

Appendix D: Special Events

Special events are opportunities to celebrate success, recognize achievement and highlight issues of importance to our campus. Regardless of their scope, they can help reinforce and illuminate key aspects of our brand.

Successful events require careful planning, and that includes giving thought to the materials that will be used in both the promotion and celebration of the event. Consider carefully what you might need, from banners and advertising to name tags and recognition items. Integrated Marketing & Communications can help you, not just in determining your needs but in meeting them in effective and brand-appropriate ways. You are encouraged to contact the department at any time for assistance.

Identifiers for Special Events

From time to time, there are events that call for special consideration with regard to University identifiers. These events include *significant* milestones, such as anniversaries, conferences, performances and fundraising activities.

Within the framework of the University's brand guidelines, and with prior approval from the Integrated Marketing & Communications brand review team, a special logo or other identifying element may be developed for limited use for one year in conjunction with, but subordinate to, the University wordmark and/or logo. All such logos and identifying elements must be approved by Integrated Marketing & Communications.

If you believe a particular event calls for special consideration, please seek guidance and review from IMC.