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CLARK ATLANTA UNIVERSITY

One Exceptional University.
One Exceptional Brand.

Visual Identity, Brand and
Communications Guidelines
for Clark Atlanta University

Letter from President
George T. French, Jr., Ph.D.

One Exceptional University

Dear Esteemed CAU Community,

With immense pride and excitement, I introduce our new Clark Atlanta University Visual Identity, Brand Guidelines, and Communications Policies. These guidelines honor and reflect our rich heritage and history as "One Exceptional University." Our brand transcends mere visual representation; it embodies the core values and enduring legacy that have shaped our institution into the beacon of excellence it is today.

Founded in 1869, Clark College emerged as a beacon of resilience and hope, providing essential educational opportunities in a critical time. This legacy empowered countless individuals to pursue their dreams. In 1865, Atlanta University distinguished itself as the first institution to award advanced degrees to African Americans, transforming lives and playing a pivotal role in the broader movement for education and equality.

As we engage with the world, it is paramount that we tell and protect the CAU story with pride and excellence. Presenting a consistent and powerful brand not only reinforces our commitment to excellence but also illuminates the transformative mission that defines Clark Atlanta University. Our unique story, marked by trailblazing achievements, gives us an unparalleled foundation from which to inspire future generations.

Together, let us celebrate our illustrious legacy and continue to forge a future that pays homage to the traditions that make us truly exceptional. Your dedication to our shared mission is what propels us forward, and I am grateful for your unwavering commitment.

Thank you for being an integral part of our journey.

Yours In Service,

George T. French, Jr., Ph.D.
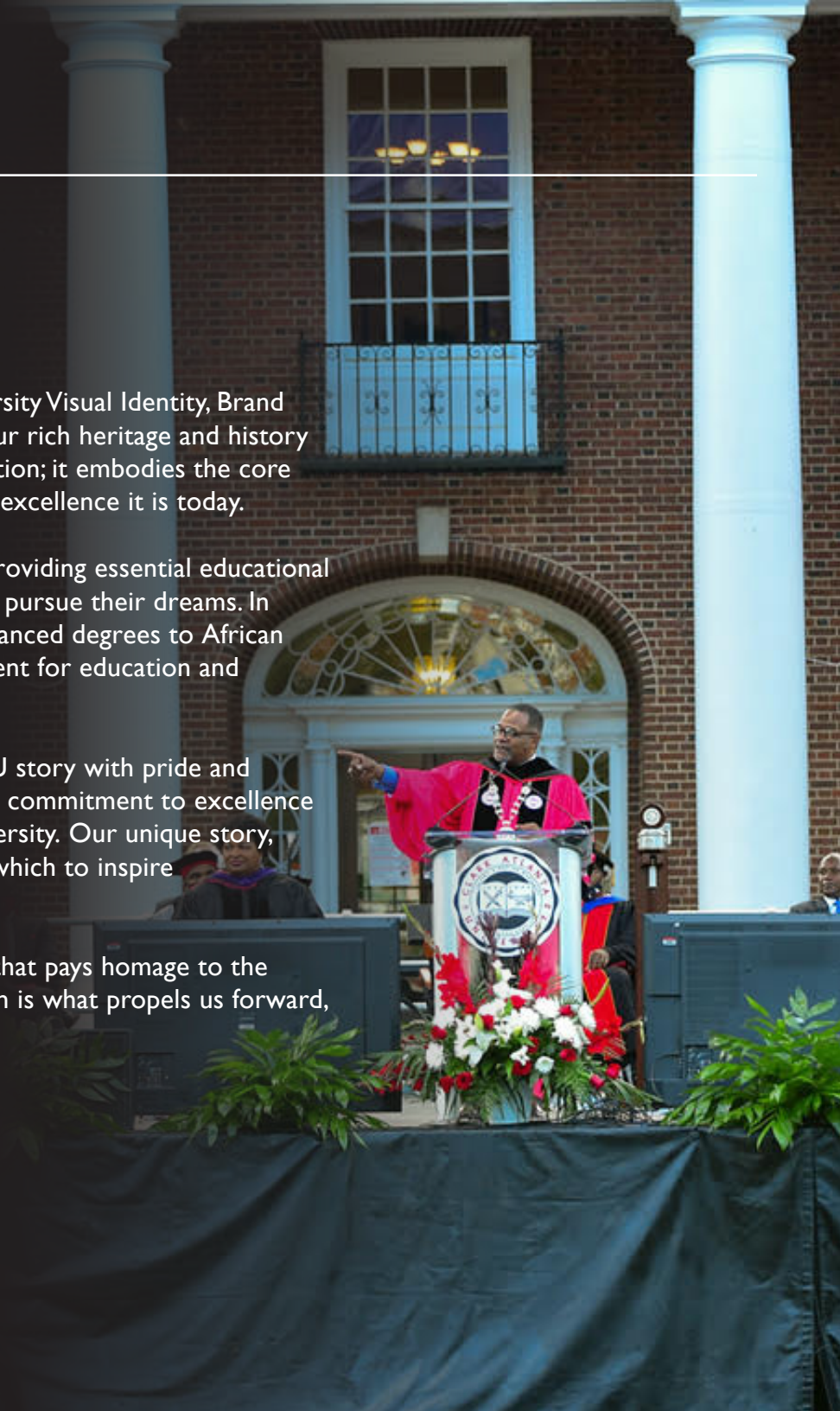
Letter from AVP
Cecilia Cheeks
From the Office of Marketing and Communications

One Exceptional Brand.

Dear CAU Community,

I am delighted to introduce the all-new Clark Atlanta University Visual Identity, Brand Guidelines and Communications Policies, a vital resource that not only guides our communications but also presents CAU's "One Exceptional Brand." This brand encapsulates the rich legacy of our two parent institutions— Clark College and Atlanta University—each of which has paved its own path in history.

These guidelines serve to honor the distinct yet intertwined narratives that shape our identity. They emphasize the importance of presenting a unified image that commands respect and recognition, reflecting our commitment to excellence and innovation.

In these guidelines, you can expect to find comprehensive insights into our visual identity, including logo usage, color palettes, and typography. Additionally, there are sections dedicated to effective storytelling, which will help us communicate our mission and values authentically.

As we move forward, I encourage each of you to embrace these guidelines. By doing so, we honor the trailblazing pasts of both institutions and strengthen the legacy we continue to build together. Let us work collaboratively to ensure that our brand resonates with the pride and heritage that define Clark Atlanta University.

Thank you for your dedication to our mission and for helping us present our exceptional brand to the world.

With Panther Pride,

Cecilia D Cheeks

Cecilia Cheeks, MBA (CAU MBA '08)

Brand Identity Guidelines

Purpose of Marketing
& Branding

Branding is a cornerstone of success for any organization, transcending mere logos and color schemes. Effective branding captures and conveys our identity, shaping perceptions and fostering loyalty among students, faculty, alumni, and the broader community.

At the heart of Clark Atlanta University's brand is our rich history, marked by the consolidation of two pioneering institutions: Atlanta University and Clark College. Established in 1865 by the American Missionary Association, Atlanta University was the nation's first institution to award graduate degrees to African Americans. Just four years later, in 1869, Clark College emerged as the first four-year liberal arts college aimed primarily at serving African American students. Today, with nearly 4,000 enrolled students, CAU stands as the largest institution in the Atlanta University Center Consortium and the largest among the 37-member United Negro College Fund (UNCF) institutions.

This legacy of excellence and commitment to transformative education underpins our brand, reflecting our dedication to academic rigor, innovation, and social responsibility.

The Importance of
Brand Identity

1. RECOGNITION AND TRUST

A robust brand fosters recognition and trust, establishing a lasting impression. Our consistent messaging and visual identity enable stakeholders to easily identify and connect with Clark Atlanta University, cultivating a loyal community of students, alumni, and supporters.

2. DIFFERENTIATION

In a competitive educational landscape, a well-defined brand sets us apart. Our unique history, values, and commitment to excellence distinguish us from other institutions. By effectively communicating our brand, we highlight what makes Clark Atlanta University a premier choice for higher education.

3. EMOTIONAL CONNECTION

Branding transcends mere facts and figures; it's about creating emotional connections. Our mission to empower students through transformative education resonates deeply within our community, fostering loyalty and encouraging stakeholders to advocate for the University.

4. GUIDING PRINCIPLES

Our brand identity serves as a guiding principle for all communications and marketing efforts. Every piece of content—be it social media posts or official publications—should authentically reflect our values and mission, reinforcing our brand and ensuring that all messaging aligns with our strategic goals.

5. LEGACY AND FUTURE

With over 150 years of history, our brand embodies a legacy of excellence and transformation. As we look to the future, our branding will evolve while remaining anchored in our core values. This balance of tradition and innovation is crucial for sustaining our mission and expanding our reach.

Implementation of
Brand Identity

To effectively uphold and promote the Clark Atlanta University brand, it is essential to adhere to the following guidelines:

VISUAL IDENTITY

All visual elements—logos, colors, and typography—must align with our established brand guidelines. Consistency in visual representation is vital for reinforcing brand recognition.

MESSAGING AND TONE

A consistent tone and messaging should be maintained across all platforms. Whether through formal announcements or social media engagement, the voice of Clark Atlanta University must reflect our commitment to excellence, inclusivity, and community.

ENGAGEMENT AND COMMUNITY BUILDING

Actively engage with our audience through various channels, including social media, newsletters, and community events. Building relationships with stakeholders fosters a sense of belonging and loyalty to the University.

FEEDBACK AND ADAPTATION

Regularly seek feedback from students, faculty, and alumni to gauge their perceptions of the brand. This information should be used to adapt and refine branding efforts, ensuring they remain relevant and resonant.

The Clark Atlanta University brand matters because it represents more than just an educational institution; it embodies a legacy of transformative higher education that has impacted countless lives. By adhering to these brand identity guidelines, we can effectively communicate our mission, build lasting relationships, and continue to inspire future generations of leaders. Together, we will advance our commitment to excellence and innovation, ensuring that Clark Atlanta University remains a beacon of hope and opportunity for all.

How to Use
This Manual

This manual provides comprehensive guidelines for maintaining a unified brand identity as we communicate with diverse audiences. It is crucial that all departments and divisions of Clark Atlanta University adhere to these publication guidelines for both printed and digital communications.

Why These Guidelines Matter

These guidelines help the CAU community project a unified image that reflects the greatness of our University. The manual covers essential areas, including:

- Graphic & Visual Elements (logos, fonts, colors, etc.)
- Digital Media: Social Media
- Digital Media: Web
- Photography/Imagery
- Editorial Style Guide
- Earned Media Guide (PR)
- Other Related Areas
- Event Planning & Announcement Guide

Graphic & Visual Elements

University Seal

The Official Seal of the University, approved by the Board of Trustees, is the official symbol that reflects the vested image and authority granted to Clark Atlanta University by Charter, and is under the care of the Executive Director University History, Traditions and Ceremonials, who is the keeper of the seal.

The University seal is reserved for use on official university (legal) documents, official university ceremonies and official (legal) cabinet-level correspondence and is strictly prohibited without advance approval from one of three offices: the Office of the President, the Office of the Provost or the Office of Marketing and Communications.

Full color   Black/White   Grey/White

University Logos

The Clark Atlanta logo communicates the character and reputation of the university. It creates immediate and positive recognition. The university has several variations of the signature logos to meet different design needs.

MASTER LOGO

The master logo, the official logo of Clark Atlanta University, is the common thread through university communication. The logo is a registered trademark protected by federal law. Deliberate, consistent use and placement of the logo establish the university's name and reputation and create immediate and positive recognition.

The master stacked logo is the primary logo and should be used whenever possible. The CAU combined letter mark is an abstract representation of the letters C, A, and U, but the function of this mark is that it can be read as the school's initials, but is also a strong visual symbol that is easily recognized, remembered and associated with Clark Atlanta University.

REMEMBER:

Do not modify the logo to fit a design idea. Modify the idea to fit the logo.

DON'T

Create your own logo. If you don't have a correct logo, don't make one yourself. Request a logo from the Marketing and Creative Services manager.

Never manipulate the logo. Do not change the type, the colors or the structure. Do not redraw, distort or add anything to the logo.

FULL (2) COLOR & SOLID COLOR

BLACK & WHITE SOLID

Type Fonts

Clark Atlanta University's principal fonts are Baskerville (serif font) and Gill Sans (san serif). All logo formats and versions have the fonts converted to outline.

Baskerville

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890

Gill Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890

THE ELEMENTS OF THE LOGO

Symbol: The CAU combination represent the initials of Clark Atlanta University.

Logotype: The specially set type style for Clark Atlanta University should never be altered or replaced with another typeface.

Official Color Palette Use:

2/C: PMS 2347 C and black
1/C: Black only on solid background (preferred)
1/C: White only (reversed) on solid background (preferred)

PMS 2347 C (red)
C-15
M-100
Y-91
K-5
#C8102E

Black
C-75
M-68
Y-67
K-90
#000000

PMS 415 (grey)
C-53
M-45
Y-45
K-9
#7D7C7B

CAU Athletics Logos & Marks

The University's Athletics Department manages the use of the institution's athletic logos. Permission to use athletic logos, and approval to publish them as part of any document must be secured from the Office of the Sports Information Director, 404-880-8123.

Digital Media Guide
(Social & Web)

DIGITAL MEDIA GUIDELINES:

Clark Atlanta University understands how important and valuable it is to effectively communicate with CAU audiences using social media.
The University also understands that when using social media, you essentially have two identities – both as yourself and as a representative of the organization to which you are a member. The University's social media guidelines are designed to direct students, employees, alumni or affiliates in managing their online presence and interacting with a social media platform that is officially affiliated with CAU. A social media platform officially affiliated with CAU is defined as:

- The official social media platforms that the University uses to interact with the public, current and potential students, faculty, staff and alumni of CAU
- A social media platform established and maintained by an entity (i.e., college, school, unit, department, office, organization, etc.) of the University for interaction with the public, students, faculty and staff of CAU
- A social media platform established and maintained by a student organization or similar entity of the University used for interaction with the public, students, faculty, staff and alumni of CAU

Note: Personal social media pages that include references to the University or links to groups affiliated with the University are NOT considered " officially affiliated" for the purposes of these guidelines. However, the University name and logo must not be used for setting up personal pages. Faculty, staff and students are encouraged to follow these guidelines both when managing and interacting with the various types of social media platforms. "Managing," in this case, means that you are creating content for the platform and administering it completely. "Interacting," in this case, means that you are not the administrator of the platform but choose to in some way interact with it.

Clark Atlanta University expects each member of the community to use the institution's information technology resources responsibly, ethically and in compliance with CAU Policy, relevant laws and all contractual obligations to third parties.

Social networks and other online media are great tools for engagement and two-way communication. These guidelines will provide the tools to speak effectively through social media on behalf of the University and its schools, colleges, departments and offices. It is also important to note that this will be a living document, which will reflect Clark Atlanta University's current needs and adjust to future changes in social media.

Note: Anyone misusing the University's name, logo or identity on social media may be subject to legal action. Therefore, existing legal remedies and University policies are enforced when CAU employees use social media improperly.

WHO THESE GUIDELINES COVER

These guidelines are designed for CAU staff, faculty, students and direct support organizations (DSO) who are authorized to outreach on behalf of the University through digital media channels. These include, but are not limited to, channels for schools, colleges, departments, programs and offices at CAU. Websites and all social media channels, portals, and networks virtual worlds and other media yet to be developed in a dynamic communications field that uses the University's name and likeness.

These guidelines only apply to those individuals when they are posting on such official sites and/or when they otherwise speak as an authorized representative of the University, including all employees, students, affiliates or contractors. It does not apply to other social media communications and postings that such individuals may make on personal social media sites so long as such communications do not indicate that the individual is representing or speaking on behalf of CAU.

REASONS FOR THESE GUIDELINES

This policy is to provide authorized representatives of the University requirements for using the web including social media to communicate about CAU and to clarify work-related and personal uses of social media. These guidelines are not intended to limit or restrict academic freedom or freedom of speech.

AUTHORIZED SOCIAL MEDIA COMMUNICATIONS

All University colleges, schools, departments, divisions, centers, institutes and offices must follow the following three steps when managing or requesting social media accounts.

Step 1 – Common Goals

Review the University's strategic plan and make sure your current or desired social media account will support the plan. In addition, identify if a separate social media presence is necessary and beneficial and adds value for users visiting or engaging with the account(s). The social media account must be approved by the dean or unit head of your college, school, department, division or office first and ultimately by the Office of Marketing and Communications. Note that social media is an external engagement and marketing tool. It is not a platform for internal communications to be shared or an intranet. Failure to properly use social media in this manner can result in termination of your account. Next, identify a manager for your social media presence. All colleges, schools, departments, divisions and offices must have at least one dedicated employee whose job responsibilities include managing the daily operation of the account to ensure it is aligned with the University's strategic goals and it remains active. This individual should also identify back-up staff with account access.

Step 2 – Submit a Communications Request Form

Before creating a social media account at Clark Atlanta University, fill out the Communications Request Form. A meeting will be scheduled with the Office of Marketing and Communications to discuss how the goals of the requested social media account align with the University's strategic priorities as well as the University's social media strategy, messaging and best practices. All official social media accounts (and related login information) at Clark Atlanta University, along with the name and contact information for the social media account manager, must be supplied to the Office of Marketing and Communications within three (3) days of creating a new account or reading these guidelines for existing accounts.

Only post on behalf of CAU in an official capacity where you have been explicitly authorized to do so. Furthermore, only create an account in the name of a recognized Clark Atlanta University entity if you are authorized to represent that entity.

All new and existing social media account managers and individuals who will have access to social media accounts must receive training and communication indicating completion of training from the Office of Marketing and Communications. Information about training will be discussed at the social media concept request meeting or by contacting the Office of Marketing and Communications. Those who complete training will receive an official social media tool kit.

Audits to ensure compliance will be conducted throughout the year. Failure to contact the Office of Marketing and Communications for approval prior to creating a social media account or within three (3) business days after receiving these guidelines may result in removal of the social media account. The Office of Marketing and Communications will make reasonable attempts to contact leadership and discuss any issues before taking corrective action.

Step 3 – Create an Authorized Social Media Account

You must work with the Office of Marketing and Communications to identify what platform is best for your college, school, department, division or office goals. This includes the appropriate cover photo, profile photo, tagline and "about" information to post, what you should post and how often, and general FAQs to post if/when users have questions or comments.

Only one official social media account is permitted for each college and school, as well as each office, division, center or institute in order to follow social media best practices, maximize audience reach and maintain consistent brand standards. Entities with more than one account will result in the removal of unofficial accounts.

You must supply your entity's official social media pages information to get access to University graphics and support. Any use of the CAU logo without permission is prohibited.

CONFIDENTIALITY

Do not post confidential or proprietary information about Clark Atlanta University or Clark Atlanta University employees, students, affiliates, contractors or alumni that would violate such person's rights to privacy under applicable federal and state laws and regulations such as the Health Insurance Portability and Accountability Act of 1996 (HIPAA), the Family Educational Rights Privacy Act (FERPA) and University policies. This guideline applies to all web-based communications as well as publications.

Non-disclosure agreements that prohibit the University from disclosing information also bind its employees from disclosing such information.

PRIVACY

Do not post anything to an official social media channel that cannot be shared publicly. In particular, do not discuss a situation involving named or pictured individuals on a social media site without their knowledge or permission. This does not include official CAU photos or event photos in which individuals are not clearly recognizable. The University must obtain written permission from individuals used in marketing or promotional photos before use. Keep in mind that for reasons of privacy or security, some students or employees may not want it publicly known that they attend or work at Clark Atlanta University.

Also remember:

- Whatever you share (either on the University's behalf or your own personal account) may be public for an indefinite period of time, even if you attempt to modify or delete it. Never share social security numbers, addresses or other private or personally-identifiable information.
- Be cautious about what personal information you share online. Many social networking websites are not secured and information is available to anyone with access to a computer and the internet.
- On many social networking websites, your name and photo/icon appear next to the content that you post and will be associated with you or with the University when you are representing CAU or its colleges, schools and units on the web in an official capacity.

Therefore, please use discretion regarding the visual elements and content that you use.

SECURITY/PASSWORDS

Use strong, unique passwords when establishing social media accounts. Do not use a password that matches other account passwords, like your personal email account. All social media pages must be linked to a general CAU.edu account for your entity, not a personal or employee email account. All passwords and usernames must be kept on file with your supervisor and emailed to the Office of Marketing and Communications within three days of creating them.

ACCOUNT ACCESS

At least three (3) staff members are required to have access to the login information and/or administrator access to a social media account. If individuals will have access to your official social media account(s) on mobile devices (through apps like Twitter), you must be able to clearly distinguish personal posts from posts to CAU accounts. Provide social media login and contact information for the three (3) staff persons who have access to the account to the Office of Marketing and Communications. If the account is new, this must be done within three (3) days of creating the account. If it is an existing account it needs to be done within three (3) days of reading these guidelines. Before your account is shared with the public, the Office of Marketing and Communications must have received this information. Use different apps for each account — one for a personal account (if applicable), and one for a CAU account. A number of "accidental" tweets sent by organizations were due to employees mistakenly posting from corporate accounts instead of their own personal accounts. Individuals need to always check which social media account they are actively logged into before posting.

PERSONAL RESPONSIBILITY AND LIABILITY

The use of social media on an official Clark Atlanta University platform must be managed responsibly because it is a reflection of the University and its employees, faculty, students and alumni. Communications made through social media are not exempt from the expectations and obligations set forth in CAU's policies or from the laws and regulations that govern personal liability across general and traditional forms of communication. You are responsible for what you post on your own social media account and on the sites of others.

EMERGENCIES AND CRISIS SITUATIONS

In the event of an emergency or crisis, only publish official information provided by the main CAU social media accounts and shared in official University emails and communications. Sharing information found online or not approved by CAU may lead to false or confusing information reaching the community and spreading online. Never participate on social media when the topic being discussed may be considered a crisis. Even anonymous comments may be traced back to your entity or CAU's IP address. Email all social media activity around crisis topics to the Office of Marketing and Communications at communications@CAU.edu.

HIPAA/FERPA VIOLATIONS

Social media account managers and individuals with access to those accounts must take steps in advance to prevent the exposure of confidential medical or student information. Confidential information must never be posted online. Photos must also be inspected closely before posting to make sure no confidential, personal information, such as Social Security numbers, addresses, or academic records, can be seen. Never publish a name or photo without that individual's permission.

OTHER USERS

Other users, including student groups at CAU, may have different interests, attitudes and opinions than official CAU social media accounts. Before retweeting or sharing content posted by others on official University channels, research and ensure that the content is accurate and reflects CAU's position.

FAKE ACCOUNTS

Never create fake social media accounts (i.e., an account that seems to be the work of a third-party) or share false or misleading information through a University account.

CORRECTING INFORMATION

If you unintentionally post something online that is incorrect, correct it visibly and publicly as quickly as possible. Screenshot or save the post with an error before deleting. Follow the practical tips below for representing CAU online and in an official capacity:

AFFILIATION

Disclose your affiliation if you talk about work related matters that are within your area of job responsibility.

BE SENSITIVE ABOUT CONFIDENTIALITY

Do not post confidential or proprietary information about the University and be fully aware of non-disclosure agreements.

ACCURACY

Think about what you are posting (both personally and professionally) before you hit the publish/post button. Think about the content. Is it relevant and topical? Are you reviewing and maintaining the content you provide through social media on a regular basis? Proofread for spelling, grammar and style. Be strategic about what you say and your connections in social media networks. For example, a comment you make on a user's social media account is visible to anyone that person is connected to, but you might not be connected to those individuals and therefore unable to control access or anticipate further distribution of your comments. Be thoughtful and discreet.

COPYRIGHTS AND AVOIDING INFRINGEMENT

Only include in your posts material that you have written or created or that you otherwise have the right to publish on social media. For example, make sure that you are legally allowed to incorporate third-party photographs or videos that CAU does not own and that you have not obtained permission to use. Doing so could infringe on the third-party's copyright. If you want to publish third-party content, link to it, rather than copying it yourself. Always give photo and video credit in some form. CAU's official accounts must follow the University's Terms of Use when posting intellectual property, including photos and videos. Materials posted online need to be your property, in the public domain, have a Creative Commons license or fall under fair use. For all other instances, you must seek permission from the copyright holder.

TRANSPARENCY AND SHARED CONTENT

To protect the CAU brand and build trust with users, social media feeds that are created and utilized on behalf of CAU entities need to be explicit and accurate regarding their relationships with CAU. Staff with administrative responsibilities cannot realize any personal monetary profit from CAU-related social media. Social media may be used for fundraising with the approval of the Office of Institutional Advancement and does not occur on the social media platform itself. Content shared via official Clark Atlanta University social media platforms, as well as pages or accounts that these platforms like or follow, must reflect the mission and values of CAU. Official CAU accounts must refrain from posting content and liking or following users or pages that reflect personal interests or that may be in conflict with the University's mission or values. Your social media profile background information must include descriptions of the mission/work of the CAU entity and examples of information a user can expect to receive by "liking" or "following." "Liking" or "following" sites or feeds must reflect the opinions of CAU. Do not "like" or "follow" sites or feeds for personal interest or communication. Information shared from other users through links or "retweeting" must be relevant to the audience.

When sharing content through links, "retweets" or blog posts, do not promote vendors or other commercial operations unrelated to CAU entities. More specifically, do not promote vendors who are not licensed by the University. Official Clark Atlanta University accounts need to engage and interact with and among followers; however, they must remove content that is spam, commercial, controversial, offensive, obscene, harassing or derogatory. If the social media platform allows for third party content to be posted on behalf of CAU, official accounts are required to post this disclaimer in the "Bio" or "About" section: "Third party posts on this wall do not imply endorsement of that content by CAU. CAU reserves the right to remove content that is spam, commercial, obscene, harassing and /or derogatory."

USE OF THE CAU NAME

There are unique challenges associated with using the Clark Atlanta University name on social media, such as the potential need to (accurately) abbreviate the name of a CAU program or entity for social media. When addressing challenges of this nature, you must follow the points below:

- CAU should always be fully capitalized on social media (i.e. #CAU, @CAUCareerCenter)
- CAU should only be used in the handles or usernames of official University accounts or accounts approved by the Office of Marketing and Communications. All others should consider using a non-trademarked identifier such as Panther (i.e. @PantherGroup).
- Panther or Panthers (the University's mascot) should be capitalized.
- The name of a CAU program or entity must always accurately represent the program or entity and its relationship with the University. Any variations of the name of a CAU program or entity, including abbreviated names, must also serve as accurate representations of the program or entity and its relationship with the University.
- Social media account staff setting up a new account must get the name of the page or username approved by the Office of Marketing and Communications before creating the account. Be as clear as possible when naming your social media accounts, while keeping in mind the 15-character limits. Avoid using acronyms that may not be universally recognized. Current social media accounts that are in violation of the use of the CAU name will be required to be deleted, if not corrected within three (3) business days of receiving this guide or request from the Office of Marketing and Communications.
- Use of the CAU seal or logo as a profile or cover photo on Facebook, Twitter or any other social media account is not allowed by any other campus entity outside of the Office of Marketing and Communications. The Office of Marketing and Communications may issue social media managers a themed cover photographic. Use of unit block logos and word marks will be approved on a case-by-case basis.

Note: If the Office of Marketing and Communications did not approve a graphic or flyer you created using the University's name or logo, it is not approved for use on social media.

SOCIAL MEDIA PLATFORMS TERMS OF SERVICE

Please adhere to and stay up to date on the rules of engagement, policies and/or terms of service provided by social media platforms (as they evolve):
- Facebook – Facebook.com/policies
- Twitter – Twitter.com/privacy
- Instagram – Instagram.com/about/legal/privacy
- YouTube – YouTube.com/yt/policyandsafety/communityguidelines.html
- Linkedin—Linkedin.com/legal/privacy-policy

CLARK ATLANTA UNIVERSITY'S OFFICIAL SOCIAL MEDIA ACCOUNTS:

- Facebook – Facebook.com/ClarkAtlantaUniversity
- LinkedIn: Clark Atlanta University
- X/Twitter – Twitter.com/CAU
- Instagram – Instagram.com/CAU1988
- YouTube – YouTube.com/CAUTV
- TikTok – @ClarkAtlantau

SOCIAL MEDIA BEST PRACTICES

1. Know Your Audience – Create value added content that encourages two-way communication.
2. Be Strategic – Create a strategy for each of your channels. Know what platform is best for specific content. Make sure your social media strategy supports the University's Strategic Plan and priorities.
3. Create Engaging Content – Optimize content per platform.
4. Create a content mix that is best suited for each platform audience. All content must support the strategy for your social media account.
5. Listen and Respond – Monitor your social media account(s) to engage with users and proactively drive conversations.
6. Actionable Results – Create measurable goals and track and report on performance. Analytics and research must drive your content strategy. Analytics provide insight into audience reach, interactions and viewership.

Contact the Office of Marketing and Communications Social Media lead at communications@cau.edu for content guidelines for best practices on planned content, post frequency, hashtag strategy and recommended hashtags.

INACTIVE ACCOUNTS

Social media channels at Clark Atlanta University must be continually updated and monitored. Accounts that have been inactive for more than one month will be subject to deletion. Deletion will be carried out by contacting and working with the communications liaison and the highest-ranking officer of the department, division, college or school.

WEB STYLE GUIDE

The CAU.edu website is the world's portal to Clark Atlanta University. This web style guide is intended to facilitate consistency and usability and to promote standardized CAU branding that will allow visitors to immediately recognize a web page's affiliation with the institution.

All CAU-related websites must be easy to use, navigate and understand to ensure user friendliness for the widest possible audience and especially CAU's customers and potential customers. They also must be accurate, up-to-date and follow all of the University's style and branding guidelines.

Any web document that represents CAU or its official units, programs, divisions departments, colleges or schools is expected to follow this guide, the communications policy and ensure accessibility and a high-quality web presence.

All images and videos used on cau.edu web pages must be approved by the Office of Marketing and Communications.

EXTERNAL WEBSITES (NON-CAU.EDU)

External or self-maintained websites, such as Weebly, Wix, GoDaddy, Tumblr, Joomla, WordPress, etc., are not permitted.

All new and existing websites must be housed on the CAU.edu server and approved by the Office of Marketing and Communications.

WEBSITE CHANGE REQUEST POLICY

To ensure that all web pages on www.cau.edu are accurate, up-to-date, and reflect the University's branding and messaging standards, any requests for updates must go through the CAU Office of Marketing and Communications. The following process outlines the steps to request web page updates:

1. Identify the Need for Update
Determine the specific content or section of the web page that requires updating. This may include text changes, image updates, new links, or the addition of new sections.

2. Prepare Your Request
Compile all necessary information regarding the update. This should include:
    A description of the requested change(s)
    The reason for the update
    Replacement or new content
    Any relevant deadlines or timeframes for implementation

3. Submit a Web Update Request Form
Complete the Web Update Request through the Communications Project Request Form at https://www.cau.edu/marketing-communications/. Make sure to include all relevant details and submit any supporting documents or materials.

4. Review and Approval Process
Upon submission, the Office of Marketing and Communications will review your request. They may reach out for additional information or clarification. Approval will depend on alignment with the University's strategic goals and branding standards.

5. Implementation of Changes
Once approved, the Marketing and Communications team will implement the updates on the designated web page. You will receive a confirmation once the changes have been made.

6. Follow-Up and Feedback
After the updates are live, you may be contacted by the Office of Marketing and Communications for feedback to ensure the updates meet your expectations and the University's standards.

By following this process, we can maintain a cohesive and professional online presence that accurately represents Clark Atlanta University and its mission. For any questions or concerns regarding the web update process, please contact the Office of Marketing and Communications at communications@cau.edu.

ACCESSIBILITY

Clark Atlanta University is committed to ensuring effective access to communications materials for all members of the University community, including individuals with disabilities. Visually impaired individuals and those with other disabilities may confront significant barriers when accessing certain information through social media. Accordingly, individuals who maintain social media on behalf of the University must take steps to reduce barriers to access for individuals with disabilities. For example, screen reader compatibility captioning and descriptive tags on images can help reduce barriers to accessing information for individuals with disabilities. Most major social media platforms provide access solutions for individuals with disabilities, including application-programming interfaces (API) that enable the ability to create applications that enhance accessibility of content. APIs do not eliminate or resolve all accessibility challenges. For additional and more current resources on improving access to CAU-related social media for individuals with disabilities, please contact the Office of Marketing and Communications at 404-880.6623.

Photography Imagery

The use of strong, dynamic photos is one of the best ways to communicate a strong brand, personality and sense of place. To promote CAU's special brand and image, select images carefully and work with the Office of Marketing and Communications to select appropriate event and stock photos. The selected photos should reflect a tapestry of interests and activities at the University. Photos should vary in place and subject matter and reinforce CAU's culture and academic reputation as a leader in high-quality education. Landmark images are most valuable when they also feature people and interaction. Historic shots should be used sparingly.

Photographic Video Services

CAU has access to photographer/videographer and related services for the campus based upon availability, as well as the request's alignment with the University's strategic goals and priorities. University officials and students who desire photographs/videos for University-related activities must receive approval from the Office of Marketing and Communications.

A request must be submitted to the Office of Marketing and Communications at least ten (10) business days before the planned activity. Video production projects may require additional planning and advanced request to allow time for production. If the Office of Marketing and Communications is not available, then the University's design and creative team will facilitate the booking of an approved and vetted photographer/videographer.

The unit requesting these services is asked to submit a budget for this need and will be held responsible for vendor payment. If photos are needed for a particular publication or online publishing, please contact the Office of Marketing and Communications at least two weeks in advance.

Photos produced by the University must not be manipulated or used without permission. Photos for publications should never be copied, pasted or downloaded from the internet or social media. Only high-resolution, high-quality photos must be used for publication, websites or marketing material development. Request for photo/video services should be submitted via the Office of Marketing and Communications Project Request Form, which is available at https://www.cau.edu/marketing-communications/.

GUIDELINES FOR PHOTOGRAPHY ON UNIVERSITY WEBSITES, SOCIAL SITES AND MARKETING MATERIAL

- Use candid photos of people. Capture moments that allow viewers to capture a glimpse of CAU and welcomes them to be a part of the CAU community.
- Show activity that reflects a sense of warmth, vitality, academic rigor, prestige and intellectual pursuit. Avoid passive shots.
- Balance shots of individuals with ones that include more than one person in order to show a culture of collaboration.
- Profile photographs should be warm, friendly and approachable.
- Use a variety of close-ups and wide shots. Close-ups create warmth and familiarity, while wide shots convey expansiveness.
- When using photos of the campus, architectural structures or interior shots, give a sense of openness by lowering the horizon line or cropping images in a wide format.
- Ensure that the background of your photo is free of blight and never photograph clothing or signage that contains obscenities or offensive content.
- Take photos that can be used on multiple platforms, including photos that are both vertical and horizontal.

Please note that all photos taken of students require a photo release form. Contact the Office of Marketing and Communications at communications@cau.edu for additional guidelines and access to the form.

University Brand Management

The Office of Marketing and Communications staff are stewards of institutional publications and responsible for overseeing the use of the name and logos of the University.

University names, logos, images and any likeness are the property of CAU and may not be altered in any way. This includes changing the aspect ratio or colors, or combining any items with other graphic elements, type, or logos. Use of a font or art similar enough to be confused with official University marks in order to circumvent the requirements is not allowed. Unauthorized use or misuse of University names, logos or pictures may result in legal action and/or disciplinary action. All publications distributed internally, externally and digitally (except for student media) must be reviewed by the Office of Marketing and Communications to ensure that Clark Atlanta University's brand, image and message are consistently conveyed to its constituents and stakeholders. The Office of Marketing and Communications will review materials based upon the established printing guidelines found in this document, which also applies to official University websites and social media pages. Official publications that offer pertinent information about Clark Atlanta University, its purpose, objectives, programs of instruction, research, faculty and staff, public services and information for current and prospective students, parents, partnerships and the like are published and/or approved through the Office of Marketing and Communications. These publications include catalogs, schedules, reports, handbooks, manuals, brochures, posters, fliers, recruitment materials, directories, annual reports, programs, general information documents, newsletters, magazines, booklets and other official forms of communication from CAU.

PUBLISHING

The Office of Marketing and Communications facilitates the production and approval of all projects produced in the University Print Shop or any related, on- campus printing office. It is charged with the stewardship and interpretation of all institutional publications involving the use of the name and logos of the University. This responsibility is carried out primarily through the University's design and brand guidelines. Unauthorized use or misuse of University names, logos or images may result in legal action and/or disciplinary action. Some larger and quick-turn-around jobs require that printing be done off-campus. The Office of Marketing and Communications is ultimately responsible for ensuring that all publications are in line with guidelines. Therefore, you must receive approval from the Office of Marketing and Communications prior to printing off-campus as well as on-campus. Outside printing jobs require your unit head's approval. These items must be submitted prior to clearance or the start of printing/production. The unit requesting printing services will be responsible for establishing a budget for their project and paying the vendor's invoice. The Office of Marketing and Communications only works with vendors with the highest quality of production standards who will respect and help maintain the University's brand and adhere to this guide. Request for review and approval should be submitted via the Office of Marketing and Communications Service Request Form, which is available on the "Communications" page at www.CAU.edu.

UNIVERSITY IDENTIFICATION

The University's slogan ("I'll Find a Way or I'll Make One." and "A Culture for Service."), and its institutional logos and phrases such as "Panther," "Clark Atlanta University" and "CAU," may be used in publications requiring a symbol of identity, such as catalogs, handbooks, brochures, programs, flyers, invitations, posters and paraphernalia. One logo per publication is sufficient. Before designing a publication or any of these items on your own, consult with the Office of Marketing and Communications for approval and instruction on how to appropriately use the logo and utilize the University's template system.

LICENSING AND SALES

Use of Clark Atlanta University's trademark for products must be consistent with the institution's style guide. In addition, you must also obtain a license to do so. Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with Clark Atlanta University or CAU qualifies as a trademark.

Editorial Style Guide

About the Editorial Style Guide

The Office of Marketing and Communications is responsible for setting CAU's editorial style standards and keeping publications consistent so that they present a positive image. Editorial style helps all CAU colleges, schools, divisions, departments and offices present a consistent and unified image to the public through the materials they produce. The University's style guidelines should be followed as listed below. If there is a question about exceptions or special circumstances, please contact the Office of Marketing and Communications at 404-880-6623 for assistance.

The Editorial Style Guide is to be used as a tool when preparing various announcements, publications and documents, whether for print, online or presentations. It should be noted that these guidelines must be applied to each case and the judgment of the writers and editors is part of that application. The guidelines were created for a purpose and in the interest of supporting the University as a whole and helping readers easily understand printed and online material. All colleges, schools, divisions, departments, offices, vendors and affiliates must follow them. While there is some flexibility in some instances, the rules of Associated Press (AP) style, grammar and punctuation should not be arbitrarily changed, unless noted by the Office of Marketing and Communications. Please note only academic and research documents have flexibility in regards to the editorial guidelines and should be adjusted by the writer to reflect their professional or discipline specific writing requirements.

UNIVERSITY NAMES

The official full name of the institution is "Clark Atlanta University." On first reference, it should always be spelled out with no abbreviations or should be styled as Clark Atlanta University. The first reference should be followed by "(CAU)." For example: Clark Atlanta University (CAU) is the only university in the Atlanta University Center (AUC). On second reference, after the complete name has been used, employ one of the following: "CAU" or "University." The "U" in University must always be capitalized if referring to this University, even when the word is not preceded by "Clark Atlanta." Note: "Clark Atlanta" is for Athletics use only and should never be used outside of that department. There are no other acceptable variations of the University's name and its uses.

OTHER REFERENCES TO THE UNIVERSITY

Below is the proper way to stylize common University terms:

- Culture For Service
- I'll Find A Way Or I'll Make One
- Panther or Panther Pride
- The Promenade
- The Quad
- HBCUs or historically Black colleges and universities
- Alumnus (male), alumna (female), alumni (plural), alum (non- gender specific)

UNACCEPTABLE VERSIONS OF THE UNIVERSITY'S NAME INCLUDE:

- Clark
- Clark University (another school bears this name)
- Clark Atlanta (except for Athletics)

UNIT NAMES

Spell out the first reference to any University program, group, institute, center, department, college or school. Subsequently use phrases such as "the committee" or "the center" instead of acronyms or abbreviations, which can become ambiguous. For example, the Student Success Center becomes the "Center" in the second reference. Please note that on campus acronyms and nicknames may not be easily understood by external audiences.

Capitalize the names of all campus colleges, schools, departments, divisions, centers, institutes and offices.

For example:
- Department of Public Safety
- Office of Marketing and Communications
- College of Arts and Sciences
- Associated Press Style and Formatting Quick Guide

ABBREVIATIONS

Spell out the names of the 50 U.S. states at all times except for in the dateline of press releases. However, where necessary for space, all states can be abbreviated with the exception of Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Postal code abbreviations (AL, FL, etc.) are acceptable uses.

ACADEMIC SPECIFICS

COURSES

Academic courses are capitalized headline style, but not italicized or put in quotes (Topics in American History, Introduction to Theatre)

DEGREES

Use periods for degree designations (B.A., Ph.D., etc.) except for MBA, DBA, DM, etc. Degrees always follow the person's full name and are set apart by commas: John Smith, Ph.D., is the first vice president of the Clark Atlanta University Student Success Center. Academics with doctorates are never referred to as "Dr." on the first reference. The title "Dr." in first reference is reserved for medical doctors. "Dr." may be used in second reference and only in article or press release quotes for individuals who have earned a doctorate as long as it is made clear in the first reference that the person is not a medical doctor or dentist. The plural for degrees does not require an apostrophe: Ph.D.s, MBAs.

Doctoral program not Ph.D. program. Please note a person should never be referred to as a Ph.D. or an MBA. Instead use terms like: Lisa is a doctoral student. James received a doctorate. They are MBA candidates.

Best practice examples:
Jon earned his doctorate in educational leadership. Joe is in the educational leadership doctoral program.

GRADE POINT AVERAGE (GPA)

Expressions of grade point averages require only one digit after the decimal (3.5). GPA is acceptable on all references.

MAJORS/MINORS/STUDENT STATUS

Don't capitalize names of academic majors and minors except for proper nouns. Examples: Billy has a major in Japanese and a minor in dance. Bobbie is a pharmacy student. Never write: John is a freshman English major. Instead: John is a first-year English student. Don't capitalize freshman, sophomore, junior, senior, first-year student, etc.

TIMES

4 p.m. (Notice that AP Style does not include a colon and two zeroes when referring to an even hour.) Time may be stylized without the periods, such as 4 pm, when necessary and approved for graphic design purposes only.

TELEPHONE NUMBERS

Separate the area, prefix and extension with hyphens.
Examples: 404-880-8000.

TITLES

Capitalize the principal words in the title before the name of a particular person: "Vice President John Smith." Do not capitalize titles after the proper name. Do capitalize department names. Correct use: John Smith, vice president for Support and Services, called a meeting with the staff." In subsequent references, use the individual's last name: John Smith, vice president for Support and Services, called a meeting of the staff. Smith approved the report.

DATES

Capitalize and spell out the days of the week. Separate day from month by a comma: Friday, Jan. 1 or January 1, 1988. All months except April, July, June, March and May can be abbreviated for spacing needs. Do not use ordinal numbers even though they may be expressed verbally: Monday, Nov. 15, not 15th. Capitalize and spell out months of the year when used alone (September) or used with the year (December 2025). Do not separate year and month with a comma.

YEARS

List years using all four numerals: "1988, not '88." To show a span of years, list all four numerals for both years and separate the years with a dash: "1988–1989, not 1988–89. Note: Including the year is not necessary if the date is within the current year.

DECADES

Express decades as "the 1970s," or the "70s," but not the "1970's."

CENTURIES

Write out the century number up to 10, and then use numerals: The first century or the 20th century (without superscript).

SEASONS

Do not capitalize the seasons of the year: spring, summer, fall and winter; they are common nouns like any other. Think of them as similar to morning, afternoon and night—terms that denote clearly defined periods of time, but are not capitalized because they are not proper nouns. As parts of official names, however, seasons are capitalized: the 2024 Summer Olympics or the 2025 Spring Panther Festival.

GENDERED TERMS

Whenever possible, avoid gender bias. Use a vocabulary that is fair to both women and men. Common practice today is to use gender-neutral terms when gender is not a defining factor. For example, "business person" or "business people" instead of "businessman;" "chair" instead of "chairman;" "U.S. Representative" not "Congressman;" "firefighter" not "fireman." When possible, avoid "he" and "his" as inclusive references for men and women, but don't use slash-forms: "she/he" and "his/her." It is better to alter a sentence and use plurals instead of singulars: "All students create their own programs" rather than "Each student creates his or her own program." "Co-ed" refers to both male and female students.

NATIONALITY/RACE

Capitalize the proper names of nationalities, peoples, races, and tribes: Jewish, French, Hispanic, Latino, Eskimo, Cherokee, African American, Native American, Asian, Asian American. This should also include Black American or Blacks, as well as White Americans or Whites. (The University has adopted this style to distinguish between shades of color and cultural/racial/ethnic descriptions). Do not use hyphens when combining proper names of nationalities, races, tribes, etc. with American (Asian American, African American), except when used as an adjective. Example: The student is Asian American. The group went to an Asian-American restaurant.

NUMBERS

Spell out whole numbers and ordinal numbers one through nine and use numerals thereafter. There are many exceptions that always use numerals, however. Most, but not all, involve units of measurement. Common exceptions include: Addresses: 7 Park Place Ages, but not for inanimate objects: The 4-year-old cat, but the four-year-old car Cents: 8 cents Dollars: $3 (Notice that AP style does not include a period and two zeroes when referring to an even dollar figure.)

Dates: March 4. (Notice that dates take cardinal numbers, not ordinal numbers. Don't use 4th.)

Dimensions: 5-by-9 cell, 5 foot 9 inches

Highways: Route 7 Millions, billions: 6 billion people

Percentages: 1 percent (Notice that percent is one word.)

Speed: 8 mph

Temperatures: 2 degrees

Times: 4 p.m. or 4:30 a.m. (Notice that AP Style does not include a colon and two zeroes when referring to an even hour.)

Spell out numbers used at the beginning of a sentence: Ten thousand people marched on the capital. Never spell out years: 1999 was a terrible year for technology companies. Use semicolons to set off each group of three digits in numerals higher than 999 (except for years and addresses): 1,000; 12,650; and 265,000 Use decimals (up to two places) for amounts in the millions and billions that do not require a precise figure: $3.74 billion.

Add an 's' but no apostrophe to a number to make it plural: "Jen kept rolling 7s." The same rule applies to decades: the 1980s. Use an apostrophe on a decade only if cutting off the initial figures: the '80s. The letters in ordinal numbers should not be written with superscript (12th place, 1st place).

PUBLICATION TITLES

Titles of books, movies, plays, operas, poems, songs, works of art, as well as titles of radio and TV programs, articles and lectures are styled in in roman letters and enclosed in quotation marks. Magazines, newspapers, journals, the Bible, catalogs, directories, dictionaries, encyclopedias, and handbooks are written in roman letters, without quotation marks. In headline style, the first and last words of the title and subtitle and all other major words are capitalized. Capitalize all words in titles of publications and documents, except such words as: a, an, the, at, by, for, in, of, on, to, and, as, but, or, nor, with (except when being used to stylize a University slogan "Culture for Service," etc.

PUNCTUATION

COMMAS

Commas should be used to separate all the items in a series of three or more ending in "and" or "or." This avoids considering items separately when they are meant to be understood as a unit or vice versa: "Committees were formed to investigate the following areas: athletics, academics, research and development, and governance."

Simple series do not require a comma before the conjunction: Burgers, fries and milkshakes. Commas may be necessary for a more complex series: Sam went to the store at Sixth Street, walked home, cleaned the garage and the bathrooms, ate a warm dinner and went to sleep.

Semi-colons are only needed in a series of items if one of the items already has a comma in it: The featured guests include John, a writer; Bill, an artist; and Tom, a singer. Note: If an individual, organization or other entity utilizes a name of which the use of a comma is preferred, then the University will respect this preference.

Examples:
Delta Sigma Theta Sorority, Inc.
The College of Arts and Sciences

DASHES (–)

Dashes aren't hyphens. The em dash is longer than a hyphen and indicates a break in the syntax of a sentence: Of the two grading options—graded only, pass/no pass only—the last option is the default. Em dashes are created by typing two (2) hyphens immediately following the previous letter and followed immediately by another letter with no spaces in between. The en dash is half as long as an em dash. Use an en dash to indicate continuing or inclusive numbers in dates, times or reference num- bers: 2002–2003; pp. 12–28. The end dash is created by leaving a space after the previous letter and then typing two (2) hyphens followed by a letter.

ELLIPSES

Ellipses are not needed at the beginning or at the end of a quote. It is understood that there may be more to the quotation than what the author has chosen to use.

PARENTHESES

If part of a sentence is parenthetical, then put the punctuation outside of the parenthesis: I enjoy skating (sometimes). If the entire sentence is parenthetical, put the punctuation inside the parenthesis: (I asked Travis to skate with me.)

PERIODS

Periods always go inside of quotations: "CAU has the No. 1 band in the land."

Misc. Commonly misused words/terms
Accept/except
Affect/effect
Copyright/copywriter
Every day/everyday
Everyone/every one
Who/whom
Website not web site
Performance metrics not performance matrix
Lowercase internet and web
No. 1, not #1

Email Signature Guidelines

While the email signature is your business calling card, it is also an extension of the University.

The required email system fonts to use for drafting and signing an email are Baskerville or Gill Sans.

You must use no more than four-seven lines for your signature. This is the standard for ALL University employees.

1. Name
2. Title, Department
3. College/School/Division Name
4. Clark Atlanta University
5. Unit Address
6. Official University Phone/FAX/Email/Web Address
7. Optional: Only official University social media handles

Example:
Cecilia Cheeks
Associate Vice President
Office of Marketing & Communications
223 James P. Brawley Drive | Atlanta, GA 30314
404-880-6623 (office)
Stay Connected to CAU!
Website | Facebook | Twitter | Instagram | TikTok

The required color for text in the signature and the body of the email is black.

University email signatures cannot include references, slogans, quotes, scriptures, icons, images, non-CAU logos, or external links (non- CAU approved websites or social media links).

Background Color University email backgrounds must be solid white. Patterns and colors are prohibited.

Notice: All CAU-related emails are University property. According to \University policy, all employees must use University-issued emails to conduct official CAU business. Those violating these guidelines may be subject to corrective action.

Be Clear and Direct

Be as direct as possible. When providing links, be clear about what visitors will find when clicking. A short blurb to describe a linked resource instead of a click here or a URL is a best practice. Ensure that provided links are active and not broken. Provide easy-to-scan content to provide easily scannable content and keep visitors' attention, use the following techniques:
- Break your information into "chunks" that can be easily accessed and comprehended
- Use heads and subheads to partition your content
- Use bulleted lists whenever possible

Prioritize Your Content

Key facts and important details should be at the beginning of your webpage. CAU visitors are rarely interested in mission statements, formal strategic plans and lengthy biographies. While such content is often necessary to share, it should not be prioritized. Help visitors find what they really need to know and ensure they won't have to dig through unfriendly content. If your key audience is students, ensure that the navigation prioritizes student information first. Do not use your web presence as an intranet. Your website is a marketing tool to promote the services you provide to potential and returning consumers. services you provide to potential and returning consumers.

Avoid Jargon

Technical jargon is a turn-off unless appropriate to your audience.
Keep It Short: Guidelines
- Headings: 4–7 words
- Subheads: 1–4 words
- Sentences: 1–20 words
- Paragraphs: 1–5 sentences

Visuals

Use high-quality, high-resolution visuals that fit well into the identified space for posting and also support the information you are sharing and the mission and vision of the University. Seek guidance from the Office of Marketing and Communications for what is appropriate before posting or publishing photos.

Contact the Office of Marketing and Communications for full details of the University's web policies and procedures.

Earned Media Guide

The Office of Marketing and Communications is responsible for generating, distributing, monitoring and collecting news coverage on CAU, its outstanding academic programs, important events and the key achievements of its students, faculty and staff. The office also serves as the official liaison to external media by establishing and cultivating relationships with journalists, responding to media inquiries and providing guidance and leadership to the CAU community about working with the media. All faculty, staff, academic/departmental units and affiliates must coordinate with the Office of Marketing and Communications to receive approval to develop and distribute news about the University and to participate in or respond to solicited and unsolicited media interviews or information inquiries.

As a premiere institution of higher learning, Clark Atlanta University embraces being responsive to requests for information from the public/media whenever possible and in accordance with University policy. If you are contacted to share information with the public or the media, contact the Office of Marketing and Communications at 404-880-6623, text at 404-909-9540 or email communications@CAU.edu prior to further communications with a media representative or other public entity.

Journalists occasionally request interviews with CAU leaders, faculty, staff or students related to specific news developments. If the request is in response to the Office of Marketing and Communications contacting the media first, the University has already identified a representative to speak and will arrange the interview for the journalist with the interviewee. However, if a request for an interview is unsolicited, the Office of Marketing and Communications will need to research the issue and determine who is best to speak effectively about the issue.

PRESS CONFERENCES/MEDIA BRIEFINGS

As a rule, press conferences, media briefings and similar events are reserved for announcing news concerning the University that will have a significant impact on the constituents, external community and the future direction of CAU. It is important that these types of events not be overused or used to announce news that is not significant. The Office of Marketing and Communications must approve all press conferences and media briefings or related events prior to these events being scheduled. Prior to releasing sensitive information during a pre-approved interview (for example: the termination of an employee, an ongoing investigation, verifying student information, a legal matter or an allegation of sexual harassment), administrators, faculty, staff, student workers, affiliates, vendors and volunteers are required to contact the Office of Marketing and Communications or the Office of the General Counsel.

Note: The University does not comment on ongoing investigations, legal or personnel matters. Occasionally, potentially controversial situations or crisis events may occur at CAU. During these times, it is important to take a proactive approach by contacting or meeting with the Office of Marketing and Communications immediately. It is best to prepare for such instances as early as possible. In instances where there is a question about the legality of releasing information, the Office of Marketing and Communications and all other campus units receiving media and public information requests must consult with the Office of the General Counsel. Faculty and staff are only encouraged to give CAU-related or affiliated interviews to the media after receiving approval from the Office of Marketing and Communications. Employees are encouraged to make themselves available to the Office of Marketing and Communications to provide information on matters within their field of expertise in a timely and courteous manner when media re-quests are received. The staff of the Office of Marketing and Communications must serve as facilitators and approvers of all media interviews and outreach as it is charged with helping reporters find the best possible source for story topics.

The Office of Marketing and Communications staff also develops key messages for the University and through media training can assist you in anticipating reporters' questions. Contact the Office of Marketing and Communications at 404-880-6623 or communications@CAU.edu for additional media-related questions or to request message development and training.

When you participate in an interview:

- Ensure the interview has been approved by the Office of Marketing and Communications
- Stay focused on key messages and repeat them throughout the interview
- Always be truthful and accurate. Never exaggerate or inflate.
- Remember that everything you say is "on the record" and can be included in a story. Never agree to "go off the record." If you do not want to see or hear it in print, on the web, radio or television, do not say it.
- If you need time to research or think about how to respond to a question, please say so and arrange a deadline for providing the additional information.
- Avoid using jargon.
- Spell difficult names.
- Speak slowly.
- Repeat figures.
- Treat reporters courteously.
- Discuss only a subject that is within your area of expertise and you have been authorized to discuss.
- Keep in mind that reporters occasionally report on facts incorrectly.
- Ask the reporter to read back your quotes to confirm accuracy.

UNIVERSITY SPOKESPERSON

The President is the official spokesperson of the University. The President has designated the associate vice president in the Office of Marketing and Communications as the official spokesperson or chief communications officer of the University in external matters including official announcements, weather, health and safety emergencies and crisis situations in conjunction with CAU Public Safety. This individual also provides a point of contact between media and University resources and also provides referrals to proper sources of information within the University community.
The President or associate vice president may identify an alternative spokesperson for emergency situations.

PRESS RELEASES

The Office of Marketing and Communications approves all press releases to local, regional, national and international media, with the exception of sports-related releases (unless requested by the President, chief communications officer or athletics director), prior to distribution. The Office of Marketing and Communications prepares and approves press releases that range from major stories about achievements by faculty, staff, administrators, students and alumni to unique programs and offerings, in alignment with the University's mission and strategic priorities and goals. Press releases from all University colleges, schools, centers, institutes, departments, offices and affiliates must be submitted to the Office of Marketing and Communications for prior approval before releasing. Press releases are approved and distributed based on subject and relevance to the University's brand, mission, strategic goals and priorities.

DEPARTMENT OF ATHLETICS

The CAU Department of Athletics is responsible for publicizing information regarding CAU's intercollegiate varsity athletic teams. The CAU Department of Athletics publishes all athletic publications and news releases, coordinates athletic photography, maintains statistical data on teams, maintains athletics web pages, and serves as the department's contact for the NCAA and the Southern Intercollegiate Athletic Conference (SIAC). The CAU Department of Athletic Information lead must ensure compliance with CAU's editorial and publication standards, communications policy, strategic priorities, and media outreach protocols including athletics marketing materials and publications. For more information on CAU Athletics, please contact the Office of the Sports Information Director at 404-880-8123.

PRIVACY RIGHTS

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. Please consult with the Office of Marketing and Communications and the Office of General Counsel before releasing any information or documents that contain student details. Please note that there are also laws regarding releasing an individual's health information (HIPAA) and personal records that must be considered prior to releasing documents or information. Forward any non-Registrar request for information you receive from external entities to the Office of Marketing and Communications and Office of the General Counsel immediately.

Other Related Areas

ADVERTISING

The Office of Marketing and Communications must approve, in advance, all advertising from all campus units, which includes but is not limited to print, broadcast (television), billboard, digital, social media and radio ads, as well as student-recruitment, marketing, informational and fund-raising videos and materials. This also includes banners and promotional items (t-shirts, pens, bags, etc.) and digital media promotions or campaigns (i.e. You- Tube, Instagram, Twitter, Pandora, Spotify, AdRoll, Captiveyes and the like). This does not include paid ads for hiring personnel. However, personnel ads should be reviewed for style and grammar before publication within the Human Resources division. All advertisements, publications, digital and visual marketing must only use University issued phone numbers, email addresses and Office of Marketing and Communications-approved website links. Websites must be approved by the University's web council in conjunction with the University webmaster in the Office of Marketing and Communications. All campus units should establish a marketing budget to cover the cost of advertising, marketing and associated printing. This process also is intended for programs, committees and initiatives.

EXTERNAL AGENCIES, BUSINESSES AND ORGANIZATIONS MARKETING AND ADVERTISING

External agencies, businesses, organizations, groups, partners, affiliates, event organizers, etc., interested in using or producing an item that contains the University's name, logo, likeness or images must submit a copy of the advertisement or promotional item to the Office of Marketing and Communications who will submit to CAU Legal and the Executive Cabinet for approval. University names, logos and images are the property of the University and may not be altered in any way. Use of a font or art similar to official University marks in order to circumvent the requirements is not allowed. Authorized advertisements must display the Office of Marketing and Communications written approval before being posted on campus, off campus or appearing in University or external/community publications, etc.

Prior to an employee, contractor/vendor, student, volunteer, partner or affiliate filiming informational or promotional video presented on behalf of the University (except for mass communication school, CAU-TV or WCLK

productions) or in partnership with it, a script, proposal and/or production timeline must be approved by the Office of Marketing and Communications three weeks before scheduling the shoot. All edited or any raw video must be submitted to and approved by the office before it is disseminated or posted online.

Any advertisement, marketing video or promotional photo that includes University students must require that student sign a release form provided by the Office of Marketing and Communications or the CAU Office of the General Counsel.

As determined by the Office of the General Counsel, additional documentation may be required to receive this approval. Employees and others who violate these guidelines may be subject to corrective action or cease and desist actions. Individuals, groups and agencies producing marketing or media-related content or hosting marketing or media-related events on behalf of the University or using the University's name must first obtain the expressed approval of the Office of the General Counsel or the Office of Marketing and Communications.

Request for review and approval of advertisements, videos, and media content or events should be submitted via the Office of Marketing and Communications Service Request Form, which is available on the "Communications" page at www.CAU.edu.

Event Planning
& Announcement
Guide

All official University and CAU-related events held on the CAU campus (including recruitment, departmental, academic, and Athletic related) must complete the appropriate University Meetings and Events form located at
 https://www.cau.edu/university-meetings-and-events/ and must accurately represent the nature of the event (i.e., internal, external, sponsored, free or paid).

Clark Atlanta University Meetings and Events requires information about events prior to reserving space in facilities on campus. Failure to communicate and reserve space for event during the planning stages may result in a cease and desist notice issued by CAU Legal. Failure to submit events on the University's official form(s) may result in your event not being recognized or promoted by the University and removal of advertisement from University platforms or physical locations. It is a best practice and requested by the University Meetings and Events team to begin requesting your event at least 90 days in advance.

NOTIFICATIONS AND APPROVALS

Any event that brings in media, guest speakers, alumni, celebrities, dignitaries and international guests must be discussed with and, depending on the type of event, approved by the Office of Marketing and Communications during the planning process. It is a best practice to plan an event 90 to 120 days prior to the day of the event. In order for a University event to be approved for promotion, it must also be sponsored by an officially recognized CAU college, school, department, division, office, organization or affiliate and must be aligned with the University's mission, core values and strategic goals and priorities. If you desire help or advice as you plan your event, please consult with the Office of Marketing and Communications. An event checklist is available through the Office of Marketing and Communications to ensure full compliance and best practices.

All event signage and marketing materials or event-related publications and programs must be approved by the Office of Marketing and Communications 30-60 days prior to the event, especially those that display the University's name, logos, or likeness. Signage, flyers, and posters for student events should also be approved by Events lead in the Office of Admissions, Recruitment and Student Life. Signage, flyers, and posters approved by the Office of Marketing and Communications should not be removed from any part of campus, once posted, without expressed permission and only after the event is over.

Requests for approval should be submitted via the Communications Project Request Form at https://www.cau.edu/marketing-communications/

All programs and events or projects that require marketing, must have a marketing budget, be approved by a unit leader and the Office of Marketing and Communications before any promotional efforts begin. An employee, student, vendor/contractor, department, academic unit or affiliate's failure to comply with these guidelines may result in a cease and desist communication. An employee's failure to adhere to the guidelines will be reported to their supervisor for further action. A vendor or contractor's failure to adhere to these guidelines is grounds for termination of their contract.

Non-University affiliated or non-approved event promotions displayed on campus shall be removed immediately, including business related promotions. Event preparation and reminders:

1. Ensure the proper event paperwork is submitted to University Meetings and Events at least two months in advance, where applicable, for approval to use University spaces.
2. Ensure your event does not conflict with other official University events.
3. It is a best practice to plan your event at least 90 days in advance.
4. Ensure your event is not contrary to University policy, the mission statement or strategic priorities.
5. Ensure you have the budget to cover the cost of event marketing, setup, catering, talent and cleanup.
6. Ensure your agenda or program has been approved by your unit leader with direct report to the Administrative or Executive Cabinets.
7. Offsite events that use the University's name, logo, or likeness must still follow the above guidelines for approval.

ACKNOWLEDGEMENT

The Clark Atlanta University brand guidelines serve as a vital framework for effectively communicating our identity, values, and mission. By adhering to these guidelines, we can collectively foster a cohesive and powerful brand presence that resonates with our community and beyond. The legacy of excellence and transformation that defines Clark Atlanta University is not just a part of our history; it is the foundation upon which we build our future.

Every member of the CAU community plays a crucial role in upholding and promoting our brand, ensuring that we consistently reflect our commitment to academic rigor, innovation, and social responsibility.

For any questions or clarifications regarding these brand guidelines, please reach out to the Office of Marketing and Communications. We are here to support you in effectively representing Clark Atlanta University and ensuring our brand remains strong and unified.

Thank you for your dedication to our mission and for contributing to the legacy of Clark Atlanta University.

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CLARK ATLANTA
UNIVERSITY

ACKNOWLEDGMENT OF RECEIPT:

I, _____, acknowledge receipt of the Clark Atlanta University Brand Guidelines and understand the importance of adhering to these standards in representing our institution.

Signature: _____
Date: _____