THE UNIVERSITY OF
ALABAMA IN HUNTSVILLE

OFFICE OF MARKETING
& COMMUNICATIONS

SERVICES OFFERED BY THE OMC

GRAPHIC DESIGN

The OMC's graphic design team can design the following items for internal or external use:

- Business Cards
- Letterhead / Stationery
- Postcards
- Brochures
- Flyers
- Tabletop Displays / Banners / Posters
- Newsletters
- And more...

Requests should be submitted along with complete content at least two weeks in advance, not including any time needed for printing.

Please note that a small fee is charged for design work.

Printing services are handled through the UAH Copy Center or a third-party printer and <u>not</u> through the OMC.

**If you choose to design your own material, you must do the following:**

1. Design your artwork in adherence to the UAH Logo & Brand Guidelines.

2. Submit your artwork to the OMC for approval before sending it to the printer and/or UAH Procurement Services.
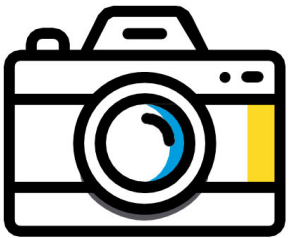
PHOTOGRAPHY

Photography services for UAH-related activities and events that take place during business hours, and portraits taken in the photography studio (SKH 342), are free as long as the photographer is not already booked.

If the photographer is not available or the project falls outside the scope of OMC's services, we can recommend and help you contract with a freelance photographer; however, you will be responsible for any fees incurred.
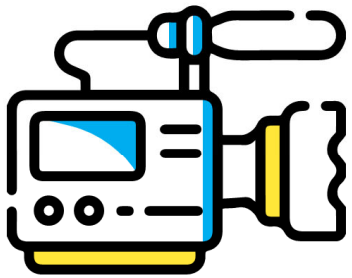
VIDEOGRAPHY

The OMC staff includes a skilled in-house videographer that is available by request. There is no charge for videography performed by OMC employees.

If the OMC videographer is not available or the project falls outside the scope of OMC, we can recommend and help you contract with a freelance videographer; however, you will be responsible for any fees incurred.

Limitations

Please note that if anyone under age 19 will be photographed or recorded, their parent or guardian will need to complete and sign a waiver that will be provided to you when your appointment is confirmed.

Photography and videography services for student, faculty, or staff personal and/or social media needs are not provided by the OMC.

Hiring an outside photographer or videographer

All outside vendors and non-UAH affiliated individuals wishing to take video and/or photos on the UAH campus should fill out the Filming Request Form at least 10 working days prior to the planned filming. Working members of the media are exempt from this process but must follow the UAH News Media Access Policy (04.02.03).

OMC works with ORMC and OOC to create a Facility Use Agreement and review the company's insurance. No videography/photography by a non-UAH affiliated individual or organization can take place at UAH without the execution of a Facility Use Agreement by both the producer/production company and UAH.

Questions should be directed to omc@uah.edu

To request any of these services, visit
uah.edu/omc and click on

OMC PHOTO, VIDEO, AND
DESIGN REQUESTS ›

*Note that each request requires its own form;
however, requests for business cards,
letterhead, and envelopes can be combined.*

LOGO USAGE & ARTWORK APPROVAL

If you plan to use the UAH logo or custom artwork developed for a UAH- branded promotional item, such as a t-shirt or flyer, you must request permission/approval from the OMC by using the online request form.

Allow three business days minimum for a response.

IF YOU ARE A STUDENT, a faculty or staff member must submit the online request form on your behalf.

Before submitting your custom artwork for approval, please be sure you have reviewed and are in compliance with UAH's logo usage and branding guidelines.

To request logo usage & artwork approval, visit uah.edu/omc and click on

LOGO USAGE AND ARTWORK APPROVAL REQUESTS >

WEB DESIGN/ UPDATES

The OMC's web team maintains and curates UAH's online presence, including its website, social media platforms, and related online properties.

If you are a staff or faculty member and need assistance with any aspect of your department's web presence, contact your department's web administrator or the UAH web team at webmaster@uah.edu.

WEB TRAINING

Departmental web administrators must complete Joomla training and get access approval from their department manager to receive editing access to the UAH website.

To schedule Joomla training, contact webmaster@uah.edu.

**The OMC Web Team is <u>not</u>
the Office of Information Technology (OIT).**

If you are having technical or connectivity problems; need help with Canvas, Banner, or other software; or have IT-related questions, contact the OIT Help Desk at helpdesk@uah.com.

To request any website-related services, visit uah.edu/omc and click on:

✉ WEBSITE UPDATES

NEWS STORIES & PRESS RELEASES

To submit a news story or press release item, contact omc@uah.edu.

News stories and press releases are how we tell the world about what UAH's students, faculty, researchers, staff, and alumni are doing on and off campus.

All news stories and press releases are distributed to local media and shared on UAH's news site, uah.edu/news, and on UAH's social media platforms; some are also shared with UAH's press release distribution service, Newswise.

In addition, the OMC is notified when UAH is mentioned in the media. Some of those media mentions may also be shared on UAH's social media sites.

Please note that some news items may be referred directly to social media for dissemination.

EVENTS

To submit an event to the UAH Event System, go to uah.edu/events/submit.

The OMC's web team oversees the UAH Event System, which features events affiliated with UAH and held on the UAH campus as well as events sanctioned by UAH and held off campus (e.g., alumni, art, music, or theatre events).

Events submitted to the UAH Event System are curated to appear in a number of other places around campus, such as on departmental websites, in Headlines, in the student e-newsletter, on the Sparkman digital sign, and/or on UAH's social media feeds.

There is no need to submit your event to each of these channels. The system is a one-stop shop; once you add your event to the UAH Event System, it will autopopulate the other channels.

ANNOUNCEMENTS

To submit an announcement, contact omc@uah.edu.

Primarily intended for the campus community, announcements comprise any information of relevance to faculty and staff. This may include construction updates, important HR information, road closures, parking changes, and other items of that nature.

Announcements appear in several places: in the Announcements section of Headlines, on the I AM A…FACULTY / STAFF MEMBER page of the website, and on the Announcements page of the website at uah.edu/announcements.

HEADLINES

To submit an event to Headlines, go to uah.edu/events/submit. To submit an announcement to Headlines, contact uah.edu/omc.

Headlines is a weekly email curated for faculty and staff that comprises articles from UAH News, announcements that have been sent to the OMC, and events that have been submitted to the UAH Event System.

All submissions must be received by end of business on Monday to appear in Tuesday morning's Headlines.

CAMPUSWIDE EMAIL

To submit an item to be shared via campuswide email, contact webmaster@uah.edu.

The OMC has the ability to send campuswide emails; however, these emails are solely intended for information of great importance to the entire campus community. Barring an urgent announcement (e.g., change in COVID guidelines), requests to send information via a campuswide email must be submitted one week in advance.

Please note that campuswide emails are unrelated to UAlert emails and other emergency notifications. For more information or to sign up for UAlert, go to uah.edu/emergency.

SOCIAL MEDIA

The OMC administers the university's main Facebook, Twitter, Instagram, LinkedIn and TikTok accounts, and monitors all other social media accounts on campus.

The primary audience for the UAH accounts is prospective UAH students.

To see other UAH-affiliated platforms not administered by the OMC, visit the UAH Social Media Directory at uah.edu/social/directory.

If your social media accounts are not listed in this directory, please contact webmaster@uah.edu.

ADVERTISING:
DIGITAL &
TRADITIONAL

The OMC can help you promote your program, department, or event though both traditional media (magazines, newspaper, radio, billboards, etc.) and digital media (online ads, social media, etc.).

While you are responsible for any associated costs, the OMC can assist you with crafting an effective marketing campaign and selecting the best medium for your message.

To learn more about advertising, contact omc@uah.edu.

RESOURCES OFFERED BY THE OMC

UAH LOGO & BRAND GUIDE

The Logo and Brand Guide ensures consistency in branding across all platforms. It covers the following items:

- Approved Acronym Usage
- UAH Primary, Secondary and Entity Logos
- Color Palette: *Blue, black, gray and white (yellow may be used as accent)*
- Clothing and Apparel
- Templates
- Typography

   Avenir is the typeface (font) used in the logo and across the UAH website. It is a sans-serif face with many weights appropriate for everything from titles to body copy. If you do not have access to Avenir, you may substitute it with Helvetica, Arial, or Nunito Sans.

WEB STYLE GUIDE

The Web Style Guide provides the tools needed to ensure consistency, compliance, and accessibility on any UAH-affiliated website. It covers the following items:

- Base HTML Elements
- Design Patterns
- Successful Page Examples
- Writing for the Web
- Image Crop Tool
- Joomla Training

To edit or alter a UAH webpage, you must be a web administrator. Web administrators must complete Joomla training and get access approval from the department manager to maintain editing access to the UAH website. To schedule Joomla training, contact webmaster@uah.edu.

SOCIAL MEDIA GUIDELINES

Social media is an ever-growing tool that has a significant impact on the reputation of the university, allowing us to convey our mission and values to our community and build support for the university, and it is important that these channels are managed with intent and integrity.

These guidelines were drawn up using industry best practices, first-hand experience, and user and content testing, and have been written in an effort to support and inform the UAH campus community.

The guidelines cover setting up new accounts, social media best practices and includes a comment management guide.
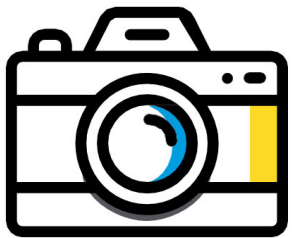
PHOTO LIBRARY

OMC manages and maintains a library of photos taken by the university photographer in an online database application called Photoshelter.

For access to Photoshelter, send your request to webmaster@uah.edu.

MEDIA ASSISTANCE

If you are contacted by a member of the media for an interview, a statement, or information about UAH, please notify the OMC by contacting omc@uah.edu or x6414.

The OMC can provide helpful guidelines for interacting with the media, and if desired, in-person assistance during interviews.

LEARN MORE AT
UAH.EDU/OMC

THE UNIVERSITY OF
ALABAMA IN HUNTSVILLE

**OFFICE OF MARKETING
& COMMUNICATIONS**

Shelbie King Hall 370

301 Sparkman Drive

Huntsville, AL 35899

256.824.6414

omc@uah.edu

uah.edu/omc