



**The Office Of
University Relations**

Campus Resource Guide

610-683-4114

www.kutztown.edu/admin/urelations

mission

It is the mission of the University Relations (UR) Office to communicate Kutztown University's educational excellence and distinctive achievements to its public, and to encourage public awareness and appreciation of the many ways in which the university contributes to the educational, economic and cultural well-being of the wider community. This is accomplished through promotion through internal and external media, publications and periodicals, advertising, the Web and other public relations opportunities. The office also offers consultation and management of public relations issues.

Contacts

John Green, Associate Vice President
University Advancement, Marketing, University Relations
ext. 34114 • jgreen@kutztown.edu

Matt Santos, Director of University Relations
ext. 34183 • santos@kutztown.edu



Learn... to Make a Difference

The Office of University Relations oversees the marketing efforts of the university, which includes image branding. The slogan above is used as the official university tagline.

media relations & publicity

University Relations helps to publicize and promote events, activities, accomplishments and stories of possible interest to external media. The staff handles media inquiries for the university and facilitates interviews with faculty, staff, students and intercollegiate athletics.

Media Contacts

KU faculty, staff and students should ask any media who contact them directly to first notify the University Relations staff to facilitate the interview. Members of the media are asked to contact University Relations before contacting members of the KU community. It is preferred that members of the KU community contact the University Relations staff to share possible stories of interest.

Event and Individual Publicity

The University Relations staff has many internal and external media outlets to assist with the promotions of events. Advance planning is necessary. Complete information can be accessed on the University Relations website at: **www.kutztown.edu/admin/urelations**

Periodicals

University Relations produces several print and Web periodicals including Tower magazine, KU Pride, Daily Brief and Family Ties. Story ideas are reviewed by either an editorial board or the University Relations editors to determine possible placement.

Sports Information

The sports information office oversees the publicity and promotion (including publications and Web) of KU's 21-sport NCAA Division II intercollegiate athletic program.

Contacts

Sean Dallas, Assistant Director, University Relations/Communications
ext. 34180 • dallas@kutztown.edu

Rob Knox, Sports Information Director
ext. 34182 • knox@kutztown.edu

Craig Williams, Periodicals Manager
ext. 34841 • cwilliam@kutztown.edu

color guide

Official KU Colors

- PMS 195 (maroon)
- PMS 123 (yellow)
- PMS 871 (metallic gold) always used on athletic materials and apparel

Pantone Matching System (PMS) is an inventory of inks used by the printing industry.

University Fonts

The official logo fonts are Trajan and Skia.

Campus Maps

Are available at

www.kutztown.edu/about/campusmap

University Logo

The official Kutztown University logo can be reproduced in the five design versions available on the University Relations website (www.kutztown.edu/admin/urelations/logo.shtml). Black and white, one color and two color versions are available (using KU colors only). The logo should appear on all official university publications including letterhead, envelopes and business cards.



Athletics Logos

Several variations of the Golden Bear athletics logo are available on the University Relations website (www.kutztown.edu/admin/urelations/logo.shtml). Athletics logos should not be substituted for the official university logo on university publications or other official items.



Official University Seal

The official seal of Kutztown University is reserved for formal documents only but may be used on items such as ceremonial certificates (e.g. diplomas), invitations (e.g. inaugural), honors, awards or approved licensed merchandise.

Vendors who need logos in formats not provided on the website, please contact the University Relations Office: ext. 34114.

Brochure design by Kristy Shupp '10

web & electronic/ video services

As key marketing and communications tools, the Kutztown University website and select electronic communication services are now under the direction of University Relations. The web content office will assist clients with web needs within the established guidelines and parameters. The office also provides an audio and video component to public relations efforts, manages the cable television message board on the KU Information Channel (KUIC), and maintains the university's official social networking outlets (Facebook, Twitter, Myspace, YouTube, etc.).

Contacts

Josh Leiboff, Assistant Director, University Relations/Web Content
ext. 65829 • leiboff@kutztown.edu

Kelly Smith, Web Technology Manager
ext. 34937 • ksmith@kutztown.edu

Kelly Ryan, Producer/Director, TV Services
ext. 34489 • kryan@kutztown.edu

advertising/ marketing

Local, regional and national advertising for Kutztown University is handled by the marketing office under the guidance of the associate vice president (AVP). The AVP's office will assist with the development of advertising and marketing plans, and offer consultation. The office will not be responsible for payment of ads placed without prior authorization and notification. Requests should be made to the AVP's office to determine:

- deadlines and costs
- target audience and messages
- production needs
- compliance with branding

Contact

John Green, Associate Vice President
ext. 34114 • jgreen@kutztown.edu

publication & printed materials

Printed materials such as brochures, posters, newsletters, invitations, novelty items, stationery and other projects intended for external audiences are coordinated by the publications office. A limited number of materials will be designed each year, depending on priorities outlined by the university's and Advancement Division's marketing plans.

Services Offered

- design
- editing
- photo libraries and photography
- consultation
- bids/print costs
- usage of university logo(s) and colors

Writing/Style

The University Relations Office follows the Associated Press Style Guide for its news releases and publications. This style may be modified for listings and select internal or formal documents (e.g. commencement programs).

Contact

Camille DeMarco, Assistant Director, University Relations/Publications
ext. 34645 • demarco@kutztown.edu

PASSHE style guide & logo

The Pennsylvania State System of Higher Education (PASSHE) has its own set of guidelines and logo. These guidelines apply to official university publications and websites.

University Name

"Kutztown University of Pennsylvania" should be identified as such on first reference, with subsequent references reading either "Kutztown University" or "Kutztown" or "KU." For formal documents and publications such as college guides, the full name should appear.

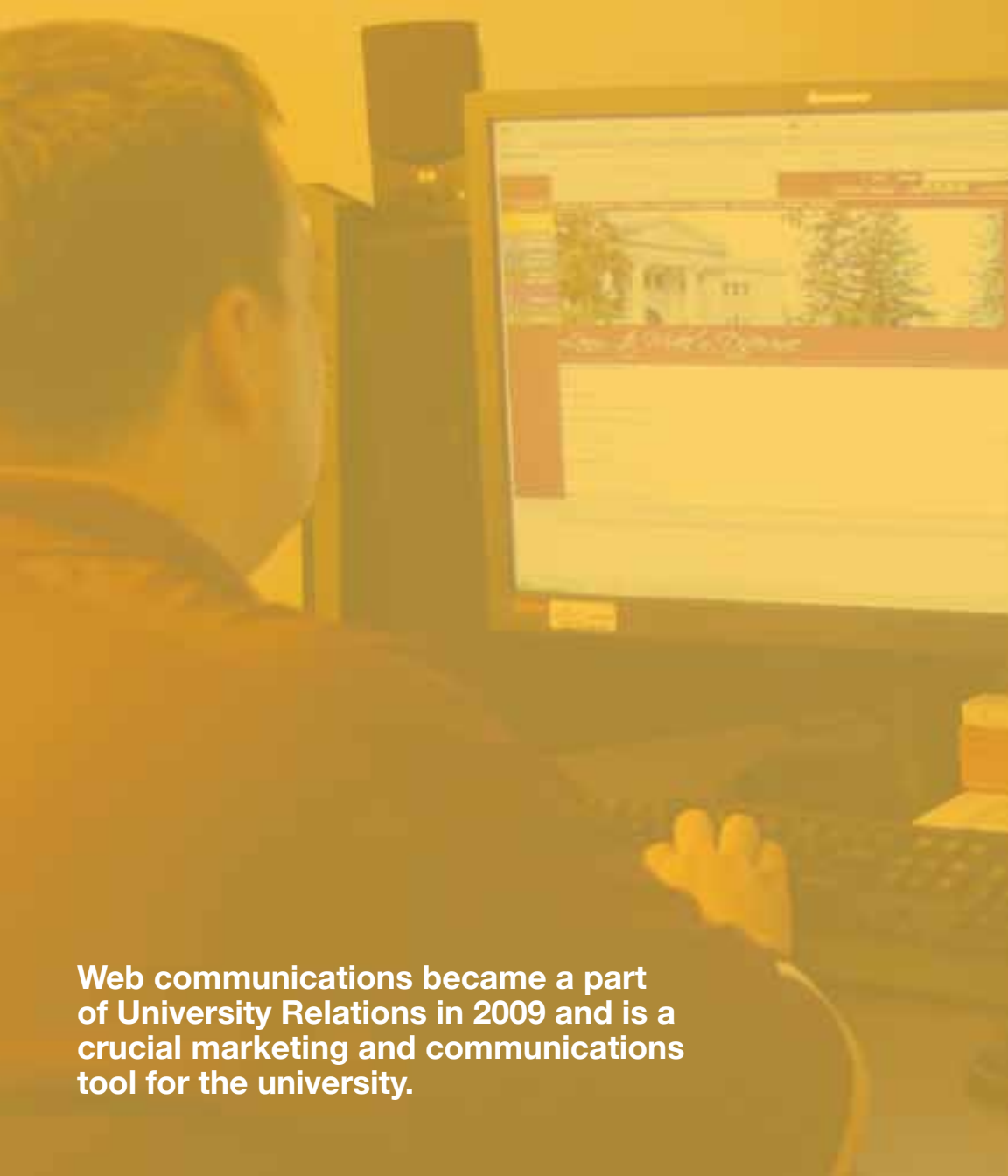
System Name

"Pennsylvania State System of Higher Education" should always be used on initial reference; subsequent references can use the acronym "PASSHE." "State System" or "the System" also may be used on second and subsequent references.

The complete PASSHE style guide and logo can be found at:

www.kutztown.edu/admin/urelations/logo.shtml

www.passhe.edu/executive/systemrelations/Communications/media/Downloads/Pages/logos.aspx



Web communications became a part of University Relations in 2009 and is a crucial marketing and communications tool for the university.

photography services

The university does not employ a full-time photographer; however, University Relations maintains a list and hires photographers whose services may be contracted for events or other special needs. Hourly rates vary and expenses are incurred by the client, unless images also can be used for printed materials, the university website, and/or media placement.

The UR office requests five working days' notice for photography scheduling. If a photographer or UR staff member is not available to cover a request, a camera can be signed out by the organizer of the event through the UR office. Please refer to **www.kutztown.edu/admin/urelations** for photography guidelines.

Faculty/Staff Photographs

Official photographs of faculty and staff, used for publicity purposes, may be arranged by an individual or a department secretary.

Photo Inventory

An inventory of digital images and old print photos are maintained in the UR office for campus use. Please call or e-mail to set up an appointment to review and choose from our photo libraries. Photos need to be signed out through the UR office secretary (ext. 34114).

Submission of Images for Print or Web

High resolution (300 dpi) digital images are needed for printed materials; photo prints are acceptable for scanning. Digital images for websites may be 72 dpi. Questions about photo submission should be addressed to demarco@kutztown.edu (ext. 34645) or leiboff@kutztown.edu (ext. 65829).