

**Christine E. Lynn College of Nursing
Communication and Branding Guidelines**

**Effective Date:** August 2021
**Responsible Authority:** Assistant Dean of Strategic Affairs, Inclusivity and Community Engagement; Director, Academic Programs, and Communication Consultant

1. **Purpose of the Guidelines:** One of the goals of the College’s strategic plan is to enhance the external communication and marketing strategies to further engage the community, and build our national and international presence. To accomplish this, we must maintain consistent visuals and messaging with the public regarding who we are and how we present ourselves. As representatives of the College, it is important all adhere to the College’s and [University’s](https://www.fau.edu/publicaffairs/branding/visual-standards.php) communication and branding policies and procedures. Use of the College’s names and marks must be approved by the College and FAU’s Division of Public Affairs to ensure messages are conveyed with a unified voice, further strengthening the College and University brand.
2. **Applicability/Accountability:** These guidelines are applicable to faculty, staff and students of the College of Nursing.
3. **Introduction:** In 2020, the College underwent a rebranding process with FAU’s Division of Public Affairs that included a SWOT analysis, interviews with faculty and staff, and further research to help define the College’s identity and increase the College’s relevancy for a larger national and international presence. Results of this exercise led to brand positioning, defining what differentiates the Christine E. Lynn College of Nursing from other colleges of nursing, a new brand positioning statement and brand words that help define the College’s voice and tone, marketing goals and recommendations, and a design guide that include visual brand standards related to messaging, colors, fonts, graphics, secondary graphics and more. In addition, several new templates were designed by Public Affairs for College use. These branding guidelines will guide all College communication with the public moving forward. (Please see One Drive-> Nursing Drive->under Design Templates/Branding for rebranding materials and templates.)
4. **Procedures:** To ensure brand consistency, all advertising, press releases, graphic design work, and other communication projects should be coordinated with the College’s Assistant Dean of Strategic Affairs, Inclusivity and Community Engagement or communication designee. This will allow the Assistant Dean and communication designee to review and seek appropriate approvals from the Dean, Division of Public Affairs, other colleges or university divisions, community partners, etc.). Coordination with the College’s Assistant Dean of Strategic Affairs or communication designee will also allow the amplification of messaging or materials utilizing a variety of the College’s communication tools, such as social media, the newsletter, and other channels. Please utilize the Communication Request Form for all new projects and allow approximately 7-21 days for content development, graphic design and/or appropriate approvals. This timeline will differ based on the specific project.

The Division of Public Affairs has created several new templates as part of the rebranding process. (Please see One Drive-> Nursing Drive->under Design Templates/Branding for rebranding materials and templates.)

1. PowerPoint: A PowerPoint template was created to give you flexibility with the content and design of a PowerPoint. Use this template for all new PowerPoints and transfer old PowerPoints to this new template to ensure brand consistency. When utilizing this template, there are no final approvals needed; however, please share with the communication officer or their designee if you would like a final proofread.
2. Research Poster: A Research Poster template utilizing PowerPoint has been designed to help with the consistent formatting of research posters. Once content is created using the template, the Office of Nursing Research and Scholarship (ONRS) is available to review the research poster and can provide feedback. The poster will need to be approved by – the College faculty advisor and the College’s Assistant Dean of Strategic Affairs or communication designee – as well as the Division of Public Affairs, who will review the final formatting of the poster. Please utilize the Communication Request Form. If you would like feedback from ONRS, please allow 7 days for that review. Also, allow up to 7 days for Communications/Public Affairs approvals. After approvals, ONRS can help with ordering the poster for printing. Poster printing can take up to 14 days. From start to finish, the process can take 4 weeks to complete.
3. Flyer (Editable): An editable Flyer template utilizing PowerPoint was designed to assist with quick turnaround projects. Once content is created using the template, the editable flyer will require approvals from the College’s Assistant Dean of Strategic Affairs or communication designee, as well as the Division of Public Affairs, who will review the final formatting of the flyer. Please utilize the Communication Request Form and allow up to 3 business days for all reviews and approvals.
4. Flyer (Creative Services): A Flyer template was created for Creative Services/Public Affairs to utilize for designs with a shorter turnaround notice of 7+ days. The Creative Services flyer will require approvals from the College’s Assistant Dean of Strategic Affairs or communication designee, as well as the Division of Public Affairs, who will finalize the design of the flyer. Please utilize the Communication Request Form and allow up to 7 business days for all reviews and approvals, and design.
5. Video: A College video was designed to assist with upcoming community outreach and marketing efforts. Please utilize this video for events, promotional materials, such as PowerPoints, and other marketing needs. This video should not be altered. Link: <https://www.youtube.com/watch?v=Zb6EEuQ9u84>.
6. The College’s Assistant Dean of Strategic Affairs or communication designee continues to work with the Division of Public Affairs on the creation and coordination of press releases, advertising, graphic design work, photography, videography and more. If you would like to discuss a new project, please contact the Assistant Dean or communication designee.
7. Media Requests: All requests for media interviews should be referred to the College’s Assistant Dean of Strategic Affairs or communication designee who will help coordinate interviews with reporters, faculty, staff and/or students with the assistance of the Division of Public Affairs. If reporters are seeking information related to a faculty member’s area of academic/professional expertise, faculty are encouraged to seek assistance from the College’s Assistant Dean or communication designee before providing a response. For additional details on the University’s media relations guidelines, including how to draft and disseminate information as a private citizen and not on behalf of the College, please refer to [FAU Media Relations Policies](https://www.fau.edu/publicaffairs/media-relations/policies.php).
8. **Location of Guidelines on Website**: <https://nursing.fau.edu/faculty-staff/forms/>
9. **Form(s):** Communication Request Formlocated at end of guidelines.

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**FAU College of Nursing Communication Request Form**

Requestor (Person Authorized to Sign Off on Final Project):

Dept:

Email:

Phone Number:

Project Title:

Event Date, if Applicable:

Description:

Additional Information (Size, Quantity, Etc.):

Deadline:

What Original Materials Are You Providing Us:

Attachments:

