Marketing, Communications and Media Technology
Criteria for approving artwork:

- **Content:**
  - Is the event name/title clear?
  - Is a time, location, and date clearly stated?
  - Are there no spelling/grammar errors?
  - Is it clear that this event/department is Student Affairs?
  - Is there a clear “call to action” or other language to tell the recipient what we’d like them to do?
  - Is a URL included? If so, does the link work?
  - Is the URL listed as the “students” website? Or is it an old URL with a redirect?
  - Are titles, degrees, building names, addresses and other usage compliant with the guidelines in the Public Affairs Style Manual?

- **Nomenclature:**
  - Is either the official name or the nickname used correctly?
    - Official name: Washington University in St. Louis
    - Nickname: WashU
  - Are department names listed in full in the first instance and then abbreviations or acronyms used thereafter? Example: “The Office of Scholar Programs (OSP) provides...” then “OSP welcomes students...”

- **Voice:** (should be active, open, confident, and inclusive)
  - Is active voice used? Example: instead of using “A survey will be distributed at the event,” use “Staff will distribute a survey...”
  - Are facts presented clearly?
  - Is the writing intelligent and accessible?

- **Logos:**
  - Are university-approved logos used?
  - Are the logos not manipulated in any way?
    - Not squeezed/stretched or distorted out of proportion
    - Not pixilated or too small for the intended usage
    - Nothing added above, below or around the logo
    - No color changes to the logo
  - Is there adequate clear space around the logo?
  - Is there only one logo per page?
  - Is the logo the appropriate size for the page? (not too large)
  - Have partnership or sponsorship logos been used correctly?
  - If the shield is used alone, is it the correct (opened or closed) shield?
    - If the shield appears smaller than one inch, the closed shield should be used (with stars and fleurs-de-lis filled in)
    - If the shield appears larger than one inch, the open shield should be used
- Is the boilerplate statement: “xxxxxxxxxxxxxxxxxxxx” on all materials to associate the department/event with the Division of Student Affairs (or is a university approved logo including the Student Affairs indicator used?)
- For more information and examples of approved usage of university logos, see https://publicaffairs.wustl.edu/guidelines/

- Photography:
  - Is the photography owned by WashU or otherwise licensed for our usage?
  - Is the photograph of real life WashU people?
  - Is the photography of professional quality?
  - Is the photography not manipulated in any way?
    - Not squeezed/stretched or distorted out of proportion
    - Not pixilated or too small for the intended usage
  - Is the photo well-lit and sharp so that all people in it can be seen clearly?
  - Is the document not over-crowded with too many photos?

- Colors:
  - Have university-approved primary and secondary color palettes been used?
  - Is the text legible (if given a color or presented on a color background)?

- Typefaces:
  - Are the university approved typefaces used?
    - Libre Baskerville
    - Source Sans Pro
    - Rockwell
    - You can download free versions of the first two fonts at https://publicaffairs.wustl.edu/assets/fonts/ Note; Rockwell may already be included with your system or is available for purchase at the same link
  - Are lower- and upper-case letters used? (not all uppercase)
  - Do columns of text use “left justified/ragged right” to improve readability?

- Overall:
  - Does the document look like it belongs to/comes from WashU and Student Affairs?