MARKETING

THE COLLEGE OF EDUCATION

Marketing the College of Education.

We look forward to partnering with you to market the College of Education. The college has a remarkable story to tell. Our charge is to execute high-performing integrated marketing campaigns designed to meet the following objectives:

+ Increase tuition revenue and student enrollment

+ Increase brand awareness and institutional ranking

+ Drive alumni and donor engagement

+ Support the mission and vision of the College of Education.

Our team is experienced in brand development, market research, design, copywriting, advertising and event planning. We are pioneers of creativity and believe in the power of storytelling. We believe all aspects of marketing are equal parts art and science and have the ability to empower others.

We look forward to partnering with you.

Our team.

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Our Student Team

Temple students are a source of significant creativity, passion and firsthand knowledge. Simply, we want them on our team.

+ Graphic Designers

+ Social Media/Marketing Project Manager

+ Market Researcher

Our brand is who we are.

The College of Education adheres to the brand guidelines provided by Temple University. Brand guidelines establish the tone of marketing copy as well as the usage of colors, images, typography, and logos. The guidelines we follow integrate Temple's history, vision, personality, and key values.

BRAND TONE

All copy should be confident, passionate, energetic and inspiring. It should convey a sense of grit but never grittiness, and express that success is a choice. All university communications—from admissions pieces to alumni materials to event promotions to social media posts—should use tone words as a guide.

Temple's tone words are

+ Purposeful

+ Pioneering

+ Unexpected

+ Proud

+ Fearless

+ Steadfast

+ Bold

+ Direct

Our brand is who we are.

COLOR PALETTE

The primary color palette should always be used as a starting point for design. It can be used liberally on all pieces, from admissions materials to alumni engagement collateral. Additionally, one or two colors in the secondary palette may be introduced, but they should be used with discretion and should never overpower the primary brand colors.

Primary Palette

Secondary Palette

PMS 201
#a41e35
C=0 M=100 Y=63 K=29

Our brand is who we are.

TYPOGRAPHY

There are three different typefaces used throughout the Temple brand in both web and print. Specific usage rules are defined in the "Design Spectrum" section of the Style Guide.

Print

COLFAX

COLFAX LIGHT
COLFAX REGULAR
COLFAX MEDIUM
COLFAX MEDIUM ITALIC
COLFAX BOLD
COLFAX BLACK
COLFAX BLACK ITALIC

CHOPLIN

CHOPLIN LIGHT
CHOPLIN BOOK
CHOPLIN MEDIUM
CHOPLIN MEDIUM ITALIC
CHOPLIN SEMIBOLD
CHOPLIN SEMIBOLD ITALIC
CHOPLIN BOLD
CHOPLIN EXTRABOLD
CHOPLIN BLACK

META PRO

META PRO NORMAL
META PRO MEDIUM
META PRO BOLD
META PRO BLACK
META CONDENSED NORMAL
META CONDENSED MEDIUM
META CONDENSED BOLD
META CONDENSED BLACK

Digital

OPEN SANS

OPEN SANS REGULAR
OPEN SANS ITALIC
OPEN SANS BOLD
OPEN SANS BOLD ITALIC

ARVO

Arvo Regular
Arvo Italic
Arvo Bold
Arvo Bold Italic

PT SANS

PT SANS REGULAR
PT SANS ITALIC
PT SANS BOLD
PT SANS BOLD ITALIC

More resources and the specifics we follow:
branding.temple.edu

What we can do for you.

ADVERTISING

One way to reach your targeted audience is to launch an advertising campaign. Campaigns can be targeted or broad. The duration can last a few weeks or as long as several months.

BRANDING

Consistence use of logos and other brand assets are key to the college's success. To help you stay on brand we can provide digital templates for your use (letterhead, email signatures, logos, images, Microsoft Word and PowerPoint, etc.).

DIGITAL MARKETING

Digital marketing campaigns are effective tools for reaching your audience and measuring return on investment (ROI). Campaigns include search engine marketing (SEM), search engine optimization (SEO), website banner ads, and email marketing. We can also use analytics to inform strategy.

PRINT COLLATERAL

Flyers, postcards, and posters — We can create the collateral you need. Our designers are brand experts and can align your materials with Temple University graphic and identity standards.

What we can do for you.

PUBLIC RELATIONS

Some call this news; some call this PR; we call this storytelling. We believe in the power of stories and conveying the accomplishments of faculty, staff, students, and alumni. We can assist with written content as well as sharing your news with external constituents through our partnership with Strategic Marketing and Communications. Share your news with us at **coemarketing@temple.edu**.

SOCIAL MEDIA

Our knowledge of social media best practices and content strategy will engage your intended audience. We're always looking for great content to share on our social media channels.

STRATEGY

We invite you to discuss ways to meet the needs of your intended audience such as prospective students, alumni, donors, etc. We're here to help you decide the marketing strategies that best meet your objectives.

Meeting
your expectations.

To ensure the on-time and quality completion of your marketing project, we will provide a proof before the project is finalized. Please allow the following time frames for the completion of your project. For more information on specific project timelines, visit the College of Education's [website](#).

GRAPHIC DESIGN:

Approximately 20 business days
Two addition rounds of revisions will be provided as needed. Final design will be sent via PDF or PNG/JPEG as needed.

COPYWRITING:

Under 200 – 10 business days
200 to 500 – 15 business days
500 plus – 20 business days
Two revisions will be provided as needed.
Final copy will be sent via Word Doc and PDF.

COLLEGE OF EDUCATION LOGOS:

3 to 4 business days
Logos will be sent as image files.
Please contact **coemarketing@tmeple.edu** for more information.

Meeting your expectations.

PHOTOGRAPHY:

Approximately 5 business days
Photography can be scheduled on an at need basis.
Please contact **coemarketing@temple.edu** for more information.

SOCIAL MEDIA:

Approximately 16 business days
Social media content will be shared on the appropriate channels depending on the current schedule of content.

NEWS:

Approximately 5 business days
New stories will be posted on the College of Education's website and shared via social media when appropriate within 5 business days of request. Please contact **coemarketing@temple.edu** for more information.

How to get started.

STARTING YOUR PROJECT:

+ To initiate a project request, visit the College of Education's website and fill out the request form.

+ Want to discuss your idea before getting started? Email us at **coemarketing@temple.edu**

TIPS:

+ Submit a request as soon as possible. This allows our team to prioritize projects and ensure your projects are completed by your deadline.

+ Depending on the amount of items in the queue, the due date of your project may have to be adjusted. The sooner you submit your request, the more likely you will receive your project on the desired date.

+ We are always available for questions. Please reach out to us and we will respond promptly to help you.