UNIVERSITY OF NEBRASKA AT OMAHA
OFFICE OF STRATEGIC MARKETING AND COMMUNICATIONS

UNO COMMUNICATORS TOOLKIT

GRAPHICS CREATION

OVERVIEW

1. COMMON UNO IMAGE SIZES

MavDaily/Bullseye article
1200 pixels wide by 800 pixels tall

Email header
600 pixels wide with no limit on height

Web page (Cascade) hero
1920 pixels wide by 850 pixels tall

Localist Event Calendar Images
947 pixels wide by 557 pixels tall

NOTE: Localist graphics have no "safe area," and any part of the image may be covered or cut off depending on a user's viewing circumstances. Because of this limitation, MarComm often will avoid using any text in a Localist graphic.

Campus Digital Signs
Most signs on campus use 1920 pixels wide by 1080 pixels tall, but this can vary.

Social Media
For a majority of social media post graphics, MarComm uses a square 1080x1080.
Image sizes (and safe areas) for social media graphics are extremely varied and change
often, we suggest keeping track of these trends through your own research.

2. RESIZING/CROPPING IMAGES FOR WEB: ADOBE PHOTOSHOP

Images often need to be correctly formatted before they can be uploaded to the UNO website.
Resizing and cropping with Photoshop is covered extensively on YouTube, but this video from PHLEARN
is a great primer if you're unfamiliar with resizing and cropping in Photoshop.

3. ADOBE CREATIVE CLOUD ACCESS

Your university email address gives you access to Adobe Creative Cloud software for free. Log in to adobe.com using your primary university email address. If prompted, select "Company or School account," and it will redirect to your campus single sign-on system.

4. PHOTOSHELTER ACCESS

Photos taken by the MarComm Multimedia Team are available to lead campus communicators, faculty, and staff in the UNO Photo and Video Archive on PhotoShelter. Using assets from Photoshelter is an effective way to add visual interest to your graphics in a way that visually connects to UNO.

Request Access

Lead communicators, faculty, and staff from each campus unit may request access to the UNO archive by emailing unophotos@unomaha.edu.

The following should be considered when using these photos:

Photos found in the UNO archive are considered approved for campus use. Individuals or groups appearing in these photos have signed release forms as required.

All photos taken for university use by faculty, staff, students, or third-party photographers must be electronically sent to MarComm at unophotos@unomaha.edu to be added to UNO's PhotoShelter photo-sharing site for campus and/or unit use.

Photos and videos in the UNO Archive are for UNO purposes only.

Photo & Video Questions

For questions about photography and videography guidelines, requesting multimedia assistance, photo release forms, headshots, or any other photo and video needs, please visit the UNO Photo and Video web page.

5. MARQ ACCESS

MarComm provides campus partners access to Marq online design templates to create UNO-branded communications materials. UNO logos, colors, fonts and other assets are pre-loaded.

Anyone creating UNO branded materials should be familiar with the UNO Brand Guide to ensure all guidelines are being met.

Marq Templates

1. Choose from a variety of ready-made, UNO-branded templates from posters to digital signs to social media graphics and more, to meet whatever communications need you may have.

2. UNO-branded means all official logos, fonts, colors, and disclaimer statements are already included to ensure your items are properly in brand from start to finish. You also have the flexibility to add your own typesettings and photos or illustrations to customize for your specific needs.

3. Each item you create can be exported to fit your needs:

   a. Save a PNG or JPEG to use on digital formats such as the UNO website, the Maverick Daily/Bullseye newsletter, or social media.

b.   Save a PDF to use on printed items such as posters, fliers, etc... and send to <u>authorized printers</u> for final production.

c.   Use this guide for making Marq <u>screen reader accessible</u> PDFs for the visually impaired.

Request Access

Each campus unit has a designated Marq account license that can be accessed through a general email address and password. You cannot log in to Marq with a personalized email address.

1.   Please contact your college communicator or department lead to request access to your unit's shared account.

2.   If you're unsure about who your Marq account lead is, please contact MarComm at <u>marcomm@unomaha.edu</u>.

Marq Training Resources

Marq is extremely easy to use and very intuitive. Many have compared it to using PowerPoint, but if you have any questions along the way these resources can help.

1.   This <u>Quick Start Guide</u> that is a great reference to help you navigate the UNO Marq website and familiarize yourself with the menus and tools.

2.   For a little more in-depth training and specific questions, Marq offers a number of <u>tutorials</u> and free <u>video user courses</u>, as well as a robust Help Center.

3.   For general questions about Marq, visit the <u>Marq FAQ page</u>.

6. UNO BRAND REVIEW

MarComm offers a quick review of any communications and marketing materials you create to ensure it meets the <u>UNO Brand Guidelines</u>. We check for things like correct use of logos, colors, fonts, legal copy, etc. to prevent any problems that could come up in the future. Materials can be sent to <u>brandreview@unomaha.edu</u>, and one of the graphic designers from the Creative Services team will typically respond within 24hrs.

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Connect with MarComm

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