

# Multimedia Communications Approval Processes

For Resource Management and Planning Staff

# Objectives

- Communicate accurate, relevant information about RMP business unit services, programs and initiatives
- Maintain a consistent voice across all Resource Management and Planning media that meets University Communications' messaging strategies and UC San Diego brand guidelines
- Standardize and streamline the media content development process to reduce turnaround time
- Ensure adequate support for timely content development and delivery

# UC San Diego Brand Resources

# University Name, Logo, Fonts, Photos

The UC San Diego brand reflects campus culture, defines and reinforces who we are. Resource Management & Planning staff are responsible for understanding and correctly applying [campus brand guidelines](#) and adhering to high-quality communication standards.

- [Use of the University Name](#) – “UC San Diego” not “UCSD”
- [Campus Logo, Sub-Brand Logos and Co-branding](#)
- [Typography](#) – brand fonts
- [UC San Diego’s media gallery](#) – contains a variety of campus images and Zoom backgrounds
- Branded [presentation](#) templates – for all presentations

If you have questions, contact [Colleen Sheehan](#), Multimedia Communications Manager.

# Working with Consultants/Vendors

If you are working with consultants or vendors who are preparing media for you (e.g., reports, videos, etc.):

- Share the UC San Diego brand guidelines with them.
- Ensure that they do not use “UCSD” in their prepared media.
- Refer them to [brand@ucsd.edu](mailto:brand@ucsd.edu) if they have questions.

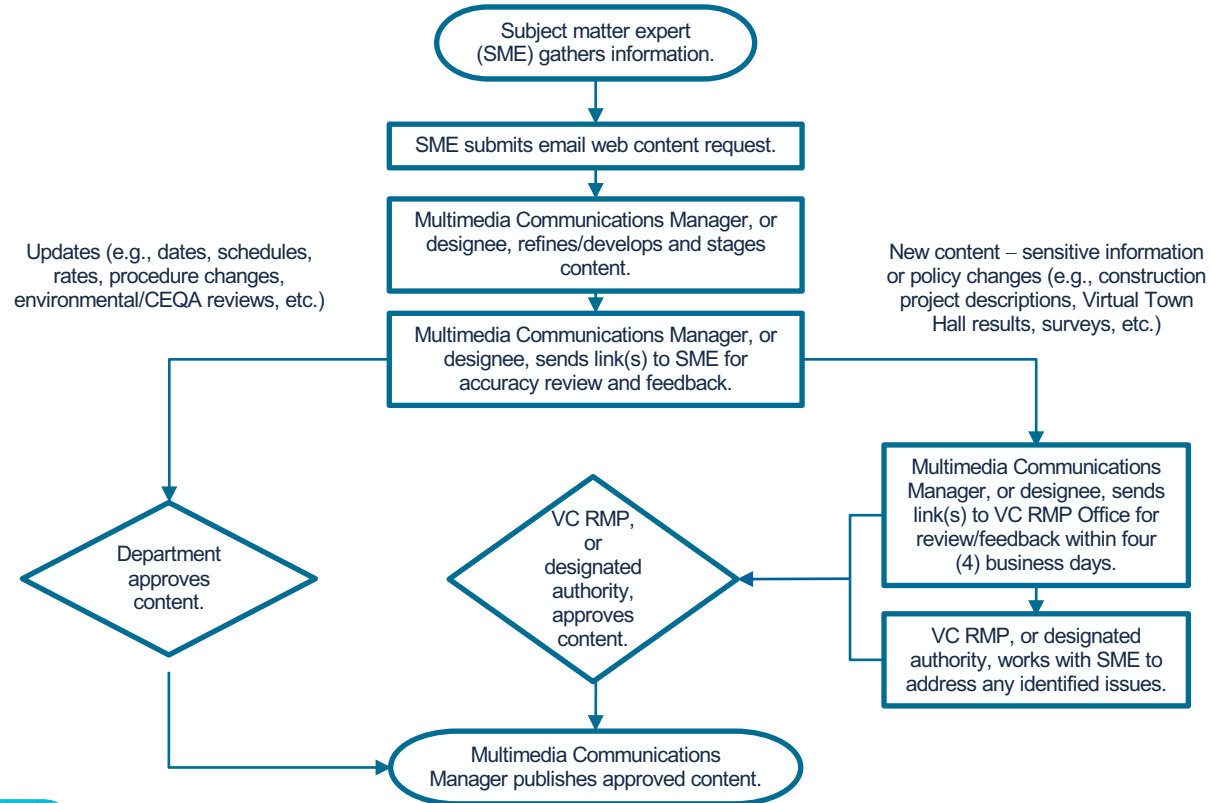
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# Submitting Review Requests: Plan Ahead

- **Content review:** 3 business days before target publish/distribution date
- **Content creation:** 5 business days before target publish/distribution date
- **NOTE: Urgent requests will be accommodated under extenuating circumstances only.**



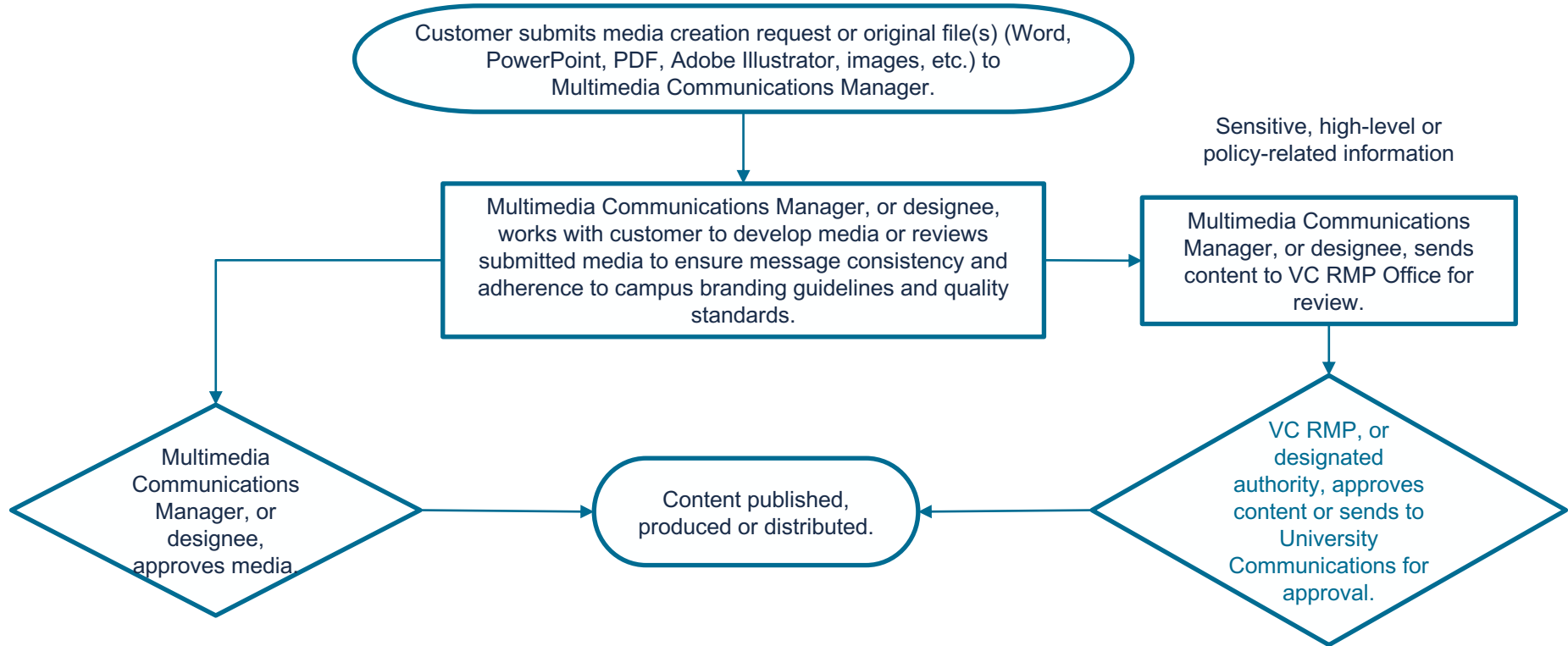
# Web Content Approval Process





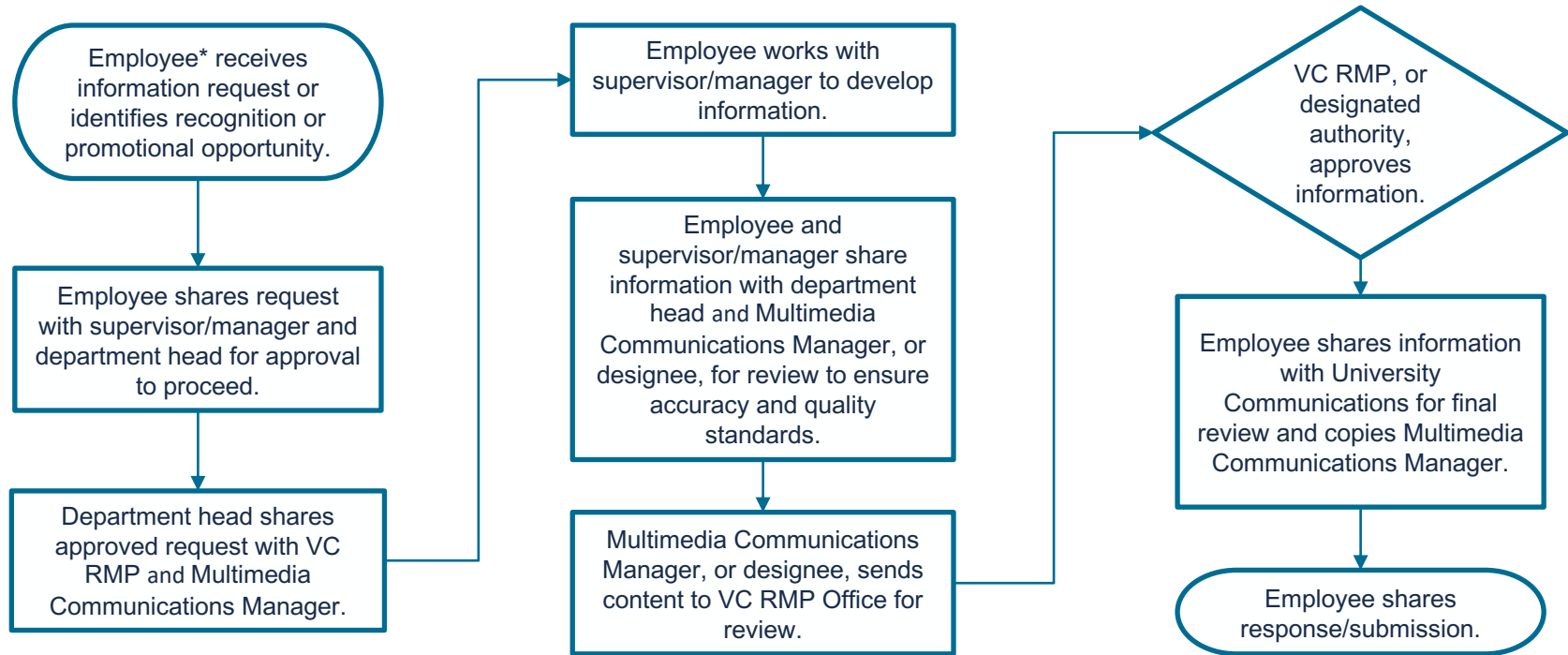
# Multimedia Content Approval Process

Campus notices, email outreach, presentations, flyers, brochures, posters, signs, etc.



# External Communications Approval Process

Media information requests, award nominations, etc.



\*If employee is University Communications RMP representative, contact Multimedia Communications Manager and VC RMP.