



UNO COMMUNICATORS TOOLKIT

MARCOMM RESOURCE GUIDE

The Office of Strategic Marketing and Communications (MarComm) has created this resource guide for campus communicators to have quick access to training resources, tools, brand assets, and more.

OVERVIEW

1. [Tools and Training Resources](#)
2. [Branding and Templates](#)
3. [Start Your Project Request Form](#)

1. TOOLS AND TRAINING RESOURCES

MarComm provides several [training opportunities](#) for campus communicators:

Cascade CMS (Website)

Cascade CMS is the university's content management system (CMS), that allows web content contributors to maintain, track changes, and analyze content.

1. **Cascade/CMS Training**
 - a. [Cascade CMS training](#) is offered through the Bridge LMS portal.
2. **Web Leads/Approvers**
 - a. The communication specialist for each college or unit is the designated Web Lead and approver for other Cascade users within the unit.
 - b. If you need help answering questions, here are some resources to consult:
 - i. [Cascade CMS Tutorials](#)
 - ii. If you or your colleagues get stuck and need help with a website update, complete and submit a [Project Request Form](#) and the MarComm Digital Communications Team can assist. The Digital Communications Team is the go-to for all things website-related and has [governance](#) over the entire website.
3. **Content Contributors**
 - a. If you will be responsible for updating your web pages, you must complete training in Cascade before access will be granted and any edits can be made.
 - b. Content Contributors must know the accessibility standards of the university and understand the accessibility features in Cascade to ensure your web pages are in compliance with requirements.

Marq (Design Templates)

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.

1. Marq Templates

- a. 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.
- b. [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.
- c. Each item you create can be exported to fit your needs:
 - i. Save a PNG or JPEG to use on digital formats such as the UNO website, the Maverick Daily/Bullseye newsletter, or social media.
 - ii. Save a PDF to use on printed items such as posters, fliers, etc... and send to [authorized printers](#) for final production.
 - iii. Use this guide for making Marq [screen reader accessible](#) PDFs for the visually impaired.

2. Marq Access

- a. 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.
- b. Please contact your college communicator or department lead to request access to your unit's shared account.
- c. If you're unsure about who your Marq account lead is, please contact MarComm at marcomm@unomaha.edu.

3. Marq Training

- a. 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.
- b. This [Quick Start Guide](#) that is a great reference to help you navigate the UNO Marq website and familiarize yourself with the menus and tools.
- c. For a little more in-depth training and specific questions, Marq offers a number of [tutorials](#) and free [video user courses](#), as well as a robust Help Center.
- d. For general questions about Marq, visit the [Marq FAQ page](#).

Localist (Event Calendar)

Localist is UNO's campuswide event calendar.

1. Localist Training

- a. [Localist](#) training documentation is provided when requested.

2. Event Promotion

- a. Localist feeds the college or department-specific calendars located on the Localist platform and on the respective web pages.
- b. Campus events that are added to Localist will have primary consideration for promotion through UNO channels like email newsletters and social media.

Email Newsletters

Want your news item or event promoted to the campus community? Here's what you need to know about submission guidelines for possible inclusion in the Bullseye (for students) and the Maverick Daily (for faculty/staff).

1. Bullseye

- a. This newsletter is sent to students on a weekly basis.

2. Maverick Daily

- a. Staff and faculty receive this newsletter Monday-Friday.

3. Submission Guidelines

- a. Plan ahead to submit your news and events for consideration. Submissions do not guarantee inclusion.
- b. Familiarize yourself with the [Email Newsletters](#) submission guidelines. You must submit the information in the required format.
- c. Campus events that are added to Localist prior to submission will have primary consideration for promotion in UNO email newsletters.
- d. Complete the [Maverick Daily and Bullseye Submission Form](#) at least four weeks in advance of the first desired publication date, not the event/deadline date.

HubSpot (Email/Social Management)

HubSpot is UNO's official tool for the implementation, management, and delivery of email marketing, social media, and live chat across campus.

1. HubSpot Training

- a. [HubSpot Training](#) is offered live once per month. Live chat and list management training is offered as-needed only.

2. Email Newsletter

- a. Need to send your own college or department newsletter? Event email? While you could use Outlook, it is often more efficient and more professional to use an email marketing platform.
- b. The MarComm Digital Communications Team is the HubSpot admin.

3. Social Media

- a. Online communication through social media and social networking platforms are powerful communication and community-building tools.
- b. If you want to create a new social media account, you must first gain approval from the

MarComm Editorial Team in accordance with the [official UNO Social Media policy](#).

A request may be emailed to socialmedia@unomaha.edu.

- c. Posting to new or existing accounts may be done through individual social media platforms or through HubSpot. Training is required for HubSpot access.

Campus Digital Signs

The overarching campus digital signage strategy is managed by MarComm, including the management of the campuswide playlist. Many digital signs on campus will show their building's entire playlist(s), then show one item from the campus playlist, followed by the building's entire playlist(s) again, then the next item from the campus playlist, and so on.

1. Each area has its own requirements for what can and cannot be promoted on the signs and the building playlist(s).
2. To inquire about adding a sign to your building's playlist, please contact the MarComm Senior Content Integration Manager at marcomm@unomaha.edu to get connected with the appropriate individual.
3. The content for digital signs within a campus building is largely managed by a representative of the college or department.

Interview/Media training

MarComm's Editorial and Media Relations team shares UNO's story locally, nationally, and around the globe. There are opportunities to share newsworthy campus stories with media, facilitate faculty engagement with media, and connect faculty with national and international audiences through The Conversation.

1. Sharing UNO Stories
 - a. If campus research or news would appeal to a broader audience outside UNO, there may be opportunities for MarComm to share with media locally, statewide, and/or nationally.
 - b. [Submit a project request](#) to inquire about potential news release opportunities at least two weeks in advance of the desired publication date, not the event/deadline date.
 - c. See our [newsworthiness criteria](#) to get a sense of what stories we're looking to share.
2. Interviews with Media
 - a. UNO's Editorial and Media Relations team often receives requests from media for interviews with subject matter experts on a wide variety of topics.
 - b. Reporters typically contact MarComm to request interviews, but also may contact faculty and staff directly.
 - i. If contacted directly by media, faculty and staff are asked to contact the MarComm Editorial and Media Relations staff through unonews@unomaha.edu and await instruction before interacting further with reporters and/or news outlets.
 - c. Interview and media training is available, typically even at a moment's notice. Contact unonews@unomaha.edu to request media training, and we'll do all we can to help ensure that your next interview will be a success!

2. BRANDING AND TEMPLATES

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

5 Required Elements

There are [5 brand elements](#) that are required on all communications pieces.

1. The University Logo
2. The O icon
3. Disclaimers Statements
 - a. Non-discrimination Statement (all communications materials)
 - b. Accessibility Statements (all communications materials for events, in-hand prior to event)
 - c. Photography Statement (all communications materials for events where photos will be taken and used for marketing)
4. URW Grotesk Typeface
5. UNO Writing Style Guide

Creative Assets

1. Official Marks and Logos

- a. All official UNO marks and logos are available for download on the [UNO Logos](#) webpage. Please familiarize yourself with usage guidelines in the UNO brand guide.

2. URW Grotesk Font

- a. URW Grotesk is the official UNO brand font and a required element on branded materials.
- b. If you are or someone within your department is new to UNO and will be creating branded materials, and needs access to the official UNO typeface, a font license must be requested through our [Project Request Form](#).
- c. Other weights and variations within the URW Grotesk type family are also permitted (e.g. Narrow, Condensed, Wide, etc.), but are not provided as part of the university's license and must be purchased independently. To browse the complete URW Grotesk suite, visit myfonts.com/fonts/urw/grotesk.
- d. The university's font license is limited to UNO employees only. Any vendors creating communications materials on behalf of UNO are encouraged to purchase a font license to complete their work.

3. Writing Style Guide

- a. UNO follows the AP Style Guide for writing, however there are some exceptions that are unique to UNO. The [UNO Writing Style Guide](#) contains information to assist you when writing content for publications.

4. PhotoShelter

- a. Photos taken by the MarComm are available to lead campus communicators, faculty, and staff in the UNO Photo and Video Archive on PhotoShelter.

- b. Request Access: Lead communicators, faculty, and staff from each campus unit may request access to the UNO archive by emailing unophotos@unomaha.edu.
- c. The following should be considered when using these photos:
 - i. 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.
 - ii. 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.
 - iii. Photos and videos in the UNO Archive are for UNO purposes only.
- d. 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.

Design Templates

1. Marq for UNO Design Templates

- a. The university currently has a limited number of licenses available, so we've assigned accounts based on units rather than individuals.
- b. The communication specialist for each college or unit is the designated account lead. The lead manages who has access within each unit and will provide the username and shareable password for that account.
- c. Request Access: Lead communicators, faculty, and staff from each campus unit may request access to the UNO archive by emailing unomarketing@unomaha.edu.

2. Basic Templates for General Materials

- a. Basic design templates for Powerpoint, general documents, stationery, etc. are available on the [UNO-Branded Templates](#) website.

3. UNO Typesettings Templates

- a. The [typesettings](#) were established to give each unit on campus the ability to promote themselves while maintaining the consistency of the UNO brand across all communications.
- b. MarComm can assist with creating typesettings for any unit on campus by submitting a request through our [Project Request Form](#).
- c. MarComm will provide you a suite of configurations, colors, and file types. You are encouraged to download these files and share with your team on your own file system. MarComm will keep a permanent copy of your typesetting files in our own library.

Vendors - Print and Merchandise

1. [UNO Bookstore](#) – Milo Bail Student Center
 - a. For merchandise and promotional items.
 - b. Contact: Amber Dib | 402.554.5969 | adib@unomaha.edu

2. [Creative Production Lab](#) – Criss Library
 - a. For Large Format Printing and Scanning
 - b. Contact: 402.554.2542 | unolibrarycpl@unomaha.edu
3. [UNO-UNMC Printing Services](#)
 - a. For printing business cards, stationery, brochures, and other communication materials.
 - b. Contact: Tara Witte | 402.559.4282 | tara.witte@unmc.edu

3. START YOUR PROJECT REQUEST FORM

MarComm provides services to the university community, including design, photography, marketing, and website assistance.

Request Form

If you have a request involving multiple creative units (such as design, editorial, marketing, media, web, etc.) or aren't sure where to start, visit the [Start Your Project Request Form](#) to submit a request for assistance.

Timelines

Project requests will be handled based on priority and current project workload. When seeking assistance from MarComm, it's important to plan ahead and submit requests early to get into the project queue.

- Major Projects and Initiatives (involving multiple MarComm units): 2 to 4 months
- Major Website Projects (refresh, redesign, restructuring) and site enhancements, completion time based on project details and resources: 2 weeks to 4 months turnaround based on current workload
- Design Update or Reprint: A minimum of 2 weeks for an initial proof, a minimum of 1 week for revisions and approvals, and 2 weeks for printing and delivery
- Typesetting: A minimum of 1 to 3 days for a full typesetting suite
- Font Request: A minimum of 1 to 3 days for a font installation
- Short URLs: 1-week turnaround
- QR code creation and HubSpot lists: 3 days turnaround
- Website Content Updates, HubSpot Troubleshooting, and Localist Help: 1-3 weeks turnaround depending on the complexity
- Website Consultation (email best practices, SEO, accessibility guidelines, etc.): based on current workload
- Website Report requests: 1-week turnaround



Connect with MarComm

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