Branding in Social Media

Insights and tips on how to use the Bradley brand in your accounts
Today’s Presenters

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Every time you stretch a font, somewhere, a designer cries.
The problem

When posts don’t capture the Bradley Voice, they can portray Bradley in a bad light.

We want to be sure that every social media post from our practitioners has the **feel**, **sound**, and **look** of Bradley.

**Does your post feel genuine or relatable?**

**Does your post sound like it uses Bradley’s Voice?**

**Is your post using quality photos and fonts, not distorting logos?**
The solution

By routinely using our guidelines, you can help us strengthen Bradley’s reputation.

We’d like you to do a Bradley Identity double-check on each post before you publish.
Part One: Bradley’s Audiences

**Students**
will meet new challenges and strive for excellence through innovative opportunities not found at other institutions.

**Alumni**
know their degrees are valued and realize the depth of their experience at Bradley; they feel connected to those who came before and after them.

**Staff and Faculty**
feel valued and engage with students and each other in an inclusive and supportive learning environment.

**Parents**
know their students will be prepared and part of a larger community.

**Others**
identify Bradley as a collaborative institution with clarity and purpose — training future achievers.
The Bradley Voice

**Community**
We are made up of diverse constituencies nurturing each other and working together for the greater good.

**Dynamic**
We are growing, changing and evolving to be better for the future while respecting and honoring the past.

**Genuine**
We are honest and direct.

**Respected**
We are an honored institution whose achievements are well known.

**Proud**
We enjoy seeing the results of our efforts portrayed in an accurate and respectful way.
Using the Bradley Voice as a Guide

Think of the Bradley Voice as a **stylistic filter or a starting place for your writing.**

- Not every audience should be addressed the same way.
- The five words (themselves are NOT REQUIRED in every post or graphic).
- Instead, they should serve as inspiration and be a reference for the tone of the post.
- All our brand efforts (including social media posts) should reflect at least one of these five words.
Bradley Editorial Guidelines

Have a question about how Bradley would handle a phrase or a word?

Visit the Editorial Guidelines page of our Identity website at bradley.edu/offices/marketing/identity/editorial-guidelines.

If a topic is not covered in this guide, please refer to The Associated Press Stylebook and Webster’s New World College Dictionary.

Anything not addressed in one of these three places should be directed to the Office of Marketing and Communications for assistance (omc@bradley.edu).
Bradley Social Media Guidelines

Have a question about how Bradley would handle a social media post or photo?

Visit the Editorial Guidelines page of our Identity website at bradley.edu/offices/marketing/identity/social-media-guidelines.

These guidelines are currently being reviewed and updated, but this is a good starting point. If your question isn’t presented, please contact Liz Gunty at elgunty@bradley.edu.
Part Two: Bradley Logos, Fonts, and Colors

You don’t always need a Bradley logo or sub-brand logo in your materials

- Sometimes a text reference to Bradley works best

If you DO use a Bradley logo or sub-brand logo, please use it correctly

- Extensive logo downloads and guidelines are at bradley.edu/identity
Bradley Logos

**Athletic**
Aggressive, defensive, strong, bold

**Academic**
Shield as a unifying element, scholarly, modern and strong
Bradley Academic Logo System

Flexible System
We developed a system of logos instead of a one-size-fits-all solution. This better accommodates web and social media usage, as well as many more print uses.
Bradley Academic Sub-brand Logo System

BRADLEY University
Alumni Association

BRADLEY University
Interactive Media Department
Slane College of Communications and Fine Arts

BRADLEY University
Office of Marketing and Communications

BRADLEY University
Office of Marketing and Communications
Two Line with Secondary
Bradley Logo for Social Media Accounts

**Standard Social Media Logo**
We ask that each social media account use the same logo icon for their profile pic.
Bradley Logo Color Setups

**Allowable Colors**

The preferred color theme for the Bradley logo is to have a red & white shield, and have the words ‘Bradley University’ in red. When you think of Bradley, you think ‘red.’

When that’s not possible, white is acceptable.

Black is only acceptable for low budget jobs, when that is the only ink color used.
Bradley Color Violations

**CORRECT**
- RGB: 165/0/0
- HTML: #a50000

**INCORRECT**
- CMYK build of Bradley Red exported as RGB: 227/23/62

Always manually convert your red to correct RGB values before saving art for output.
Bradley Logo: Common Misuses

- **NEVER distort the logo**
- **NEVER alter the logo**
- **NEVER use Bradley University without the shield**
- **NEVER alter the proportions**
- **NEVER alter the typography**
- **NEVER include college and department without Bradley University**
Bradley Logo: Common Misuses

- NEVER alter color placement
- NEVER skew the logo
- NEVER rearrange the components
- NEVER use unapproved colors
- NEVER alter or add graphics to the logo
- NEVER deviate from established sub-branding guidelines
Bradley Logo: Common Misuses

- NEVER use part of the logo.
- NEVER use athletic fonts with the institutional name.
- NEVER use effects or embellishments.
A Word about Fonts

Fonts are part of your visual tone
The Bradley academic logo uses the font Scala, with some customization. You can’t simply type it out ... that’s why it’s important to use our existing files.

For fonts that pair well with Scala or Scala Sans, we suggest the following, which can be downloaded for free at fonts.google.com:

- **Sphinx of black quartz.**
  - Scala

- **Sphinx of black quartz.**
  - Scala Sans

- **Sphinx of black quartz.**
  - Raleway

- **Sphinx of black quartz.**
  - Merriweather

- **Sphinx of black quartz.**
  - PT Serif

- **Sphinx of black quartz.**
  - Open Sans

- **Sphinx of black quartz.**
  - Source Sans
A Word about Fonts

Comic Sans is NEVER appropriate to use in Bradley social media posts, or any communications that originate from Bradley, including email signatures.
Part 3: What are the steps of a Bradley Identity double-check?

1. Use the Bradley Voice when writing copy
2. Fact-check data and make statistics relatable
3. Use graphics and fonts with the same tone as your words
1. Use the Bradley Voice When Writing Copy

- Think of 3 words that describe your department AND fit tonally with the Bradley Voice
  - Bradley magazine
    - Warm, conversational >> Genuine
    - Bold, playful >> Dynamic
    - Modern, fresh >> Dynamic
    - Sometimes serious >> Respected
- Tell stories of real people and how the news topic has personally affected them
- Engage with your audience
2. Fact-check Data and Be Relatable

- Accuracy is important
- Relate ‘hard’ data back to a meaningful story for your audience
- Make content digestible and relatable
  - Example: We reviewed over 3,000 fonts when redesigning the Bradley academic logo. That’s like asking every Bradley employee to suggest 2 fonts for us to consider.
3. Match Tone in Graphics and Fonts

- Use graphics: Posts with graphics get 2.3x more engagement (Facebook)
  - Don’t lock yourself into red & white only
  - Look at canva.com or creativemarket.com for inspiration or templates to purchase
- When using a Bradley logo, use it correctly according to guidelines at bradley.edu/identity.
  - If you have a question that isn’t listed, send an email to branding@bradley.edu
- Colors and fonts also add a visual tone to your graphics
  - Use fonts that resonate with your message
The team

If you have a question or need guidance, please visit bradley.edu/identity or contact us:

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Thank you for your attention.

Any more questions?
Social Media Reminders

- Save the Date: **April 10, 2019**  #BuildingBradley

- Have content planned for Winter Break
- Join the Practitioner Facebook Group
  - facebook.com/groups/bradleysocialmedia