



COLLEGE HOUR: BRANDING UPDATES +

*other ways the CVM Communications
team can help you !*

Friday, Sept. 20, 2019 • 8–9 a.m. • VENI 101B

GROWING + CHANGING



TEXAS A&M
UNIVERSITY®

New faces, new roles, same CVM Communications!



2014



2019



MEDIA & PUBLIC RELATIONS

WHO WE ARE & WHAT WE DO



TEXAS A&M
UNIVERSITY®

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



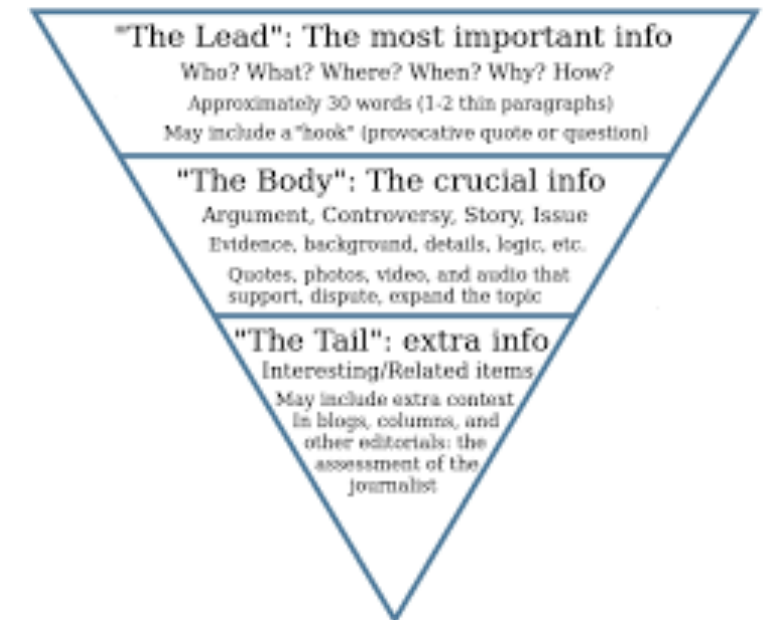
"How do I get the word out about my accomplishment?"

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



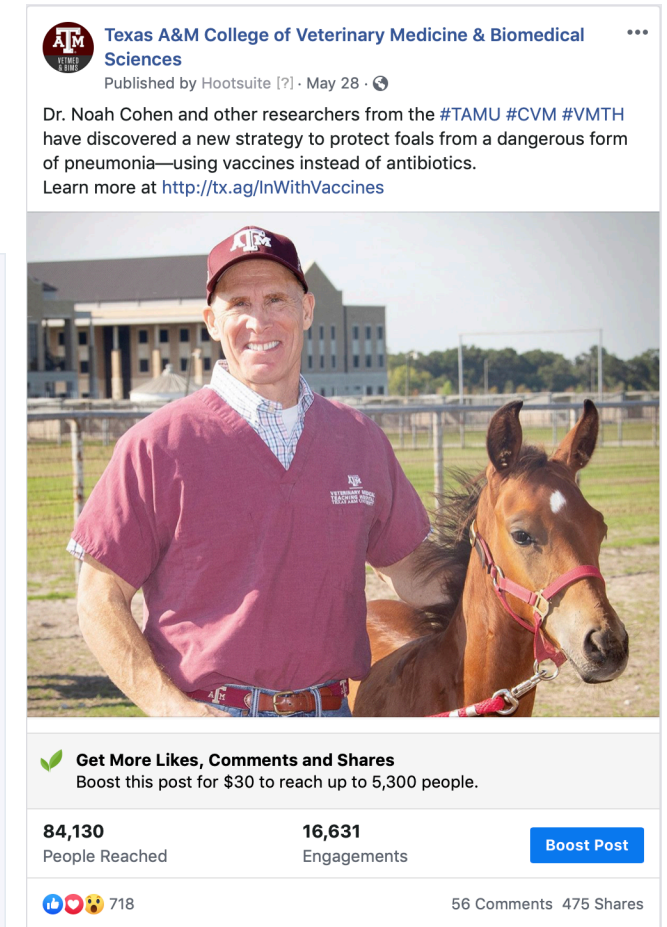
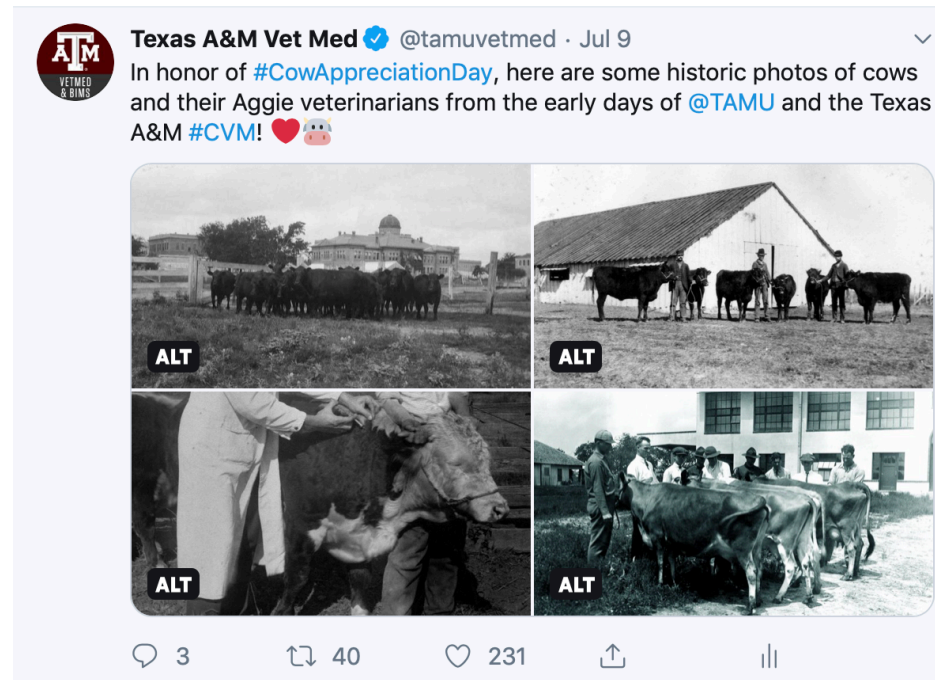
Social Media:

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

WHO WE ARE & WHAT WE DO



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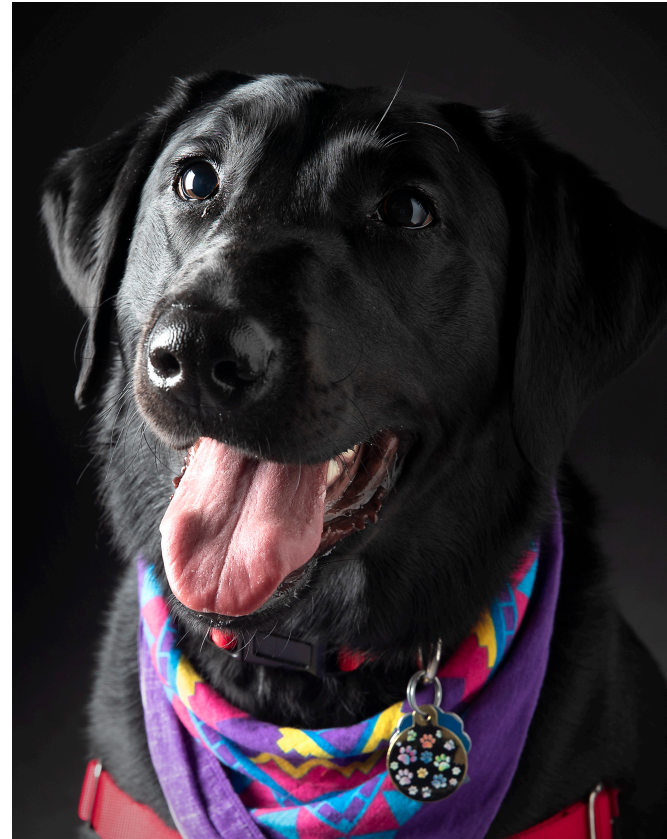
Graphics Group

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

WHO WE ARE & WHAT WE DO



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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?”

GRAPHIC DESIGN



TEXAS A&M
UNIVERSITY®

Please do not use:

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.



**VETERINARY MEDICINE
& BIOMEDICAL SCIENCES**
TEXAS A & M UNIVERSITY



**VETERINARY MEDICINE
& BIOMEDICAL SCIENCES**
TEXAS A & M UNIVERSITY

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!

BOX STACKED LOGO



TEXAS A&M UNIVERSITY

Veterinary Medicine
& Biomedical Sciences



TEXAS A&M UNIVERSITY

Veterinary Medicine
& Biomedical Sciences

BOX HORIZONTAL LOGO

WHITE STACKED LOGO



TEXAS A&M UNIVERSITY

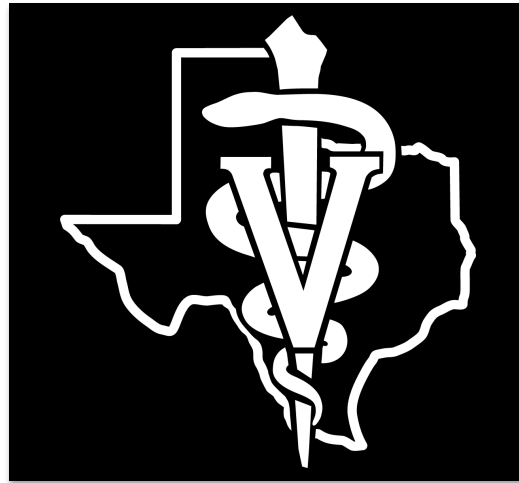
Veterinary Medicine
& Biomedical Sciences

GRAPHIC DESIGN



TEXAS A&M
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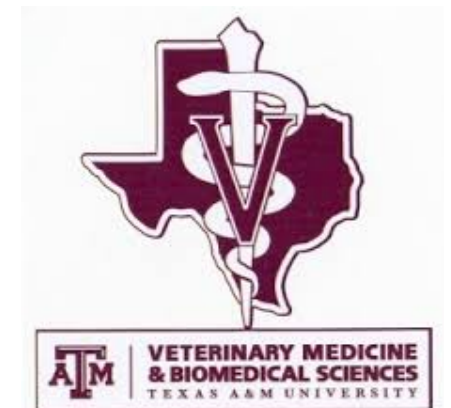
Use these...



Can you say **TEXCLEPIUS**? 😂

***Don't worry—
you never have to try again!***

Not these...



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

TEXAS A&M 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 I

College of Veterinary Medicine & Biomedical Sciences | Texas A&M University
[4461 TAMU | College Station, TX 77843-4461](#)

phone: 979.845.1766 | calong@cvm.tamu.edu

TEXAS A&M UNIVERSITY | vetmed.tamu.edu



TEXAS A&M 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



tx.ag/CVMLogos

tamu.edu **search** Brand Guide
vetmed.tamu.edu **search** Brand Guide



PRINTING & COPIES + RESEARCH POSTERS

WHO WE ARE & WHAT WE DO



TEXAS A&M
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Printing & Copies Group

Class notes

Conference posters

Copies

Lab manuals

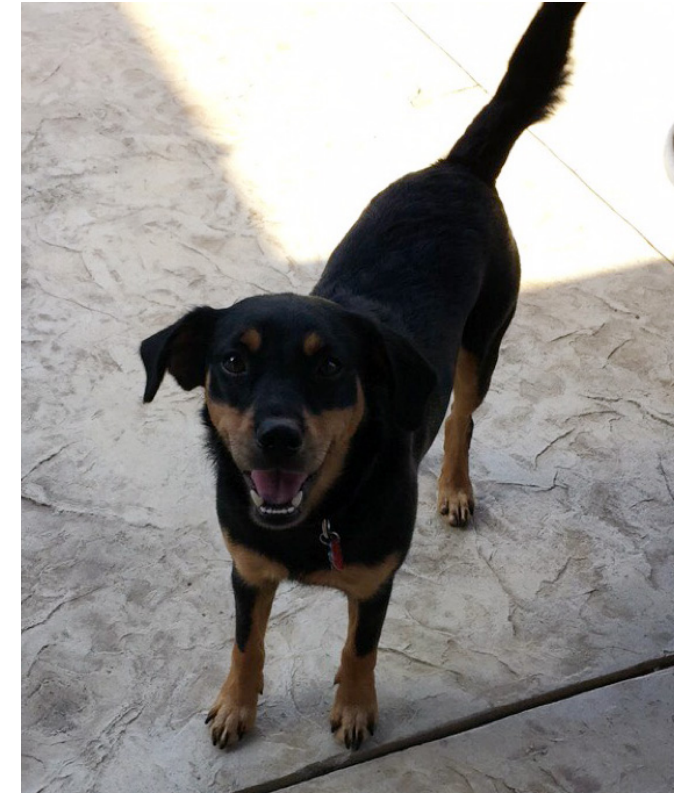
Lamination

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



TEXAS A&M
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Digital Comms Group

Website design
+ builds

Website maintenance

Analytics

Email Marketing

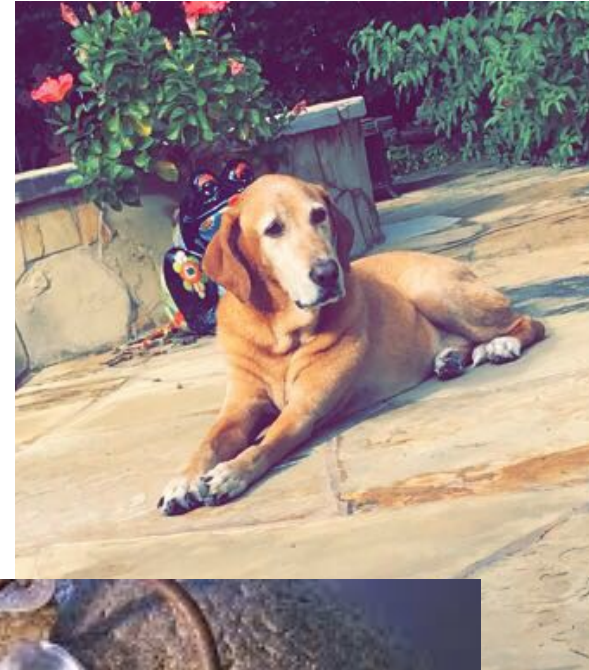
Digital Monitors

*(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.
-

CVM Website: *Information + Design + Consistency*

Contact your departmental *Web Working Group* representative:

- If you need a 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)

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?



TEXAS A&M
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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)

CONTACT US



TEXAS A&M
UNIVERSITY

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! 👍