



THE UNIVERSITY OF  
ALABAMA IN HUNTSVILLE

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**OFFICE OF MARKETING  
AND COMMUNICATIONS**

# This presentation will cover the following topics:

- The OMC's position in the organizational hierarchy
- The OMC's vision, mission, goals, and objectives
- Services offered by the OMC
- Resources offered by the OMC
- Contact information for the OMC

# UAH's Office of Marketing and Communications (OMC) falls under the Office of the Vice President for University Advancement.

The mission of the **Office of the Vice President for University Advancement** is to work in partnership with both the university's president and senior administrators, and the UAH Foundation, to advance the near- and long-term goals outlined in the **UAH Strategic Plan**.

The Office of the Vice President for University Advancement comprises the following:

- **Alumni Relations**
- **The Development Office**
- **Office of Marketing and Communications**
- **The UAH Foundation**

## **OMC VISION**

The Office of Marketing and Communications will be the leader in promoting and advocating for The University of Alabama in Huntsville identity, and in providing marketing expertise in collaboration with campus partners.

## **OMC MISSION**

Our mission is to support efforts to market UAH as a leading institution of higher education and research and to tell the unique story of its community of innovative thought leaders.

# Goals

- Articulate the value of being associated with the UAH brand
- Assist campus stakeholders with developing their unique identity in alignment with the UAH brand
- Optimize internal capabilities through better use of content
- Foster an environment of collaboration
- Communicate the value of OMC's services to the campus
- Improve internal communication and cohesiveness

# Objectives

- Enhance strategic marketing communication
- Increase enrollment and retention
- Assist development and fundraising efforts
- Promote the value of the research enterprise
- Increase awareness of the university's impact on workforce development
- Facilitate effective internal communications
- Monitor metrics to improve our performance

SERVICES  
OFFERED  
BY THE **OMC**



## GRAPHIC DESIGN

The OMC's graphic design team can design the following items for internal or external use:

- Business Cards
- Letterhead / Stationery
- Postcards
- Brochures
- Flyers
- Tabletop Displays / Banners / Posters
- Newsletters
- And more...

Requests should be submitted along with complete content at least two weeks in advance, not including any time needed for printing.

*Please note that a small fee is charged for design work.*

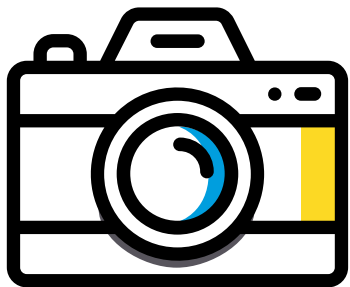


**Printing services** are handled through the **UAH Copy Center** or a **third-party printer** and not through the OMC.



**If you choose to design your own material, you must do the following:**

1. Design your artwork in adherence to the **UAH Logo & Brand Guidelines**.
2. Submit your artwork to the OMC for approval before sending it to the printer and/or UAH Procurement Services.



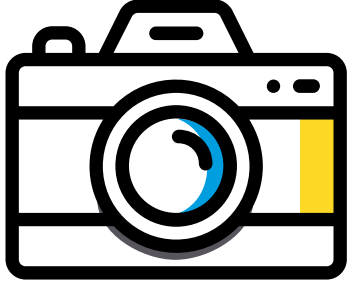
## PHOTOGRAPHY

Photography services for UAH-related activities and events that take place during business hours, and portraits taken in the photography studio ([SKH 342](#)), are free as long as the photographer is not already booked.

If the photographer is booked or the scheduled time is outside of business hours, the OMC can recommend and help you contract with a freelance photographer; however, you will be responsible for any fees incurred.

Please note that if anyone [under age 19](#) will be photographed, their parent or guardian will need to complete and sign a waiver that will be provided to you when your appointment is confirmed.

*Photography services for student, faculty, or staff personal and/or social media needs are not provided by the OMC.*



## VIDEOGRAPHY

The OMC can recommend and help you contract with a freelance videographer; however, you will be responsible for any fees incurred.

Please note that if anyone **under age 19** will be recorded, their parent or guardian will need to complete and sign a waiver that will be provided to you when your appointment is confirmed.

*Videography services for student, faculty, or staff personal and/or social media needs are not provided by the OMC.*

To request any of these services, visit [uah.edu/omc](http://uah.edu/omc) and click on the **OMC PHOTO, VIDEO, AND DESIGN REQUESTS** button:



OMC PHOTO, VIDEO, AND  
DESIGN REQUESTS >

*Note that each request requires its own form; however, requests for business cards, letterhead, and envelopes can be combined.*



# LOGO PERMISSION & ARTWORK APPROVALS

If you plan to use the [UAH logo](#) or custom artwork developed for a UAH-branded promotional item, such as a t-shirt or flyer, you must request permission/approval from the OMC by using the online request form.

Allow three business days minimum for a response.

**IF YOU ARE A STUDENT**, a faculty or staff member must submit the online request form on your behalf.

*Before submitting your custom artwork for approval, please be sure you have reviewed and are in compliance with [UAH's logo usage and branding guidelines](#).*

To request permission/approval, visit [uah.edu/omc](http://uah.edu/omc) and click on the **LOGO USAGE AND ARTWORK APPROVAL REQUESTS** button:

LOGO USAGE AND ARTWORK  
APPROVAL REQUESTS >



## WEB DESIGN/UPDATES

The OMC's web team maintains and curates UAH's online presence, including its website, social media platforms, and related online properties.

If you are a staff or faculty member and need assistance with any aspect of your department's web presence, contact your department's web administrator or the UAH web team at [webmaster@uah.edu](mailto:webmaster@uah.edu).



## WEB TRAINING

Departmental web administrators must complete Joomla training and get access approval from their department manager to receive editing access to the UAH website.

To schedule Joomla training, contact [webmaster@uah.edu](mailto:webmaster@uah.edu).





**The OMC Web Team is not  
the Office of Information Technology (OIT).**

If you are having technical or connectivity problems; need help with Canvas, Banner, or other software; or have IT-related questions, contact the OIT Help Desk at [helpdesk@uah.com](mailto:helpdesk@uah.com).

To request any website-related services, visit [uah.edu/omc](https://uah.edu/omc) and click on the **WEBSITE REQUESTS** button:

 WEBSITE REQUESTS

# NEWS STORIES & PRESS RELEASES

New stories and press releases are how we tell the world about what UAH's students, faculty, researchers, staff, and alumni are doing on and off campus.

All news stories and press releases are shared on UAH's news site, [uah.edu/news](http://uah.edu/news), and on UAH's social media platforms; some are also shared with UAH's press release distribution service, [Newswise](#).

In addition, the OMC is notified when UAH is mentioned in the media. Some of those media mentions may also be shared on UAH's social media sites.

**To submit a news story or press release item,  
contact [omc@uah.edu](mailto:omc@uah.edu).**

*Please note that some news items may be referred directly to social media for dissemination.*

# EVENTS

The OMC's web team oversees the [UAH Event System](#), which features events affiliated with UAH and held on the UAH campus as well as events sanctioned by UAH and held off campus (e.g., alumni, art, music, or theatre events).

Events submitted to the UAH Event System are curated to appear in a number of other places around campus, such as on departmental websites, in [Headlines](#), in the student e-newsletter, on the Sparkman digital sign, and/or on UAH's social media feeds.

[There is no need to submit your event to each of these channels.](#) The system is a one-stop shop; once you add your event to the UAH Event System, it will autopopulate the other channels.

**To submit an event to the UAH Event System, go to [uah.edu/events/submit](http://uah.edu/events/submit).**

# ANNOUNCEMENTS

Primarily intended for the campus community, announcements comprise any information of relevance to **faculty and staff**. This may include construction updates, important HR information, road closures, parking changes, and other items of that nature.

Announcements appear in several places: in the Announcements section of **Headlines**, on the **I AM A...FACULTY / STAFF MEMBER** page of the website, and on the Announcements page of the website at **[uah.edu/announcements](http://uah.edu/announcements)**.

**To submit an announcement, contact [omc@uah.edu](mailto:omc@uah.edu).**

# HEADLINES

Headlines is a weekly email curated for faculty and staff that comprises articles from [UAH News](#), announcements that have been sent to the OMC, and events that have been submitted to the [UAH Event System](#).

**To submit an event to Headlines, go to [uah.edu/events/submit](http://uah.edu/events/submit).  
To submit an announcement to Headlines, contact [uah.edu/omc](http://uah.edu/omc).**

*All submissions must be received by end of business on Monday to appear in Tuesday morning's Headlines.*

# CAMPUSWIDE EMAIL

The OMC has the ability to send campuswide emails; however, these emails are solely intended for information of **great importance to the entire campus community**. Barring an urgent announcement (e.g., severe weather), requests to send information via a campuswide email must be submitted two weeks in advance.

**To submit an item to be shared via campuswide email, contact [webmaster@uah.edu](mailto:webmaster@uah.edu).**

*Please note that campuswide emails are unrelated to UAlert emails and other emergency notifications. For more information or to sign up for UAlert, go to [uah.edu/emergency](http://uah.edu/emergency).*



## SOCIAL MEDIA



The OMC administers the university's main [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) pages, and monitors all other social media accounts on campus.



The primary audience for the UAH accounts is prospective UAH students.



To see other UAH-affiliated platforms not administered by the OMC, visit the [UAH Social Media Directory](#) at [uah.edu/social/directory](http://uah.edu/social/directory).

*If your social media accounts are not listed in this directory and you would like them to be, contact [webmaster@uah.edu](mailto:webmaster@uah.edu).*





## ADVERTISING: DIGITAL & TRADITIONAL

The OMC can help you promote your program, department, or event through both traditional media (magazines, newspaper, radio, billboards, etc.) and new media (online ads, social media, etc.).

While you are responsible for any associated cost, the OMC can assist you with crafting an effective marketing campaign and selecting the best medium for your message.

To learn more about advertising, contact [omc@uah.edu](mailto:omc@uah.edu).

RESOURCES  
OFFERED  
BY THE OMC



# UAH LOGO & BRAND GUIDE

The Logo and Brand Guide ensures consistency in branding across all platforms. It covers the following items:

- Approved Acronym Usage
- UAH Logo
- Color Palette: *Blue, black, and white (yellow may be used as accent)*
- Clothing and Apparel
- Templates
- Typography

*Avenir is the typeface (font) used in the logo and across the UAH website. It is a sans-serif face with many weights appropriate for everything from titles to body copy. If you do not have access to Avenir, you may substitute it with Helvetica, Arial, or Helios.*



# WEB STYLE GUIDE

The Web Style Guide provides the tools needed to ensure consistency, compliance, and accessibility on any UAH-affiliated website. It covers the following items:

- Base HTML Elements
- Design Patterns
- Successful Page Examples
- Writing for the Web
- Joomla Training

To edit or alter a UAH webpage, you must be a web administrator. Web administrators must complete [Joomla training](#) and get access approval from the department manager to maintain editing access to the UAH website. To schedule Joomla training, contact [webmaster@uah.edu](mailto:webmaster@uah.edu).



## MEDIA ASSISTANCE

If you are contacted by a member of the media for an interview, a statement, or information about UAH, please **notify the OMC** by contacting **[omc@uah.edu](mailto:omc@uah.edu)** or **x6414**. This ensures that the university's interactions with the media are coordinated and that messaging is consistent.

The OMC can also provide helpful guidelines for interacting with the media, and if desired, in-person assistance during interviews.

LEARN MORE AT  
**[UAH.EDU/OMC](http://UAH.EDU/OMC)**



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**OFFICE OF MARKETING  
AND COMMUNICATIONS**

## **The UAH Office of Marketing and Communications**

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256.824.6414 | [omc@uah.edu](mailto:omc@uah.edu) | [uah.edu/omc](http://uah.edu/omc)