

College of Music

Design/Branding/Templates

As of 10.30.2024

Marketing & Communications

[Creative Services](#), [Marketing Guidelines](#), [Photography](#)

Background and History

The marketing and communications office has released mechanisms for units within the College so that they have the ability to prepare communication and advertising documents that can be produced independent of the marketing office while still retaining the brand elements of the College of Music and the University.

Guidelines

Given the depth and breadth of the College of Music, the marketing office does not have the capacity to provide promotion for all nearly 1,000 annual events. As such, there are established guidelines for marketing priorities.

The [Faculty and Staff Handbook](#), Section 12.2, outlines promotion of the seven “First Priority” ensembles.

(12.2) College of Music Event Marketing

All public events completed in the online scheduling system are loaded into the [College of Music Events Calendar](#) and shared on the [UNT Events Calendar](#). The calendar is the primary tool used by the college to promote events, making it vitally important that event details are provided as early as possible, but not less than three weeks prior to the event. (This timeline is stated in Section 12.2.1).

Beyond calendar listings, the marketing office provides additional promotional support to the seven “First Priority” ensembles identified in Section 10.6 of this handbook. These ensembles are:

- A Cappella Choir
- Grand Chorus
- Jazz Singers
- One O’Clock Lab Band
- Opera
- Symphony Orchestra
- Wind Symphony

If the office is able to fulfill all obligations above and resources/time is available, additional event marketing support is offered for:

1. Faculty conducted large ensembles
2. Faculty recitals
3. Non-performance events (major award news, time sensitive notices, etc.).
4. Specialized ensembles (gamelan, harp, steel drums, etc.)
5. The ensembles of the Center for Chamber Music
6. Student directed ensembles.

The order above is important because with the core responsibilities mentioned above, it isn't possible to market all of the events 1- 6 all of the time. Priorities from the top down.

The marketing office meets with division chairs individually at the beginning of each semester to understand the event priorities for each division, it also hosts (annually) a group training session to ensure all students/faculty tasked with the support of marketing efforts by their division are aware of the college/university branding standards and requirements.

These guidelines were approved June 25, 2024 by the College of Music Council of Chairs.

Branding

It's important that we are all aware of the University branding policies. As well, there are branding elements specific to the College of Music set apart from the University.

[Marketing & Communications – College of Music](#)

[Creative Services](#) simply outlines services that can be provided by the Marketing & Communications team.

[Marketing Guidelines](#) - Takaways from here are location of the information, design elements, use of university lock-ups (logos) and allowable colors.

[Procedures and Standards](#) - Takaways are that University Brand Strategies and Communications recognizes Associated Press (AP) style. As such the College of Music follows suit. Note that Dr. is not used prior to a name unless it is in the body of a biography. It should not be used as a list on a program, poster or social media.

Faculty and staff lists should be alphabetical by last name and not by rank. The exception is that a division chair or co-chair should be listed first.

[Deadlines](#) - Takaway – **requests should be submitted three weeks prior to need.**

[Photography](#) – Takaways is the location of a resource for photos. If you do not see what we are looking for, please make the request to music.marketing@unt.edu.

Preparation

Given the background described, the Communications and Marketing office has released templates for units to prepare communication either as a staff or faculty member or as a student assistant charged with this work.

Templates – Posters, Flyers, Recruitment and Social Media

Each template has been delivered to Division Chairs, Administrative Coordinators and others for dissemination to those appropriate in each area.

[Find additional Canva help.](#)

Should you need assistance, please contact a member of the communications team at Music.Marketing@unt.edu.