

CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS

SOCIAL MEDIA BRAND GUIDELINES

Social Media

Social Media Branding Guidelines

Social media is a powerful communication tool, and CSUDH departments, student clubs and organizations are using the popular networking websites more and more to reach a broader audience and provide a platform for greater engagement.

The visibility of CSUDH on social media sites increase the university's presence on the web, and can either strengthen or weaken how people perceive the university. A more unified social media visual presence across all university accounts can help strengthen the university overall brand identity and help maintain a positive image of the university. As the examples on this page show, the graphics used for social media profiles for university accounts create a diluted CSUDH identity.

To help strengthen CSUDH brand, the university has put together these guidelines to follow when building out your CSUDH social media account.

As with any branding, please consult University Communications & Public Affairs before using any logos or icons, or creating one for your organization. Often, a new logo is not needed to promote a program. UPCA can assist in developing an identifiable graphic identity using color, typography, or other design elements that fit the brand.



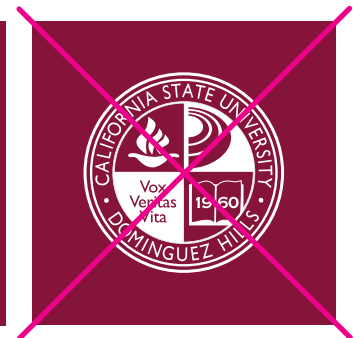
Social Media

Main University Accounts

Only the university's primary social media accounts can use the CSUDH logo as its profile picture.

The same applies for use of the Athletics logo; the Athletics logo is reserved for Athletics and its teams. The Athletics logo and sub logos have strict usage requirements and any usage of any part of their logos (DH horns or bull) require approval from the director of Athletics.

Do not use the university seal (in whole or any part of it) for social media profile images.



Social Media

Main CSUDH College/Department/Program Accounts

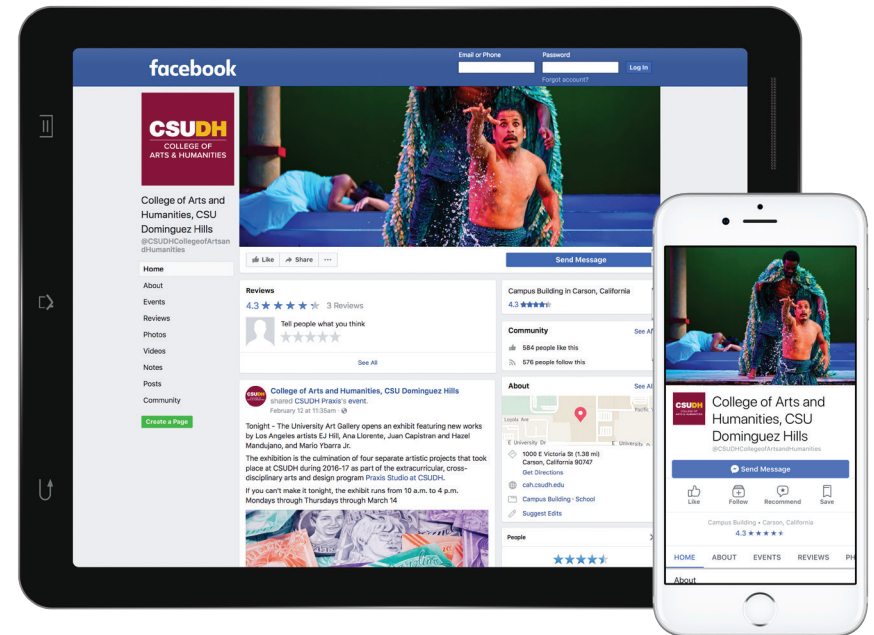
In order to create a unified presence on social media for the university's academic and administrative units (colleges, departments, programs, initiatives, centers) — yet distinguished one CSUDH affiliated account from another— the university has created social media icons versions of divisional endorsed logo for use as social media profile images. The social media endorsed logo has been designed to display in the square or circular shape used by most sites.

Do not use your official endorsed logo for social media profile icons, as they will not fit correctly.

Do not use the files supplied for social media profile icons for any other purpose.

Do not create a graphic social media profile image for your department/organization.

Contact the Office of University Communications and Public Affairs to request an endorsed social media icon or discuss appropriate social media icons.



Social Media

Exceptions

Some departments, unit, campus auxiliaries and affiliate programs have established visual identities that have university approval. In those cases, these entities may choose to use their visual identity for their social media icon. The Office of University Communications and Public Affairs can assist those groups with any questions or concerns.



Social Media

Photographic Icons

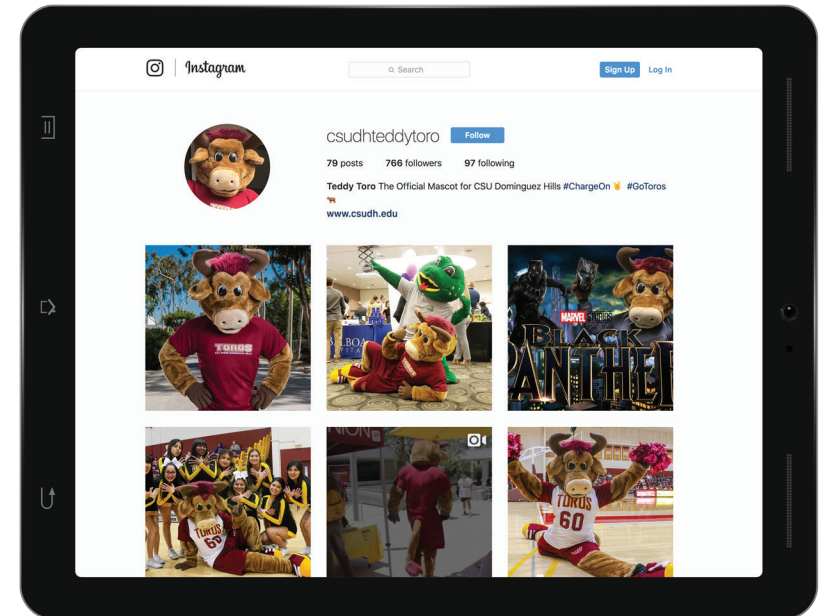
Sometimes it is more appropriate to use a high quality photograph as the social media profile rather than an endorsed social media icon.

Guidelines:

- When using a photo, make sure you have the legal rights to that image. Do not just take a photo found on the internet.
- Because social media profile spaces are small, choose a photo or crop a photo so that it works well at small sizes.
- Use images with a strong focal point.
- The image can contain the campus logo in it – such as an image of person wearing a CSUDH T-shirt or a picture of a campus building.
- It is advisable not to add text to an image. The name of your program is clearly visible on your social account in other areas, such as the profile name and in the URL.

The university has a number of images of campuses and campus life from which to choose. Visit csudh.smugmug.com.

You may also contact the Office of University Communications and Public Affairs to review your social media profile needs.



Social Media

Student Clubs and Orgs

School clubs must receive approval for logos they create. Approved logos for school clubs and organizations are allowed for use as social media profile images. However, please check that the logo fully fits within the prescribed space. If it does not, consider using a photograph instead.

