UNION COLLEGE
BRAND GUIDE | 2016

A guide to Union’s Brand and Brand Identity and how to implement it through communications
To ensure all external communications flowing out of each Union College office is appealing, impactful and consistent in messaging, all external communications should make consistent use of Union imagery, colors, fonts and placement of names and addresses. Union College policy requires that ALL external communications are reviewed by the Senior Director of Communications prior to release.

For assistance in managing your projects, please email the Office of College Communications at communications@unionky.edu or submit a project request form, which can be found online at www.unionky.edu/departments/collegecommunications.
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INTRODUCTION

WHY DO WE HAVE BRANDING GUIDELINES?

The importance of a cohesive plan to brand and market Union College and its defining initiatives cannot be overstated. Student recruitment, retention, advancement and alumni development all depend upon a defined brand and the marketability of our institution. Our brand must hold true to who we are as individuals and, collectively, as the Union College family.

The Office of Campus Communications is primarily responsible for the quality and consistency of our branding and marketing efforts; however, each member of the Union family has a responsibility to uphold the values integral to our institution and to carry forth our mission in all endeavors.
THE UNION COLLEGE BRAND

WHAT MAKES US SPECIAL
Founded in 1879 by the citizens of Barbourville, Union College was the first college in the mountains of Kentucky. Students from throughout Appalachia, from around the U.S. and from other countries come to Union for a collegiate experience that sets the stage for lifelong success. The core of that experience is expressed in a basic, impactful Mission Statement:

To serve the academic needs of a diverse community of undergraduate, graduate, and continuing education students in a dynamic, personal environment that promotes intellectual, spiritual, and physical enrichment of students, faculty, and staff and the economic growth and health of our Appalachian region.

INSTITUTIONAL PILLARS
Union’s mission is reflective of all that we do as an institution. The mission is built on four pillars that serve as the foundation of the college and further define who we are as an institution:

• Service – To each other, to our communities, to the world
• Appalachia – Our place, culture, heritage, environment
• Liberal Arts – Knowledge for active participation in civic life
• Methodism – A nurturing community promoting justice and dignity for all
INSTITUTIONAL VALUES

Union serves each of its students, and this region, with a commitment to our mission supported by our institutional pillars. Our commitment to mission is demonstrated in the core values that define our Union community. We strive to exhibit these core values in all that we do and all that we communicate to the world outside of Union.

Our core values are signified by the infinite band of a circle, representing the lifelong commitment we make to each other and to the Union College experience.

CIRCLES

- **Celebration** - We celebrate the unique gift each brings to our community and the successes of each person. We look for and recognize promise in others, in ourselves, in our region, and in the world.
- **Integrity** - We strive to do what is right. We promote integrity and collaboration by actively listening, sharing information, and being honest.
- **Responsibility** - We take responsibility for our own success and failure and for our role as global citizens.
- **Civility** - We advocate civility in all our interactions. We show respect for each other and hold ourselves and others accountable.
- **Lifelong Learning** - We embrace the love of discovery and foster collaborative, connected, and active lifelong learning.
- **Engagement** - We promote leadership and service as civic responsibility. We strive to become servant-leaders. We honor, and are active participants, in the life of our home region and beyond.
- **Spirituality** - We encourage the spiritual quest. We challenge each other to discover, intellectually articulate, and embrace a life-affirming spiritual faith and/or philosophy of life.
VISION
The mission statement and core values guide the direction of Union College. Our commitment to both is the basis for our aspirational vision for the future of Union College.

*Union College is a nationally known community of learners whose graduates are distinguished contributors to the well-being of the individual, the economy and the environment.*

BRINGING IT ALL TOGETHER
Together, those elements – Institutional Pillars, Mission Statement, Core Values (CIRCLES) and Vision Statement – define who we are as an institution and should inspire every message that we broadcast to others. Further, every message must be expressed in a clear, concise, professional manner.

OUR STATEMENT OF PURPOSE
Union College is a private, liberal arts career prep institution founded by a small group of citizens in 1879 as Kentucky’s first college in the mountains. Since our founding, Union has provided students with a personal and engaging academic experience defined by our heritage and a commitment to serve others. Union’s students, staff and community pledge to strengthen our institution through a bond built upon the college’s core values. Those values collectively promote the intellectual, spiritual and physical enrichment of the Union College family as well as the economic growth and health of the communities we serve. Today, Union College supports a unique academic experience for nearly 1200 students in undergraduate and graduate programs, including residential, commuter and online learning opportunities. Our Bulldogs have a passion for their heritage, they commit to serve others and use their educational experience to impact the well-being of their families and communities.
The purpose of all of our messaging is to tell the Union College story in ways that reach and engage all of our audiences – prospective and current students, staff, faculty, alumni, donors and community partners. To do this effectively, our messages must be simple and concise whether in advertisements, blogs, social media posts, departmental news, verbal communications, website content, printed materials or campus announcements.

Every message you share reflects on Union and gives the recipient a glimpse of who we are as an institution. This is true even if your message does not directly reference our mission or core values.

**HERE ARE SOME KEY THINGS TO REMEMBER FOR ALL MESSAGING**

- Always reference Union College prior to other subject matter
- Highlight key aspects of Union (or your department/program/event) that would appeal to your audience
- Keep the message on track and relevant
- Use branded logos and photos to accent your language
- Include a call to action
- Be consistent across all external communications

**EXAMPLE EMAIL**

**SUBJECT:** Responsible Bulldogs Recycle  
**MESSAGE:**  
Union College encourages all of our offices to use recycled products and to recycle across campus.  
Learn more at unionky.edu/recycling
WHEN DISCUSSING UNION COLLEGE IT IS IMPORTANT TO UTILIZE CURRENT AND RELEVANT DATA TO SUPPORT OUR MESSAGE.

BY THE NUMBERS
• 69% of students call Kentucky home
• 53% are from Appalachia
• 57% are first-generation college students
• 39% of student athletes are honors students
• 13:1 student to faculty ratio
• 100% of students receive grants or scholarships
• 25+ clubs & student organizations
• 25 varsity teams & 15 sports

RANKINGS
• Ranked among the top 100 southern colleges according to U.S. News & World Report
• Educational Studies Unit is nationally accredited and ranked #4 in Kentucky for teacher preparation
• Online program in Chemical Dependency is ranked #6 in the nation by Best Colleges

Please view the webpage for our latest statistics and rankings: www.unionky.edu/facts
BRAND HISTORY
In 1879, 36 citizens signed Articles of Incorporation establishing Union College. The first officers of the corporation included A.H. Harritt, president; W.W. Sawyers, vice-president; James D. Black, secretary; Green Elliot, treasurer; and John Dishman, attorney. A. H. Harritt, a traveling salesman for a school supply company, became Union's first president.

There are conflicting stories about the naming of Union College. One account is the name was suggested by James D. Black because the college had received the unanimous support of the citizens of the town and county regardless of religious affiliations or political differences. In December 1879, the first announcement of the college in the London newspaper “Echo” referred to Union College as the combination of three departments: classical, business, and Normal (teacher education) education.
DID YOU KNOW?

- In 1879, Union College became the first institution of higher education founded in the Appalachian Mountains of Kentucky.
- Union College and Barbourville partnered to launch the Daniel Boone Festival in 1948. It is the oldest continuously running festival in Kentucky.
- The college’s first library, Speed-Stevenson Library, organized in 1898, included a catalog of 1,000 books.
- Union’s first athletic teams – women’s and men’s basketball, football and baseball were established in 1905.
- The east and west entrances to Centennial Hall, formerly known as the Classroom Building, were originally constructed as separate entrances for boys and girls.
- The bell of the Classroom Building was originally located in the tower, but was struck by lightning in 1906 causing a fire.
- Both the Orange and Black and the Stespean, the college’s newspaper and yearbook, were launched in 1921.
- The Abigail E. Weeks Library opened on January 13, 1941. It contained about 16,000 volumes with almost 300 periodicals.
- In 1962, Union College students pledged that each student would donate $10 per semester until they raised $300,000 for construction of the Patridge Student Center.

- The first alumni meeting was organized in 1920 by Abigail E. Weeks.
- Union College’s first commencement was held on campus on June 4, 1880. The commencement address was delivered in Latin.
- The motto for Union College is the Latin phrase “PRO DEO ET HOMINE,” which translates “For God and humanity.”
- The Appalachian Service Project, a faith-based organization focused on repairing homes in communities throughout Appalachia, launched from the Union campus in 1969.
- In 1928, Union College gained admission to membership in the Association of Colleges and Universities of Kentucky.
- In the late 1960s, Union ranked third in the state among colleges and universities for the number of students entering the Peace Corps.
- Union College originally had a grade school and high school in addition to the college.
MASCOT
Although athletics at Union College began in 1905, the teams did not have an official nickname until 1925. That year, by a vote of the student body, the school’s nickname was selected: **Union College Bulldogs.**

Union did not have a live mascot until the 1960s when, through the efforts of students, a bulldog was purchased. Mack, a male, was a mainstay at Union sporting events during his lifetime, even traveling with the 1967-68 men’s basketball team to Kansas City for the NAIA National Championship Tournament. Mack passed away in 1972 and Union did not have another live mascot until 1999.

Millennium Mack, Mille Mack for short, was named in recognition of the new millennium. However, due to chronic illness, she was not able to regularly attend Union athletic events. The current Mack lives off campus, but makes appearances at big school functions and events such as Homecoming.

**THE BULLDOGS – COMPOSED AND KIND, RESOLUTE AND COURAGEOUS, DIGNIFIED.**
The adoption of Orange and Black as Union College’s school colors happened in the simplest of ways. In 1905, professor Percy L. Ports assembled a group of students to form the school’s first football team. None of the footballers had ever participated in a game, except for Ports, prior to taking the field for Union.

The players had to buy their own uniforms and selected the colors Orange and Black. The school colors have remained the same ever since, although secondary colors have been adapted throughout the school’s history.
PURPOSE
The Union College brand is a collective of phrases, images, symbols and other tools that represent all that we are to the outside world. The use of these tools must be very deliberate and offer audiences a concise description and visual image of Union College.

Union College strives to maintain consistent use of all imagery to accurately represent, and complement, the institution’s written message. The following guidelines should help to strengthen our visual identity and create success in marketing efforts.

WORDMARK
The Union College wordmark is at the center of our identity. It should be incorporated into all communications materials. The official wordmarks should be used as they appear in this guide without alteration. Artwork will be supplied online and through email at your request in order to meet the requirements of the wordmark usage.

LOGO
The Union College logo incorporates the Wesleyan flame into the word mark. A secondary logo of our typeface U with the flame is also available for use. This guide shows both logos and proper usage examples. Artwork will be supplied online and through email at your request in order to meet the requirements of the logo usage.
DEPARTMENTAL WORDMARK & LOGO USE
The Union College wordmark and logo can be combined with names of departments and offices to represent the Union College brand in individualized communications. If you have a need for a specific department graphic, please contact the Office of College Communications.

COLLEGE SEAL
The Union College seal is reserved for use in communications delivered by the Office of the President and for official college events. Use of the seal must be approved by the President.

QUESTIONS?
Contact the Office of College Communications via email (communications@unionky.edu) with any questions regarding the use of Union College logos, wordmarks, images, names or for project requests.

NEED HELP? CONTACT US AT 606.546.1230
OUT WITH THE OLD

Union has had several logos. Past logos represented the college and the social environment at different times and have been retired from use. New logos have been designed and created as a result of market research.
Building brand-name recognition can be a slow, difficult process. Logos created for individual departments add to name confusion in the marketplace. The creation of department, team or club logos must be consistent with Union’s brand image. The Office of College Communications will work with you to create graphics and visuals that represent your program and uphold Union’s brand.
THE ELEMENTS

ADDITIONAL GRAPHICS

These graphics have been created for and used by Union College as supplemental imagery to enhance designs when appropriate.

BUILDING OUTLINES

KNOX COUNTY SKYLINE

INTERLOCKING U PATTERN

FLAME
**PLEASE DO NOT**

**MANIPULATE**
Variegations, ombre, fade-outs, blending with other graphics, or any other manipulation must be submitted for approval by the Office of College Communications.

**STRETCH**
It is preferred that you proportionally size all graphics using photo editing software. You can also grab the logo or wordmark from the corner with your mouse as you hold down the shift key and it will stay true to its original dimensions.

**PLEASE DO**

**USE WHITE SPACE**
Allow plenty of white space around logos so they aren’t cramped into a design. This allows content to be read easily and the logo to be readily recognized.

**USE HIGH QUALITY LOGOS**
Use logos that aren’t pixelated. The Office of College Communications can send you any logos that you might need in the appropriate format and quality.

**SEND A PROOF**
Send the Office of College Communications an example of your design to ensure the design meets branding and design requirements. The Office of College Communications can also help you find trusted vendors for your projects.

communications@unionky.edu
**THE ELEMENTS**

**TYPEFACE**
The typefaces represented in this guide are used in all communications to maintain the integrity of the Union College brand.

<table>
<thead>
<tr>
<th>ALL</th>
<th>Museo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eveleth</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
</tr>
<tr>
<td>SF Sports</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
<td>Night NS</td>
<td>1234567890</td>
</tr>
<tr>
<td>Offense</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td></td>
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<table>
<thead>
<tr>
<th>ATHLETICS</th>
<th>Museo</th>
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<tbody>
<tr>
<td>Georgia</td>
<td>Corradine Handwriting</td>
</tr>
<tr>
<td>Century Gothic</td>
<td>Lavanderia</td>
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<tr>
<td>Noteworthy</td>
<td>Edwardian</td>
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<tr>
<td>Offense</td>
<td>HELLO SUNSHINE</td>
</tr>
<tr>
<td></td>
<td>Heart &amp; Soul</td>
</tr>
<tr>
<td></td>
<td>Bourbon</td>
</tr>
</tbody>
</table>

www.unionky.edu
COLORS
Orange and Black have been the official colors of Union College since 1905. Secondary options have been introduced and adopted at various times to represent elements of our institution. Consistent use of this color palette is essential to a strong Union College visual identity.
PHOTOGRAPHS

The Office of Campus Communications has defined the image elements of our brand to properly display the “feel” of Union College - the people, places and things we are familiar with and love most. Images used for all marketing and promotional purposes must be of the highest quality.

It is always best policy to contact the Office of Campus Communications for any imagery or photography needs. Under no circumstances is it permissible to utilize stock photography or images captured from the Internet in any promotion regarding Union College.

GRAPHICS

All graphics (any imagery that isn’t a photograph) need to be sourced through the Office of College Communications. Union must purchase legal right to utilize graphics that are not created internally.

Under no circumstances is it permissible to purchase or use graphics captured from the Internet in any type of promotion regarding Union College without the approval of the Office of College Communications.
PHOTOGRAPHY
You can help the Office of College Communications by sending photos that you capture throughout your time on campus. These can be taken with your phone or a traditional camera. These photos provide valuable images to showcase Union at its finest.

communications@unionky.edu
IMPLEMENTATION
Anything Union College related that travels outside the walls of your office is representative of our institution and offers definition to our brand. For many in our prospective audiences, their first impression of Union College comes not through personal contact, or even targeted marketing, but by printed and electronic communications.

The Office of College Communications ensures that all printed materials and messaging are appealing, consistent with Union’s message and impactful. All external communications should be consistent in the use of Union imagery, colors and fonts.

THE OFFICE OF COLLEGE COMMUNICATIONS IS HERE TO HELP YOU AND TURN YOUR INSPIRATION INTO INNOVATIVE MARKETING MATERIALS.

MATERIALS
Contact the Office of College Communications for design of stationery, invitations and presentations that will make your office and Union College stand out.

Email communications@unionky.edu or submit the project request form found online at unionky.edu/departments/collegecommunications

LET US HELP YOU! WE CAN’T WAIT TO BRING YOUR VISION TO LIFE.
STATIONERY

The stationery system is designed to create an immediate impression of elegance and order.

To maintain the integrity of Union’s stationery system, and ultimately Union’s image, professionally printed stationery must be requisitioned through the Office of College Communications.
The Applications

The Applications

Institutional Letterhead:

Option 1  
Option 2

Graduate Programs Letterhead:

Front

Athletic Letterhead:

Option 1  
Option 2

Consistency

All external communications should be consistent in their use of Union imagery, colors, fonts and placement of names and addresses.

Each department has the freedom to be creative in external communications, as long as branding consistency is achieved. The Office of College Communications will turn your inspiration into stationery, invitations and presentations that will make your office and Union College stand out.
You can order an institutional or athletic design depending on your department affiliation. Contact the Office of College Communications for assistance. If the defined business cards do not meet your needs, please ask to see other options.
EMAIL GUIDELINES

Union College email accounts are to be used for internal and external communication regarding Union College. Email accounts are not to be used for selling products (ex. Avon, Mary Kay, Pampered Chef, etc.) or services not pertaining to Union College. Emails and signatures are not to be used to direct users or viewers to sites for these purposes. The reader should be focused on the Union message so that email is a valuable marketing and communication tool. Readers may be redirected to resources, Union’s website and official Union College social media platforms.

BACKGROUNDs: None, no images or additional colors
FONT: Century Gothic or Georgia
SIZE: 12
FONT COLOR: Black
LINKS
COLOR: Orange
PLACEMENT: Embed into text when possible
THUMBNAIL: No logos in email or email signature
SIGNATURE:
Full Name
Union College Job Title
310 College St. | Barbourville, KY 40906
Office 606.546.1111 | Cell 606.546.0000
unionky.edu

THESE CHANGES WILL RESULT IN CLEAN AND EASY TO READ EMAILS ON ALL DEVICES. INCLUSION OF PERSONAL CELL PHONE NUMBER IS NOT REQUIRED.
The 2015 Christmas Festival

featuring

Union Singers
Union Harmony
Regional Chorus

Dr. Virginia Gay Gandy, conductor
Dan Jordan Phelps, accompanist

Music will include:
This Little Light of Mine...........arr. W. B. Roberts
Merry Christmas to All...............arr. Jay Althouse
Break forth, O Beauteous Heavenly Light..........J. S. Bach
Children Go Where I Send Thee.........arr. Roger Emerson
and many more!

Concert will include an audience sing along of well-known carols.

Reception immediately following in the Atrium of the Sharp Academic Center.

Concert is free and open to the public.

FUEL THE FIRE BECOME AN R.A.

DUE SUNDAY
MARCH 15

APPLICATIONS AVAILABLE ON MY UNION AND IN THE HOUSING OFFICE

INTERVIEWS WILL BE CONDUCTED
MARCH 16-20TH

Must have a 2.25 cumulative GPA at the time of application and must maintain a 2.25 or better cumulative at all times

Must be enrolled for a minimum of 12 hours per semester

Must possess strong moral character/excellent communication skills

communications@unionky.edu
Union College focuses on all aspects of our students, helping to ensure that each student enjoys the campus life with a healthy mind, body and spirit. The Union College Center for Counseling offers a variety of services to all of our students free of charge. Our counselors have extensive training in psychology and human behavior and can provide support for anxiety, depression, loneliness, stress management, addiction and many other issues. You do not need a referral to come to counseling.

SERVICES:
- Individual Counseling
- Couples Counseling
- Group Counseling
- Conflict Mediation
- Crisis Counseling
- Referrals for off-campus services

RESOURCES:
- Union College Campus Safety: 606.546.1390
- 24-hour Mental Health Crisis Line: 800.928.8000
- Bluegrass Rape Crisis Center: 800.656.4673
- National Suicide Prevention Lifeline: 800.273.talk

FOR MORE INFO:
Daniel Sulfridge
Director of Counseling
d.sulfridge@unionky.edu
606.546.1666

Susan Poff
Counseling Intern
susan.poff@unionky.edu
606.546.1684

Union College staff and students joined with local residents to create the Daniel Boone Festival in 1948 to promote a heroic model of frontier adventure.

This is the longest running festival in Kentucky and Union College continues to recruit generations of new pioneers to Barbourville.

unionky.edu
THINK AHEAD. THINK BIG.

- Master’s Degree in Clinical Psychology
- Master’s Degree in General Psychology
- Chemical Dependency Counselor Certificate

Currently accepting students with classes beginning August 25.

Financial aid is available to all students pursuing their master’s degrees.

Get started now. Complete the graduate application at:

unionky.edu/graduate

If you apply now, we will waive the $25.00 application fee.

FOR MORE INFORMATION:

GRADUATE PSYCHOLOGY ENROLLMENT
1 (toll-free) 800.489.8646 or 606.546.1277
gradpsych@unionky.edu

unionky.edu/graduate
UNION COLLEGE AND
HELEN MILLS & GARY TANNENBAUM
PRESENT THE
SOUTH ARTS FILM TOUR

I WILL DANCE
DIRECTED BY JOSEPH EAST

09.16.2015
UNION COLLEGE’S
RECTOR LITTLE THEATRE
7:00 P.M.

please RSVP by 09.14.2015
UArts@unionky.edu

SPECIAL GUESTS:
PRESIDENT MARCIA HAWKINS
DR. PETER`59 AND DALE`71 MOORE
ERNIE TROSPER`55

DON`64 AND JUDY`69
DON`65 AND MONNA`66

CALITRI & LANE

INVITE YOU TO A
Union College Summer Social
THURSDAY, JULY 23RD
4:30 TO 7:30 PM
AT THE HOME OF
Don and Monna Lane

www.unionky.edu
Union College has served our nation’s service members since 1919, with establishment of our first programs and facilities, to support veterans returning from the first World War. Today, a Union College education is affordable thanks to several programs that financially and academically support military personnel and veterans. Applying to Union is easy and our financial aid advisors are ready to discuss eligibility requirements with you, so you know which programs will work for your education.

**Programs Available:**
- Post 9/11 GI Bill
- Reserve Educational Assistance Program (REAP)
- Veterans Educational Assistance Program (VEAP)
- Yellow Ribbon Program
- Survivors & Dependents Assistance
- Montgomery GI Selected Reserve
- Montgomery GI Active Duty

**Learn More At:**
unionky.edu/veterans

For more information please contact:
Office of Financial Aid
abutter@unionky.edu | 606.546.1224 | 800.489.8646
JOIN THE UNION COLLEGE MARCHING BAND

GET INVOLVED. INSPIRE OTHERS. BLAZE YOUR PATH WITH UNION'S PERFORMING ARTS PROGRAM

March to your own beat with the Marching Bulldog Band, Union College Pep Band or Community Band.

JOIN US AT UNION COLLEGE

SCHOLARSHIPS AVAILABLE
Contact the Director of Bands
Doug Olenik
Email: dolenik@unionky.edu
Phone: 1.800.489.8646

LEARN MORE AT: UNIONKY.EDU/BAND

YOU'RE INVITED

UNION COLLEGE

ATHLETIC ENHANCEMENT PROJECT

GROUNDBREAKING EVENT
MONDAY, AUGUST 24TH
2015
11:30 A.M.
JERRY W. CAREY STADIUM
310 College Street | Barbourville, KY

For Additional Information:
Bart Osborne | 606.627.2207
UNIONKY.EDU | GOUNIONBULLDOGS.COM
It's time to file!

Increase your chances of being awarded all that you are entitled to receive by filing before the priority deadline.

February 1st

You must file online.

Please contact Union College’s Office for Financial Aid for assistance.

606.546.1223 or finaid@unionky.edu

communications@unionky.edu
These are great examples of how the Office of College Communications can incorporate branding elements outlined in this guide to create a graphic to represent your athletic program for apparel, fund-raisers and marketing materials.
YOU ARE THE SPARK WE HAVE BEEN WAITING FOR.

PURSUE YOUR PASSION

DIGITAL MARKETING
Example of social media marketing template for sponsored images. Ads require that images be composed of 20% copy or less.

Kindle your passion to heal

communications@unionky.edu

www.unionky.edu
WRITING STYLE GUIDELINES
To maintain consistency in written messages, Union College will use “The Associated Press Stylebook” as a reference for all promotional communications. The AP Stylebook is generally accepted as the standard for communications publications throughout the world. It provides fundamental guidelines for spelling, language, punctuation, usage and journalistic style. The most current version of the AP Stylebook can be found at www.apstylebook.com and on reserve in the library.

This requirement does not extend to academic publications or academic-based literature, for which specific guidelines exist.

Following are some general writing guidelines as well as references specific to Union College.

WRITING STRATEGIES
- Text should be minimal, clear and concise to maximize readability
- Use active verbs that entice the reader rather than passive voice that weakens the message
- Avoid use of jargon or terminology understood by only certain groups
- Acronyms can be useful, but it is essential for the reader to understand what the acronym means
- Write direct sentences that do not need much punctuation
- Contractions are acceptable

COLLEGE NAME
All writing should utilize Union College or Union when referencing the college. Do not utilize UC, The U or other variations. It is acceptable to use “the college” or “the institution,” but only after referring to the full name of the institution.
HOW TO WRITE NAMES ASSOCIATED WITH UNION COLLEGE

For consistency across marketing mediums and ease of understanding, refer to this list of guidelines when writing about offices, buildings, landmarks, clubs and organizations.

- Use the complete and proper name.
- Capitalize when specific to Union College. It is okay on second and succeeding references to use “the department”, “the program”, “the club” or “the organization”
- Do not capitalize general initiatives or undertakings like “the undergraduate program”
- Acronyms can be useful, but it is essential for the reader to understand what the acronym means
- Do not abbreviate or shorten the names of buildings or landmarks
- Capitalize the proper names of buildings, including the word “building” if it is part of the proper name
- Do not capitalize the names of disciplines or fields of study, except for countries or languages
- Do not abbreviate or shorten the names of departments and offices, or clubs and organizations
- Clubs and organizations should be referred to by the official name registered with the Office of Student Development
- The proper name should be capitalized

EXAMPLES:
Union College’s Office of Academic Affairs
Office of Academic Affairs
The Center for Student Development
Sharp Academic Center
Weeks-Townsend Memorial Library
Edward H. Black Technology Center
Williamson Stadium
Union College Nursing Club
Appalachian Wilderness Club
Student Government Association (SGA)
PLEASE CONTACT THE OFFICE OF COLLEGE COMMUNICATIONS IF YOU HAVE ANY QUESTIONS AND FOR ALL OF YOUR DESIGN NEEDS!

Primary contact for approvals and questions concerning this manual:
Senior Director of Communications
Union College: Norton Hall
communications@unionky.edu
606.546.1230