with Marketing and Communications. Whichever route is taken, the office initiating the project must coordinate with Marketing and Communications before beginning work on the project.
- c. At times, Erskine may employ the services of an external vendor for purposes such as design, marketing, advertising, or other communications projects. Any Erskine entity interested in using an outside vendor for purposes of external communication should first consult with the Marketing and Communications Office

4. Public relations

The Marketing and Communications Office is the point of contact for members of the media. This ensures accuracy of information and enables the College to respond with effective and unified communication. News releases, college news stories, and institutional social media should originate in the Marketing and Communications Office.

5. Videos and Photos

- a. Entities or individuals who wish to take videos or photographs on Erskine's campus must first coordinate with the Marketing and Communications Office. Detailed filming plans, along with any scripts that will be used, must be submitted to Marketing and Communications at least two weeks before proposed filming.
- b. Videos and photos taken on campus may not be published without prior permission from Marketing and Communications.
- c. Non-student campus visitors should complete a photo release form before being filmed or photographed on campus. [Click here to access the photo release form.](#)

6. Erskine College Logos and Branding

- a. Erskine's logos, including athletic logos, and school colors are an integral part of Erskine's brand as the visual representation of the school. As such, they must be used in accordance with the Erskine brand guide. Logos used must comply with the current design and color. Unauthorized colors, fonts, or logos may not be used. Logos may not be stretched or altered.
- b. Erskine's logos and unique branding should be used only for the school's communications and should not be used commercially by organizations or entities other than Erskine.
- c. Erskine College employees should use the correct logo and font in their email signatures. Logos, fonts, and colors must not be altered.
- d. All official Erskine College apparel and Fleet apparel/uniforms are trademarked and must be approved by the brand manager in the Marketing and Communications office. All proofs must be emailed to hibbard@erskine.edu for approval before an order is finalized. Placing an order without proper approval will be subject to a reorder.

I have read and agree to the terms of this policy.

Name: _____

Date: _____