The School of Veterinary Medicine’s policy with regard to communication and marketing branding for use on all outreach print and electronic materials representing the School, or one of its units, is consistent with the UC Davis campus policies. The goal is to promote a cohesive, clean and concise brand in communications to the School’s audiences making it easy for the broad myriad of constituents to recognize each program, unit, publication, electronic communication, etc. as originating from the School. A consistent brand identity is also part of the School’s strategic plan and goal to elevate the School’s capability in marketing, branding and public relations. Although some decentralization has occurred in the past, going forward the School is embracing the UC Davis policies and standards with regard to branding and will operate in a consistent manner; all units are expected to comply.

The campus policy (P&P Section 310-40) states:

In general, all proposed non-scholarly publications intended for distribution outside UC Davis for the purposes of student recruitment, public and alumni relations, or development, including external administrative publications, are official publications and must conform to campus graphic and editorial standards.

Logos or marks that identify UC Davis units must conform to campus logo signature standards in the Identify Standards Web site (see http://identitystandards.ucdavis.edu/standards/index.html).

The UC Davis logo should be included prominently on all material that represents UC Davis.

LOGO

The School’s official logo may be used in the horizontal or stacked format:

Major units within the School may add a third line with assistance from the School’s Graphic Designer/Web Master, John Gardiner. Example:
These logos represent the only graphic marks and branding identities approved for use by SVM units. Logo graphics, designs and instructions are available on the SVM VIPER web site at ADMIN – Publication Guidelines and School Logos: https://secure.vetmed.ucdavis.edu/Admin/PubGuidelines/default.cfm#DMQuery#

Social Media

For social media (i.e. Facebook/Twitter, etc), the School hosts Facebook and Twitter pages which present information, pictures, tips and other interesting material to the public in a very short, less formal style. All units within the SVM are encouraged to provide information to be posted on the School’s social media sites (contact Trina Wood). For units that wish to regularly post (several times per week) to the SVM social media sites, your designated social media contact can be granted direct access to facilitate posting material and regular participation. Units with their own social media sites, or wishing to create a new social media site, the graphic symbol associated with the official logo is to be used as the icon alongside the name of the unit. This presents a consistent identification with the School and profession while allowing individual unit names to appear with their designated posts. Examples:

UC Davis, Center for Equine Health

UCD VetMed Admission

Please alert the webmaster so that we can add your site to the SVM hub of social media page on our web site. Social media is an evolving medium which requires regular activity to be successful and careful consideration of messages in this easily accessed cyber-world.

Web sites

The School has established a template for web sites in the campus supported Content Management System (CMS) which is being employed throughout the School. The initial top level pages for each unit/program will promote a consistent look and feel within the School’s standard template, while also providing each unit with significant flexibility in displaying their content. The School’s webmaster, John Gardiner, and members of the IT team are available to work with unit staff to design, implement and maintain your web site. Content for web sites is the responsibility of the individual unit and must be kept current. For units with more than one main partner, some “partner” templates that promote both/multiple unit logos (i.e. SVM and SOM, SVM and CAES, etc.) have been designed and can be utilized. All School websites must comply with the university World Wide Web Standards as outlined in Policy 310-70
Print/Electronic Publications

Print and electronic publications are expected to adhere to the UC Davis publication guidelines with regard to fonts, colors and philosophy including the prominent display the School's logo, or approved unit logo with the third line, on all materials. The UC Davis publication guidelines/templates can be accessed at: http://marketingtoolbox.ucdavis.edu/index.html

PowerPoint Slide Templates

PowerPoint Slide Templates have been created and posted for general use by School faculty, staff and students. These templates make it easy to promote the SVM brand and standard color schemes. There are also several options and instructions for customizing the title slide. The templates are posted on VIPER under: ADMIN – Publication Guidelines and School Logos – PowerPoint Template & Campus Letterhead https://secure.vetmed.ucdavis.edu/Admin/PubGuidelines/default.cfm?Page=ppt_templates

UC Letterhead Template

The electronic template for official UC Letterhead is also available for official use by faculty and staff in the course of their normal university duties. The Letterhead template is posted at: VIPER under: ADMIN – Publication Guidelines and School Logos – PowerPoint Template & Campus Letterhead https://secure.vetmed.ucdavis.edu/Admin/PubGuidelines/default.cfm?Page=ppt_templates