**Campus Life 2021 Marketing Resources**

**WashU Resources**

Public Affairs is the central repository for WashU’s [branding guidelines](https://publicaffairs.wustl.edu/resources/branding-logo-toolkit/strategy-messaging/), [logos](https://publicaffairs.wustl.edu/resources/branding-logo-toolkit/washu-logo-guidelines/), [merchandising requirements](https://publicaffairs.wustl.edu/resources/licensing-branded-merchandise/), etc.

<https://publicaffairs.wustl.edu/resources/>

**Student Affairs/Campus Life Resources**

The Harvey Media Center has logos, headshots, event photos, and graphic designs for most Student Affairs Departments collected in WUSTL Box, including [Campus Life’s resources](https://wustl.box.com/s/xal3a0vt90ydeh5smqur0odax9fm5pqd).

Campus Life has two logo sets; the [formal set](https://wustl.box.com/s/whbe3pj3566qc3ye0iggxmilh0kvjtp6) based on this design:



And the [informal set](https://wustl.box.com/s/sq0xjm2zt3ldv2pkrkrb9lp0kvn5j48d) based on this design:



Use of the formal set should comply with University branding guidelines; use of the informal set should comply with [Campus Life style guidelines](https://wustl.box.com/s/p8eiss1ygut3it3eaennoxbhoq65s8wz).

Marketing avenues for Campus Life include:

* Our department newsletter, which goes out to about 3,100 people every other week.
* Our socials, including Instagram and Facebook (DUC and Campus Life pages)
* DUCTV, the information displays in the DUC, which we own and I manage
* ResLife digital displays, information displays in every residence hall, which ResLife owns and we manage
* Website
* WUGO
* Printed materials for
	+ DUC table tents
	+ Posters/Flyers for bulletin boards
	+ Banners over Tisch Commons
	+ Oak Walk banners

[HMC Resources](https://mediacenter.wustl.edu/)

* Video production
	+ Including livestreaming to YouTube/Zoom/Facebook etc.
* Photography
	+ Headshots for professional and student staff
	+ Event photography
	+ Marketing/stock photography
* Graphic design
	+ Logos
	+ Layouts
	+ Themed artwork

Canva

[Canva.com](https://www.canva.com/) is a web-based design tool for which the Division has purchased licenses for staff.

Username: ducstudent@gmail.com

Password: Robwild44!

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