

COMMUNICATIONS GUIDEBOOK

COMMUNICATIONS & PROJECT PROCESS

1. Gather information about your project, such as:
 - Purpose of your communication
 - Who is your audience? Students, faculty, the division, employers?
 - What type? Email, web posting, postcard, flier, message through Tennessee Today or Vol Update
 - What is the timeline for your piece?
 - Do you have existing information, or do you need help creating new copy/design?
2. Complete the project request form:
<https://tiny.utk.edu/DSS-Comms-Request>
 - If you have existing copy, designs, or photography, make sure they follow the UT branding guidelines.
 - The appropriate communications team member will assess and respond to your request within 24 business hours.
 - For projects with existing copy/design that only need to be proofed and edited, allow at least three business days in advance of the distribution date for submitting the request/materials.
 - For projects that are new and/or comprehensive, please allow at least five business days to submit before the final distribution date.

Additional Information

- The communications team member responsible for your project will communicate with you throughout the process for review, edits, sharing, etc.
- If the DSS communications team member is distributing the message, a final copy will be sent back to you for your files.
- A good practice would be keeping any materials/submissions/etc. related to the project should it be a recurring project or one that could happen again in the future.

DIVISION COMMUNICATIONS TEAM

Kelsey Kyne

Administrative Director
kkyne@utk.edu

Areas of Responsibility:

- Oversight of all comms planning & processes
- Intermediary with vice provost
- Division-wide budgetary oversight

Lacey Wood

Communications Manager
laceywood@utk.edu

Areas of Responsibility:

- Comms related to division, faculty, deans/ dept chairs, advisors
- Liaison with Student Life, Enrollment Management, & OCM comms directors

Heather Davis

Assistant Director of Communications
hdavis16@utk.edu

Areas of Responsibility:

- Comms related to students, employers, alumni, & donors
- Division websites
- Oversee all graphic design
- Other external comms such as those for employers, parents, etc.

*All members of the communications team can help you at any given time should one individual be unavailable. These are routine guidelines of each person's responsibilities.

DIVISION GUIDELINES

Mission of the Division:

The Division of Student Success at UT works to engage each scholar’s experience by supporting their unique strengths and goals. We collaborate with UT faculty and staff to help each scholar maximize their individual strengths and understand how their strengths contribute to their academic dreams, career paths, and personal well-being.

Values

Support Exploration | Eliminate Barriers | Engage Academically | Develop Strengths | Data-Driven Decision Making

Keywords:

- Scholar
- Success
- Strengths
- Goals
- Experience
- Persistence
- Retention
- Completion
- Exposure
- Flexibility
- Support
- Engagement
- Transition
- Creative
- Compassionate
- Connected
- Innovative
- Enhance
- Enrich
- Hone

UNIVERSITY GUIDELINES

The University of Tennessee

Acceptable uses:

Use the University of Tennessee, Knoxville with a comma only
 Always use “the”, but only capitalize at the start of a sentence
 On subsequent uses, use UT, not UTK
 Also use the university, not capitalized

Unacceptable uses:

University of Tennessee at Knoxville
 University of Tennessee—Knoxville
 UT, Knoxville
 U.T.
 UTK

Academic Degrees

Do not capitalize unless referencing the actual degree earned
 Lowercase: bachelor’s degree in political science
 Uppercase: Bachelor of Science degree in political science
 Initials of degrees should be listed without periods
 Examples: BA, MS, PhD

Gender

Gendered pronouns such as he, his, she, or hers should are not permitted if the gender of the audience is not known. Use the pronouns “they” and “them” when the gender of the audience is not known. In messages to parents/guardians, reference scholars as “your student” or “your scholar.” Use of “your child” is not permitted.

Numbers

For 1-9, write out the number – one, two, etc.
 Numbers 10 and up, use numerals – 10, 20, 55, etc.
 For percentages, use the numeral and the percentage sign – 10%, 50%, etc.

Titles

Avoid using salutations like Dr., instead use job title
 Example: Vice Provost Amber Williams, not Dr. Williams
 Capitalize titles only when used in front of the person’s name with no commas
 Uppercase example: Vice Provost Williams
 Lowercase example: vice provost for Student Success, Amber Williams; Amber Williams, vice provost for Student Success

First-Year

Always use first-year student, not freshman
 Hyphenate first-year when it modifies a noun, such as first-year student or first-year programs

First-Generation

The term “first generation” references scholars whose parent(s) or guardian(s) have not completed a four-year degree
 Hyphenate first-generation in the same manner as first-year

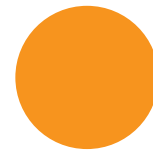
Accessibility

All materials, including hypersigns, websites, and print materials must be accessible for all users. For example, while many at UT produce materials using Tennessee orange as the background with white copy, that is highly inaccessible to users and not recommended. For more guidelines, please visit: <https://brand.utk.edu/standards/colors/accessibility-color/>

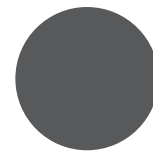
Color Mixes

Each of the colors in UT’s palettes has a series of numbers, or codes, assigned to them. Which code you use depends on the medium you are designing for.

- CMYK is used for print communications
- RGB & HEX are used for electronic communications
- Pantone (PMS) is used for specialty printing



Tennessee Orange
 CMYK 0 50 100 0
 HEX FF8200
 RGB 255 130 0
 PMS 151



Smokey
 CMYK 0 0 0 80
 HEX 58595B
 RGB 88 89 91
 PMS COOL GRAY 11

Black is not a color in the UT palette and should not be used when designing university communications. Fonts and any other elements that may normally be displayed in black should always be Smokey instead.

University-approved accent colors can be found here: <https://brand.utk.edu/standards/colors/>

Primary Typefaces

Gotham is the university’s primary typeface. It is a clean, modern, sans-serif typeface that works well for display copy, body text, and everything between.

If a serif typeface is needed, Clarendon is preferred.
 Georgia is an acceptable serif typeface for body copy in long-form print publications such as magazines or annual reports. It may be used when the primary fonts are unavailable but should not be used for display copy.

See here for specialty fonts: <https://brand.utk.edu/standards/typography/>

Photography

- Avoid stock photography outside of UT’s database, which is found here: <https://assetbank.ath.utk.edu/asset-bank/action/viewHome>
- Photos should be clear and crisp and taken with a high-resolution camera
- More tips here: <https://brand.utk.edu/standards/photographic-style/>