COLLEGE HOUR:
BRANDING UPDATES +

other ways the CVM Communications team can help you!

Friday, Sept. 20, 2019 • 8–9 a.m. • VENI 101B
New faces, new roles, same CVM Communications!
Who We Are & What We Do

Media & Public Relations Group

- Press Releases
- Pet Talk
- CVM Today
- Dean’s Corner
- Social Media
- Email Marketing

- Crisis communication
- Communications planning
- CVM Ambassadors
- Media & Public Relations
- Interview preparation
  (We can join you!)

Jennifer Gauntt
Interim Director

Megan Myers
Comms Specialist

Margaret Preigh
Grad Student Writer
"How do I get the word out about my accomplishment?"
Press Releases & CVM Today Stories:

*Let us know! Timing is everything!*

All press releases are judged by their **newsworthiness**, which refers to how journalists select what they cover for the news and how that information is presented.

- Impact
- Timeliness
- Proximity
- Conflict
- Currency
- Prominence
- Bizarreness
- Human interest

**Format is key: Inverted Pyramid, AP Style**

---

"The Lead": The most important info
- Approximately 30 words (1-2 thin paragraphs)
- May include a "hook" (provocative quote or question)

"The Body": The crucial info
- Argument, Controversy, Story, Issue
- Evidence, background, details, logic, etc.
- Quotes, photos, video, and notes that support, dispute, expand the topic

"The Tail": Extra info
- Interesting/Related items
- May include extra context in blogs, columns, and other editorials, the assessment of the journalist
Social Media: 
**Striving for inclusivity & having fun while doing it!**

Facebook, Instagram, Twitter, & LinkedIn (@tamuvetmed):

- Patient cases
- CVM events
- Student stories/profiles
- Faculty & alumni news
- Internal job postings (LinkedIn)
- And much more!!

Submissions are encouraged!
Pet Talk:
Sharing the CVM’s Expertise

**Written Column**
- Covers almost any pet-related topic
- **Posted** on our News & Publications website every Thursday
- Reprinted by The Eagle and other news outlets, sometimes including Texas A&M Today and the Houston Chronicle
- Put together simply and “interview” can happen entirely over email

**TV Segment**
- **Airs on KBTX the second and fourth Mondays of every month**
- Filmed at 6 a.m. at the KBTX studios
  - Each segment is just over 2 minutes long
- Have been used to promote activities that can be tied to animals (Open House, disaster events, etc.)
CVM Ambassadors:
A “Howdy” and a smile

In 2017, ambassadors gave >470 tours to ~5k visitors.

In 2018, ambassadors gave >537 tours to >5445 visitors.

These include:

• Prospective students
• DVM candidates
• Parents/families
• Faculty candidates
• Alumni/donors
• Special college guests
GRAPHIC DESIGN

+ BRANDING/LOGO USAGE
Graphics Group

Branding
Logos, lockups, design elements
Business cards

Graphic Design
Bookmarks
Brochures
Cards
Flyers
Infographics...

VeLisa W. Bayer
Graphic Designer II

Chris Long
Graphic Designer II
Graphic Design: There’s more!

Invitations
Magazine ads
Marketplace merch
Material for other colleges, departments, and centers...
Maps
Newsletters
Programs
Publications

Posters
Rack cards
Retractable banners
Signage
T-shirt designs

...and pretty much anything else you can think of!

Hannah Hoffmann
Student Designer

Callie Moerschell
Student Designer
“Can I have a logo?”
CVM lockup logos are the OLD LOGOS

These logos use the fonts Times New Roman and Frutiger, include TEXAS A&M UNIVERSITY, and the name of the college in ALL CAPS.

Please do not use:
CVM BOX LOGOS are the NEWEST logos created by Texas A&M’s Marketing & Communications Department:

These use the Open Sans font, include TEXAS A&M UNIVERSITY in ALL CAPS, and the name of the college in upper- and lower-case lettering!
Can you say TEXCLEPIUS? 😂

Don’t worry—
you never have to try again!
Email Signatures

Because email from a “tamu.edu” address is considered official university correspondence:

- Personal quotes, logos or icons are not permitted.
- Images, such as JPG, PNG or SVG files, should not be included.
- Confidentiality statements are superfluous; any correspondence from a tamu.edu address is subject to open record requests.
- Limit use of university or college taglines to one and hyperlink TAMU website addresses.

CORRECT email signature use

Option 1

Full Name | Title  
Department, College or Unit name | Texas A&M University  
0000 TAMU | College Station, TX 77843-0000  
ph: 979.XXX.0000 | mobile: 979.XXX.0000 | email@tamu.edu  
---------------------------------------------  
TAMU UNIVERSITY | FEARLESS on Every Front

Option 2

Full Name  
Department, College or Unit name | Texas A&M University  
ph: 979.XXX.0000 | mobile: 979.XXX.0000 | email@tamu.edu  
---------------------------------------------  
www.tamu.edu

Incorrect email signature use

Chris Long | Graphic Designer  
College of Veterinary Medicine & Biomedical Sciences | Texas A&M University  
4461 TAMU | College Station, TX 77843-4461  
phone: 979.845.1766 | calong@vpm.tamu.edu  
---------------------------------------------  
TAMU UNIVERSITY | vetmed.tamu.edu

TAMU UNIVERSITY  
Veterinary Medicine & Biomedical Sciences
Where do I find Brand Guide information and downloadable logos for both Texas A&M University and the College of Veterinary Medicine & Biomedical Sciences?

[brandguide.tamu.edu](http://brandguide.tamu.edu)

[tx.ag/CVMLogos](http://tx.ag/CVMLogos)

[tamu.edu search Brand Guide](http://tamu.edu)

[vetmed.tamu.edu search Brand Guide](http://vetmed.tamu.edu)
PRINTING & COPIES

+ RESEARCH POSTERS
Printing & Copies Group

Class notes
Conference posters
Copies
Lab manuals
Lamination
Signs

Valeri Gibbs
Administrative Associate

Sam Zike
Student Assistant
“How soon can I have this?”
Poster Printing

Two template sizes are available through the CVM Communications’ Resources page (or design your own OR our graphic designers can help!)

Bring your poster design in PDF format to CVM Communications on a flash drive OR email it to VGibbs@cvm.tamu.edu

11x17 Poster proofs MUST be reviewed (for font changes, alignment, image quality) and approved before printing

Posters can be mounted on foam core or laminated
Print Shop Turnaround Times

Posters: 24-48 hours
Class Notes: 24 hours
Lamination: 2-3 hours
Simple copies (i.e., tests/quizzes): 2-3 hours

All times are dependent on the number of concurrent printing projects. For larger jobs, please contact Valeri with details and we will try our best to meet your deadline.
DIGITAL COMMUNICATIONS
WHO WE ARE & WHAT WE DO

Digital Comms Group

Website design + builds
Website maintenance
Analytics
Email Marketing
Digital Monitors
(Four Winds Interactive)
TAMU Calendar
(LiveWhale)

Jennie L. Lamb
Creative Manager/Webmaster

John Daniel Bunch
Student Web Developer

Victoria Wang
Student Web Specialist
“What’s the easiest way to reach the broadest audience?”
CVM Website:  
Information + Design + Consistency

• First CVM Web Redesign in 5+ years—New design went live March 15, 2019—Moved from Umbraco to WordPress Content Management System (CMS).
• Met with stakeholders to discuss concerns with design, formatting, and content.
• Developed Web Working Group with representatives from each department.
• Worked with Software Group to make formatting changes to Directory profiles, and worked with Web Working Group to begin using this new format.
• Held 2 summer WordPress “Basic Trainings” with Content Area Editors.
• Working with Student Organization Editors to grant access and update org pages.
DIGITAL COMMUNICATIONS

CVM Website: *Information + Design + Consistency*

Contact your departmental *Web Working Group* representative:

- If you need updates made to your Faculty or Staff Directory Profile.

  **VIBS:** Jessica Alvarado  
  **VTPB:** Robin Callahan  
  **VTPP:** Julie Austin  
  **VLCS:** Jennifer Wilson  
  **VSCS:** Kendra Fletcher  
  **VMTH:** Susan Keough  
  **DCVM:** Jennie L. Lamb

- Public events can be added to the CVM Calendar ([calendar.tamu.edu/vetmed](calendar.tamu.edu/vetmed))

**RESOURCES AVAILABLE ONLINE:**

- Web Style Guide  
- WordPress “Basic Training” Documentation + Recording
Four Winds Interactive (FWI):
Sharing Rotating Content on CVM Digital Monitors

Digital Ads (left side of monitors):
• Can include news, congratulations, clinical trials, major CVM events, and TAMU campaigns.
• Can be, and often are, cross-posted on CVM social media, and, occasionally, in email marketing campaigns.
• Can, and should be, a part of your communications plan!
• Must meet size + format specifications (998 x 856 pixels + JPG).
• All CVM Digital Monitors show the same content in the same configuration!
• Four Winds content may require graphic design work.
Email Marketing: 
*Reaching Broader Audiences*

- Sent via **EMMA system**, sponsored by the Texas A&M Foundation & The Association of Former Students.
- *Used to send Dean’s Corner, event invitations, clinical trial notices, donor updates, and other marketing campaigns.*
- **Reaches large groups** of referring veterinarians, donors, alumni, or faculty, staff, and current students.
- **Material can be cross-shared** to CVM Social Media and Digital Monitors.
- **Email marketing projects may require graphic design work.**
WHAT’S NEXT?

New positions: Multimedia Project Coordinator (formerly Medical Photographer)

CVM Today: 100 years of graduates

Graduate students will be assisting with writing

Implementing website accessibility measures (a massive undertaking)
Media & Public Relations: Jennifer Gauntt—jgauntt@cvm.tamu.edu, 2-4216

Social Media & Pet Talk: Megan Myers—mmyers@cvm.tamu.edu, 5-2461

Graphic Design & Logos: VeLisa W. Bayer—vbayer@cvm.tamu.edu, 5-1707
  Chris Long—calong@cvm.tamu.edu, 5-1766

Digital Comms: Web, Email & Monitors: Jennie L. Lamb—jlamb@cvm.tamu.edu, 5-1708

Printing & Posters: Valeri Gibbs—vgibbs@cvm.tamu.edu, 5-5358

CVM Marketplace: Tracy Howard—thoward@cvm.tamu.edu, 8-9941

CVM Ambassadors: Kate Kimble—tours@cvm.tamu.edu, 2-2489

Visit https://vetmed.tamu.edu/communications/resources!
THANKS + GIG’EM! 👍