



PIKES PEAK
STATE COLLEGE

Marketing, Advertising, and Posting
*Presented by Student Engagement and Leadership's
Involvement and Leadership Team (iLead)*



Branding – What is a Brand?

- A brand is simply a person's perception of your organization. It is not just a logo. It is an experience you want your audience to feel when they interact with you.
- A brand is how entities and individuals can represent themselves to the outside world.
- Brands convey values, services, and identity.
- Creating a brand requires consistency in communication so we can give the people we interact with a consistent experience.

Branding – What is the PPSC Brand?

- Mountain Range logo
- Pikes Peak STATE College
- "Elevate your Education"
- Education meets Accessibility – Affordable and Accessible Education for All

You can create your own brand within the original brand!

Branding – What is the PPSC Brand?

- Pikes Peak State College's visual identity is comprised of many components: logos, the college's mascot, a vast color palette, fonts, photos, and graphic elements such as patterns and shapes. **Preserving a brand's visual identity is vital in continuing the recognition and integrity of that brand.**

Since each registered club is considered an affiliate of the college, in order to maintain Pikes Peak State's visual identity, it is highly recommended to use the brand guide and assets provided by the college on the [Pikes Peak State website](#).

- Search "brand assets" and select the first link to access logos and more!

Branding 101



[Canva Design School](#) - This is a great resource for free tutorials on learning what you can create on Canva. It includes information on branding basics, color theory, and creating cohesive visuals.



[HubSpot Branding Guide](#) – Free templates and tips for building a recognizable brand identity.



[Color Theory](#) - The study of how colors interact with each other, explaining how to mix, match, and contrast colors to achieve specific visual effects, often used in design and art to create aesthetically pleasing combinations and convey certain emotions through color choices; essentially, it's both the science and art of using color effectively.



[How to Use Color Theory](#) - Color combinations, the color wheel and how to generate trendy color palettes on Canva.

Branding 101 continued...



Colors – A free tool to generate color palettes, explore trending schemes, and learn about color theory.



Adobe Color Wheel - PPSC faculty and staff has free access to Adobe Express, another resource where you can create digital content. Adobe Express offers Color Wheel where you can create and save color palettes and explore color harmonies.



Canva Graphic Design Tips - This article gives you tips on ways to elevate text on your creative designs. It also gives suggestions on what to avoid: **one easy mistake to run into when putting text on images is putting colors that aren't contrasting.**

Contrast

Contrast is one of the most imperative parts of the design for mood, legibility and to make it stand out. Use a contrasting color palette background, fonts, and graphics. A good rule of thumb is if you have a light-colored background then you should use a dark font (and vice versa).

Good Contrast Bad Contrast	Good Contrast Bad Contrast
Good Contrast Bad Contrast	Good Contrast Bad Contrast
Good Contrast Bad Contrast	Good Contrast Bad Contrast
Good Contrast Bad Contrast	Bad Contrast

Create Your Own!

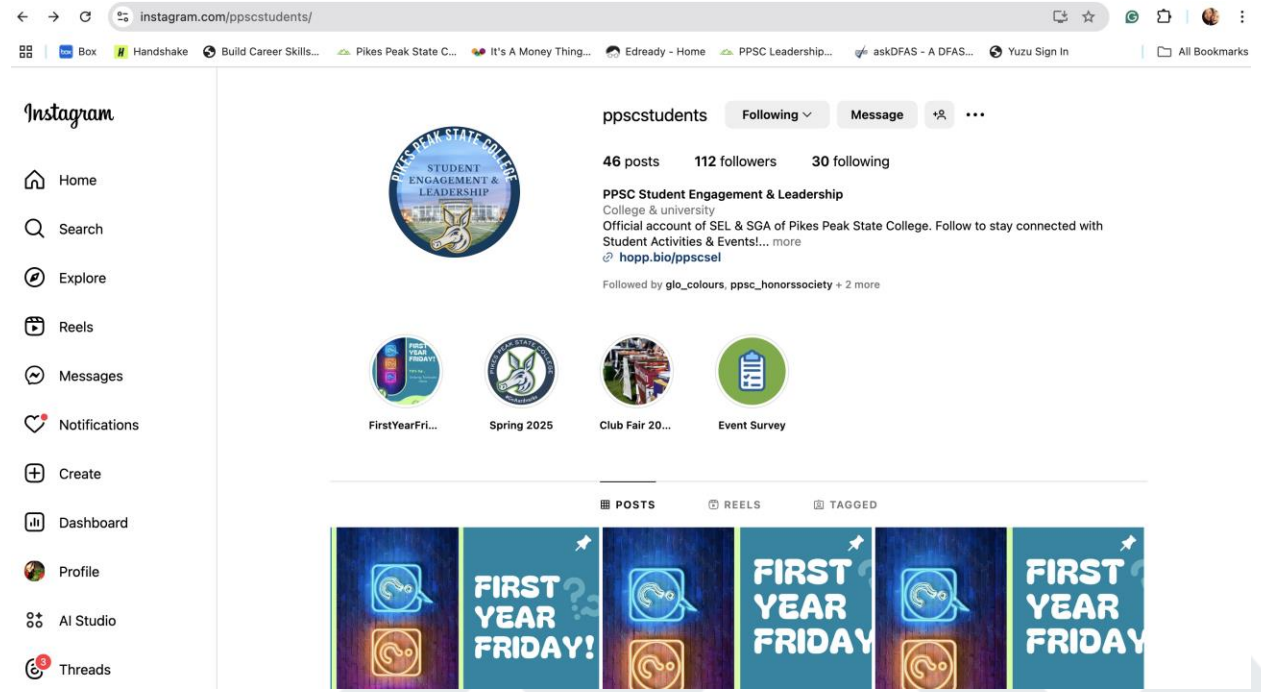


[PPSC Marketing's Self-Service Design](#) - A step-by-step guide to help you access and use Adobe Express for all your self-service design needs. Must be accessed by a PPSC faculty/staff member.

[Canva.com](#) - An online design platform that lets users create graphics, videos, and other media. Canva offers a variety of tools and resources for users of all skill levels.

Social Media

- Each club is free to create social media accounts as long as they register these accounts (including login information) with Student Engagement and Leadership.
 - Facebook
 - Instagram
 - Tiktok
 - LinkedIn
 - Etc
- Discord is considered a communication platform.



Social Media Resources

Content Strategy Development

Content strategy is a plan for creating, publishing, and managing content to align with organizational goals and engage with your audience effectively.

1. **Define Goals:** Identify what you want to achieve (e.g. increasing followers, promoting events, or showcasing campus culture)
2. **Plan Around Key Dates:** Use a calendar to highlight important university events (e.g. finals weeks, holidays, club fairs)
3. **Content Buckets:** Brainstorm recurring themes like student spotlights, event promotions, educational posts, and fun/interactive posts.
4. **Schedule Consistency:** Decide posting frequency and use scheduling tools to maintain regularity.

[Later's Social Media Content Guide](#) – A good in-depth blog post that goes over the different types of content and social media platforms. There are additional links within this blog post that can help you create goals with your content and how to plan your postings.

[Inside Higher Ed – Reaching Students on Social Media](#) – Lists out strategies and content ideas to engage with students through social media.

Social Media Dos and Don'ts

- Don't:
 - Overload text on images
 - Post blurry or low-quality visuals
 - Use slang or memes that may alienate certain audiences
 - Post personal/non-club related content
- Do:
 - Highlight Club Meetings and Activities
 - Focus on educational opportunities
 - Incorporate Calls to Action (Join us, Share your thoughts, Etc)
 - Ensure branding consistencies with colors, fonts, etc

Marketing & Communications Support for Clubs & Organizations

- Pikes Peak State College's Marketing & Communications Department 719-502-2655
 - Located at Centennial Campus RM A212

Marketing & Communications helps promote club activities and key events to increase visibility across the college. This includes sharing announcements for meetings, fundraisers, and culturally significant events like the Hispanic Heritage Festival, Black History Month, and Native American Heritage Celebrations.

How to Request Marketing Support

- Pikes Peak State College's Marketing & Communications Department 719-502-2655
 - Located at Centennial Campus RM A212

To request event promotion, submit a Publicity Request through our system at least 3 weeks prior to the event. This helps us determine the best channels to share your information (i.e. Stall Street Journal, on-campus TV slides, etc).

- Submit a Marketing Publicity Request Online: www.pikespeak.edu/marketing and click on "Make a Request". You will be given the following options amongst others:
 - Promote Events or Announcements (Publicity Request)
 - Promotion for a New Program (or Club)
 - Promotion for Meeting/Activity Information

How to Request Marketing Support

- Pikes Peak State College's Marketing & Communications Department 719-502-2655
 - Located at Centennial Campus RM A212
 - Stall Street Journal
 - Note deadlines for notices that are date relevant at <https://www.pikespeak.edu/administration-operations/marketing/ssj-editorial-calendar.php>
 - Marketing for Clubs & Orgs : <https://www.pikespeak.edu/student-support/student-life/clubs-organizations.php>

Website

The clubs and organizations section of the PPSC website has limited club information – a short blurb on what the club is and contact information.

Please confirm that your club information is accurate. If you wish to change anything, please submit a marketing request. If your club is not included and your registration is complete, please reach out to SEL at sel@pikespeak.edu for assistance.



Welcome to Student Engagement & Leadership at Pikes Peak State!

Student Engagement & Leadership creates spaces for building community and belonging through campus programs, events, clubs, organizations, and virtual platforms. Through collaborative programming, leadership and personal growth development, we aim to empower students to become active participants in creating a more inclusive, just, and liberated campus community.

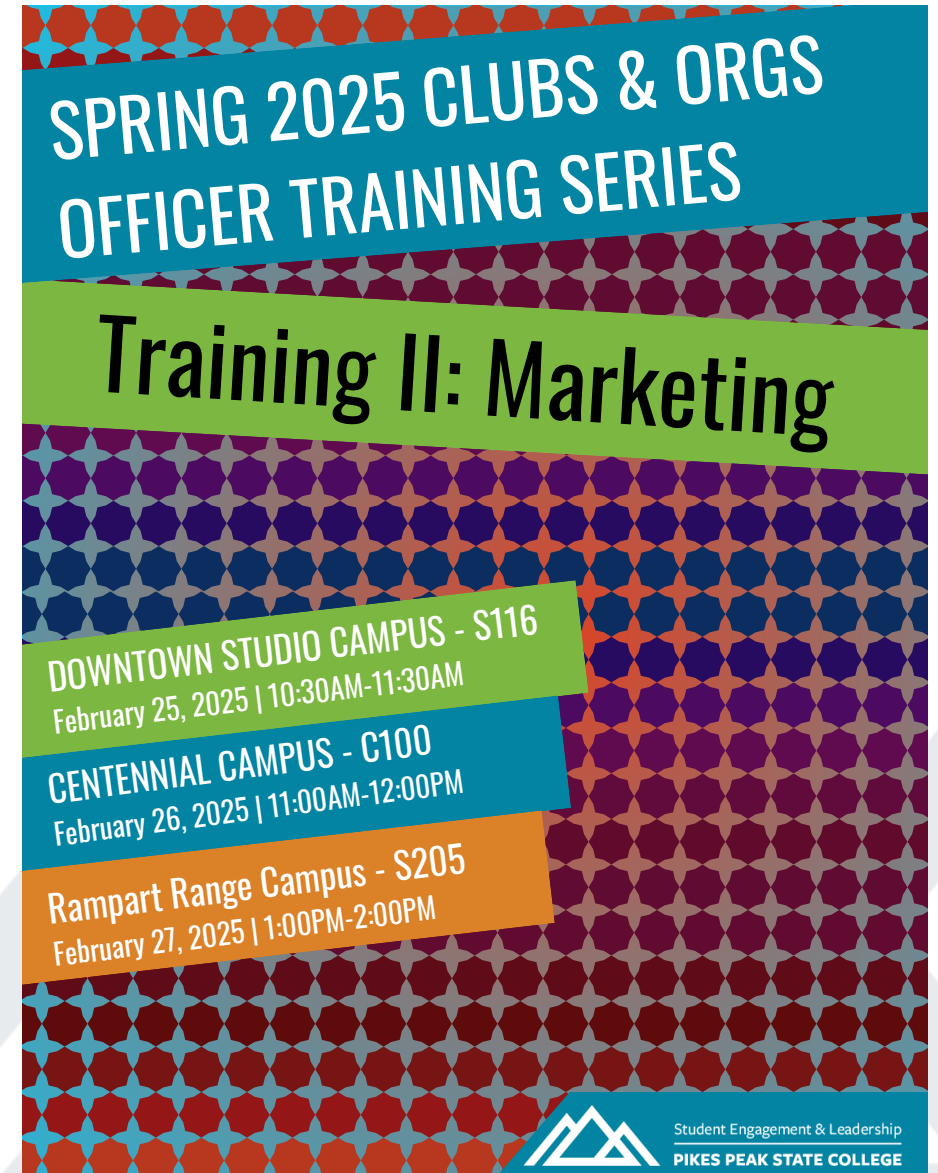
Learn more about what we offer, getting involved at PPSC, and much more below.

Advertising – Campus Flyers



- All flyers must be approved by Student Engagement and Leadership prior to posting.
 - You just have to submit for approval and we'll post the flyers for you!
 - All flyers must have the following information:
 - Who: Club/Organization?
 - What: What is the purpose of the flyer? / Event Title/ Description of Event
 - When: Is there a relevant date such as meeting dates and times, etc?
 - Where: Is there a relevant place such as a meeting place?
 - Why: Why do students care?
 - Contact Information: Name and Email (or phone number) of person to contact regarding additional details
 - Other: Department/Division/Club Logo or other identifier

Flyers

- Keep in mind:
 - Eye Catching
 - Accurate Details
 - Direct and To The Point



Advertising – Flyers Guidelines

- All flyers must be approved by Student Engagement and Leadership prior to posting.
 - You just have to submit for approval and we'll post the flyers for you!
-  **Content Rules:**
- No profanity
- No culturally insensitive language
- No nudity or inappropriate imagery
-  **Posting Policy:**
- Flyers should promote opportunities that benefit our student community, such as student organizations, campus events, and internal support services.
- We **do not** allow advertisements for ***private, for-profit businesses***. For example, independent tutoring services that charge a fee would not be permitted, while campus-sponsored tutoring programs are encouraged.
 - Submit for approval at this link: <https://forms.office.com/r/epmec0HMsP>

Questions?

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Student Engagement & Leadership

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