**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:

Text

Description automatically generated with medium confidence

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

Shape

Description automatically generated with medium confidence

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](mailto:ducstudent@gmail.com)

Password: Robwild44!

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