Schreiner University™

BRAND GUIDELINES

REV. NOVEMBER 2026

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OUR BRAND

Out of the minds and hearts of Captain Schreiner and the Presbytery of West Texas grew the maverick educational institution known today as:

Schreiner University™

Schreiner University's brand is its reputation. We communicate the brand with stories, actions, and images and reinforce it with consistency. We are a diverse, fiercely independent University. We are affiliated by choice and covenant with the Presbyterian Church (USA) with a main campus in Kerrville, Texas – the heart of the Texas Hill Country.

Schreiner University is a place of opportunity.

Students enter with hope and leave with achievement. We offer undergraduate and graduate students a personalized, integrated, and holistic educational experience that prepares them for meaningful work and purposeful lives in a changing global society. Students study in-depth in a specific area of interest while acquiring broad skills and habits of mind to navigate a complex, diverse, and unscripted future.

PRESIDENT'S NOTE



Schreiner University's Brand Standards Manual is a resource for all members of the University community and its vendors. It is designed to ensure consistent and appropriate use of the University's three-tiered graphic-identity program and any secondary and tertiary logos.

The guidelines included represent official University policy related to any and all graphic representation of Schreiner University, its departments, programs, and athletic teams. University policy specifies that all printed material intended for all audiences be developed and produced either by, or under the guidance of, the Marketing division. For additional information or further clarification of the University's brand standards, please contact the Director of Marketing at: marketing@schreiner.edu

Charlie McCormick, President

OFFICE OF MARKETING & COMMUNICATIONS

Integrates and coordinates all aspects of Schreiner University's marketing — product, price, place, and promotion — to achieve the Strategic Plan objectives.

Purpose & Functions

- Support the recruitment, retention, fundraising, and public relations goals of the University by increasing awareness of Schreiner University and positioning it as a premier place of learning.
- Integrate marketing across all departments.
- Work with faculty, staff and other Schreiner University constituents to strengthen our brand.
- Assist Information Technology Services (ITS) with making the Schreiner University website an effective tool for recruitment, fundraising, public relations and as a versatile tool for the campus community and visitors alike.
- Improve the community's recognition of Schreiner University as a valuable cultural and economic asset, vital to the area's wellbeing, by increasing participation in Schreiner's community relations program.

Approval

The Office of Marketing and Communications makes Schreiner University's logo available, but with the strict provision that users adhere to the rules set forth in this Brands Standards Manual. If you have questions regarding use, please contact us for guidance.

Projects and products that use the Schreiner Brand, logo or represent the University – not originating from the Office of Marketing and Communications – must be approved by the Office of Marketing and Communications. Requests will be evaluated on the basis of adherence to the brand standards described in this publication, editorial quality and how it reflects upon Schreiner University's reputation as a premier place of learning.

Resources

The Marketing Request Form can be found on the **schreiner.edu/brand** website.

Contact Us

SCHREINER UNIVERSITY MARKETING AND COMMUNICATIONS
830.792.7462
marketing@schreiner.edu

SCHREINER UNIVERSITY **BRAND WEBSITE**

INSTITUTIONAL COLORS

Brand Colors

Schreiner University's brand colors are vital to our visual identity, centered around our signature maroon. The color palette reflects our heritage and the natural beauty of the Texas Hill Country, creating a unified, recognizable look across all platforms.

Consistent use of these colors strengthens our brand presence and reinforces our values.

HILL COUNTRY MAROON
CMYK: C-15 M-100 Y-39 K-69
Pantone: 7421C
RGB: R-81 G-0 B-0
Hex: #510000

75% TINT
CMYK: C-11 M-75 Y-29 K-52
RGB: R-125 G-64 B-64

50% TINT
CMYK: C-7 M-50 Y-20 K-35
RGB: R-168 G-128 B-128

25% TINT
CMYK: C-4 M-25 Y-10 K-17
RGB: R-212 G-191 B-191

10% TINT
CMYK: C-2 M-10 Y-4 K-7
RGB: R-238 G-230 B-230

SUMMIT WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF

MOUNTAINEER BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

RANGER STEEL
CMYK: 0, 0, 0, 56
RGB: 112, 112, 112
Hex: #707070

TEXAS LIMESTONE
CMYK: 0, 0, 0, 18
RGB: 209, 209, 209
Hex: #D1D1D1

Tints

Tints of our Hill Country Maroon can be used to add depth and variety to designs, as long as they are used sparingly and with good judgment in terms of readability. Tints should never comprise more of a design than the original Maroon.

These values are approximations for each respective tint. Other tint variations are acceptable, but these four are recommended for contrast.

Complementary Colors

These colors are meant to complement Schreiner Maroon and provide visual interest and add flexibility to your designs. Used strategically and sparingly, these colors can supplement Schreiner Maroon, but should not make up more than about 20% of the total design. As with the Hill Country Maroon, tints of these colors can be selectively used to add more depth and variety to designs.

		75% TINT	50% TINT	25% TINT	10% TINT
LONE STAR GOLD CMYK: C-0 M-33 Y-90 K-2 RGB: R-250 G-168 B-25 Hex: #FAA819		C0 M25 Y67 K2 R251 G190 B83	C0 M16 Y45 K1 R253 G212 B140	C0 M8 Y22 K0 R254 G233 B198	C0 M3 Y9 K0 R255 G246 B232
CANYON SUNSET CMYK: C-0 M-47 Y-84 K-8 RGB: R-234 G-123 B-38 Hex: #EA7A26		C0 M35 Y63 K6 R239 G156 B92	C0 M24 Y42 K4 R245 G189 B147	C0 M12 Y21 K2 R250 G222 B201	C0 M5 Y8 K1 R253 G242 B233
BLUEBONNET SKY CMYK: C-88 M-0 Y-11 K-0 RGB: R-0 G-169 B-206 Hex: #00A9CE		C66 M0 Y8 K0 R64 G191 B218	C44 M0 Y5 K0 R128 G212 B231	C22 M0 Y3 K0 R191 G234 B243	C9 M0 Y1 K0 R230 G246 B250

Examples of Secondary Color and Tint Usage



AGRICULTURE & NATURAL RESOURCE MGMT

CTWD
Center for Talent & Workforce Development
@ Schreiner University



OFFICIAL UNIVERSITY LOGO

Schreiner University Wordmark

The official symbol of Schreiner University is the wordmark, which includes the italicized *i* to emphasize the importance of the individual student.

The wordmark should be the official Schreiner Maroon, white, or black. No other colors should be used. The wordmark is not to be altered or combined with any other logo or artwork to create a different version.

Schreiner University™

Schreiner University™

Schreiner University™

Schreiner University™

Spacing around the logo should be carefully maintained, with at least .5" of space on all sides of the logo to ensure readability and clarity. An official Schreiner logo is required in all communications and materials.



Official stacked logo should be used as a primary logo first.

Schreiner University™

Schreiner University™

Schreiner University™

Official horizontal logo is available only when stacked can not be used.

Schreiner University™

Schreiner University™

Incorrect Logo Usage

The logo should not be used in conjunction with words/icons/taglines unless supplied by the Office of Marketing. The logo should not be stretched or rotated, and should not have any effects such as bevel, emboss, or prominent drop shadows added to it. The logo should not be any other color aside from Schreiner Maroon, white, or black. Any modification requires approval from the Office of Marketing and Communication.













DEPARTMENT & OFFICE USE

Subbranding & Modifiers

Schreiner strives to illustrate, identify, and highlight the distinctions of each of its departments, programs, and schools. Part of that work includes the development of a department mark and uniform look. A department mark is text-based, primarily consisting of only letters accompanied by the official logo and monogram.

Department marks are available in two variations and colors to provide flexibility in usage, and should be treated with the same standards as the official Schreiner wordmark. **Department marks are not to be used without the official Schreiner logo.** Logos available by request.

In some cases, a supplementary logo may be desired for a certain program or division in addition to the official department logo. All supplementary logos must have their usage approved by the Marketing department.

SU Department Logo: Horizontal

Schreiner University
OFFICE OF STUDENT AFFAIRS

SU Department Logo: Horizontal Reversed

Schreiner University
OFFICE OF STUDENT AFFAIRS

SU Department Logo: Stacked

Schreiner University
OFFICE OF STUDENT AFFAIRS

SU Department Logo: Horizontal 2-Line

Schreiner University
AGRICULTURE AND NATURAL RESOURCE MANAGEMENT

SU Department Logo: Stacked 2-Line

Schreiner University
AGRICULTURE AND NATURAL RESOURCE MANAGEMENT



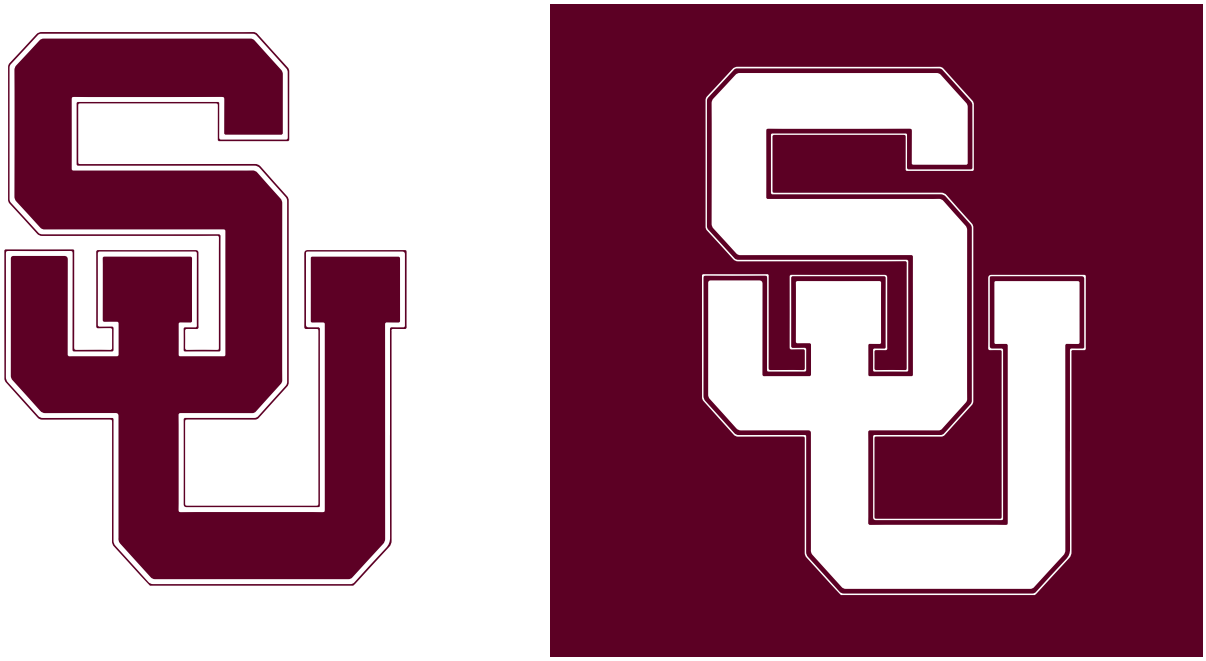
SU MONOGRAM

Schreiner University Monogram

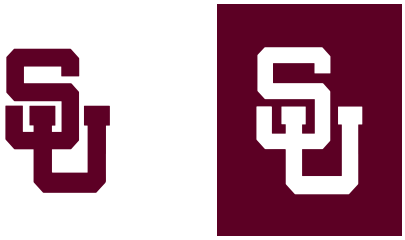
The monogram is the primary visual symbol used to represent Schreiner University. It is appropriate for a wide variety of usage, but needs to be accompanied by the official Schreiner University logo in outward-facing publications.

The monogram is presented in two colors: Schreiner Maroon and white, and should adhere to the same standards as the official logo. No other colors should be used with the monogram. For smaller productions, a version without the outline should be used for the sake of readability.

SU Monogram: Outlined Version



SU Monogram: Simplified Version



SU MONOGRAM LOGOS

The SU Monogram can be used with the Schreiner University logo in two different variations: stacked and horizontal. These marks further our brand identity and can be used in place of the official logo if desired.

ALWAYS use the official SU Monogram logos provided by the Marketing department; NEVER try to add the SU Monogram to the Schreiner logo or combine the SU Monogram with any other logo.

The stacked version is preferred, but the horizontal version may be used if necessary. Both maroon and white colors are available for use.

SU Monogram Logo: Stacked



SU Monogram Logo: Horizontal



CREST AND SEAL

Schreiner University Crest

The Schreiner University Crest is an emblem reflecting the institution's heritage and values. Comprising classical symbols, it underscores the university's dedication to producing educated citizens. Used on official documents, promotional materials, and select merchandise, the Crest maintains a cohesive and professional image. Its consistent use reinforces Schreiner University's commitment to academic excellence and community values.





There are two options for the Crest to be used with the Schreiner University wordmark: a stacked and horizontal version. Both versions are also available in white and black.





Schreiner University Seal

The Schreiner University Seal is reserved for official use; all usage is subject to approval by the Office of Marketing and Communication on a case-by-case basis.

The seal should never be altered or recolored in any way.



SCHREINER SPIRIT MARK

University Spirit Marks

Monty the Mountaineer is the official mascot and spirit mark of Schreiner University. These marks should not be used in place of any of our academic marks, but are reserved for applications that support student life and the student experience. Both a maroon and outlined white version are available. There is both a head-only and full body version that can be used, as well as a tartan shield design. No other colors or alterations should be used without prior approval.

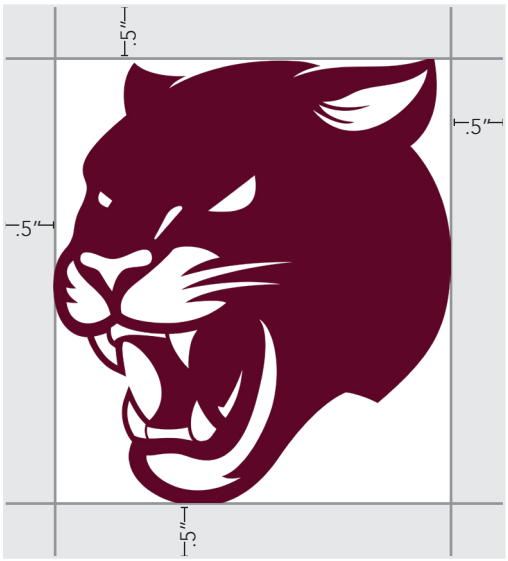








- DO NOT add other effects to the spirit mark, such as drop shadows, distortion, or colored outlines. Use only approved spirit mark designs. For all alteration requests, contact the Office of Marketing and Communications in advance.
- Display the all versions of the spirit mark in the left-facing position; DO NOT reverse the direction.
- DO NOT substitute the Monty graphic for the Schreiner University official logo, which should appear on all external publications, websites, and other visual communications.
- DO NOT combine the Monty graphic with or place within any other marks, graphic elements, or words except as specified.
- The Monty graphic may be used on give-away promotional items such as T-shirts, mugs, key chains, etc., with prior approval from the Office of Marketing and Communications.
- DO NOT use other images of a mountain lion or mountain lion paw.
- Any other versions of the spirit mark are retired designs and should not be used.



Exclusion Zone

Leave 1/2" of space around the design.

Be mindful of color placement - do not use maroon on black, and do not reverse the logo. Use the approved white-outlined version instead.



Spirit Mark and Logo Lockups

These designs can be used for greater versatility with the spirit mark. These should NOT be used as social media icons, and should not be modified without permission from the Office of Marketing and Communications.





















Alternate Versions

The fullbody version and the tartan shield version can be used as an alternative.







Examples of Approved Usage

The spirit mark is designed to be widely used in student-focused experiences, primarily athletics. The logo may be used by itself or as one of the approved lockups with either SU or Schreiner University Mountaineers.

For uses that would require alteration to the logo, please contact the Office of Marketing and Communications for prior approval.





Retired Spirit Marks

These designs should not be used in any way for official Schreiner business, on social media, or in any form of print or digital production, including backgrounds, merchandise, logo graphics, etc.









SCHREINER ATHLETIC LOGO

Schreiner University has tremendous school pride and spirit. **The Schreiner Athletic logo is reserved for Athletics and its teams.** Schreiner's reputation in the Southern Collegiate Athletic Conference relies on Schreiner University's name recognition. The "SU" graphic should NOT be used alone without "Schreiner," "Schreiner University," or "Mountaineers."



Official Schreiner Athletics Logo.

SCHREINER UNIVERSITY MOUNTAINEERS

SCHREINER UNIVERSITY MOUNTAINEERS

Specific team logos can be requested from Athletics Department or Office of Marketing.

SCHREINER BASEBALL

SCHREINER SOCCER

TARTAN

Tartan Details — Schreiner University

The information held within The Scottish Register of Tartans for the "Schreiner University" tartan is shown below.

Reference: 12295
Designer: Gehrels, David W
Tartan date: 29/10/2018
Reference: 15 November 2018

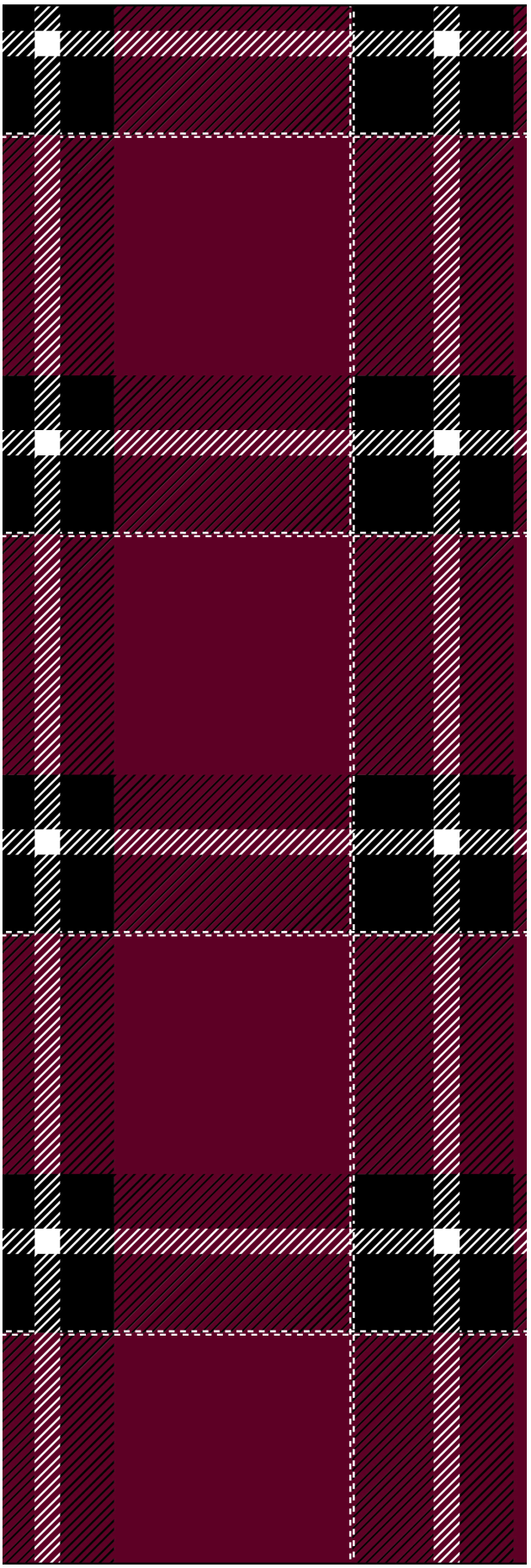
The Origin of the Schreiner University Legacy Tartan

In 2018, the official Schreiner University Legacy Tartan was designed by Director of Student Activities David Gehrels and registered with the Scottish Register of Tartans. Created to honor the University's Presbyterian heritage, the tartan incorporates a carefully selected thread count and the University's traditional colors of maroon and white, accented with black, to tell the story of Schreiner's past, present, and future.

Each thread carries a piece of Schreiner's history. The pattern begins with 19 white threads followed by 23 black threads, representing the University's founding year of 1923. These are followed by 95 maroon threads, commemorating the University's 95th anniversary in 2018, the year the tartan was registered.

The pattern then returns to the original 19 white and 23 black threads before repeating the maroon, symbolizing the continuation of Schreiner's legacy and its commitment to the next 95 years of educational excellence.

Woven into every thread is a celebration of Schreiner's history, traditions, and enduring future.



TYPOGRAPHY & FONTS

Font 01:
Avenir

The word Avenir means "future" in French. Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

Avenir - Heavy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Avenir - Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Font 02:
Trade Gothic Next

This typeface is highly versatile and features many variations in weight and width, including compressed and condensed versions of varying weights. This offers much more flexibility in designs while maintaining a modern look.

This font is available through Adobe Creative Cloud, which employees and students can access at Schreiner.

An acceptable alternative sans serif font with variable widths and weights is Open Sans, which is available for free through Google Fonts and Canva.

Trade Gothic Next LT Pro - Heavy Compressed

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Trade Gothic Next LT Pro - Condensed Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Trade Gothic Next LT Pro - Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

FONT HIERARCHY

Font 03:
Century Schoolbook

Century is a family of serif typefaces particularly intended for body text. The family originates from a first design, Century Roman. Its design emphasizes crispness and elegance, with strokes ending in fine tapers, ball terminals and crisp, finely pointed serifs.

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Font 04:
Minion Pro

Minion Pro is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. Minion Pro combines the aesthetic and functional qualities that make text type highly readable.

Minion Pro - Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Minion Pro - Medium Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Font 05:
Civic Black Italic

This font is used exclusively for our athletics teams and their promotional materials. This font should not be used for anything outside of athletics-related material.

This font should also only be used for headlines or small areas of text; it should never be used for body copy or long paragraphs of text.

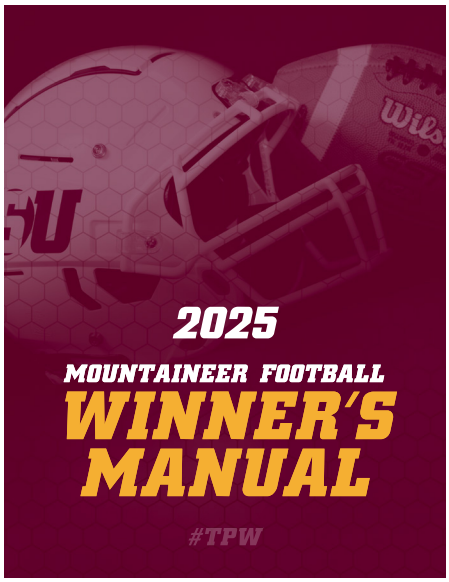
In some situations, other variations of the Civic family may be used alongisde it, but only sparingly and with approval from the Marketing department.

Civic - Black Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Civic - Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ







BUSINESS CARDS

Dimensions

3.5" x 2.5"

Weight

130 lb. coated white

Business cards are ordered through SoFast Printing in Kerrville. To order business cards, request a design PDF from the Marketing department by filling out a marketing request on our schreiner.edu/brand website. Fill out the stationery order form located on the schreiner.edu/brand website, and email both the form and PDF to SoFast Printing.



INSTITUTIONAL LETTERHEAD

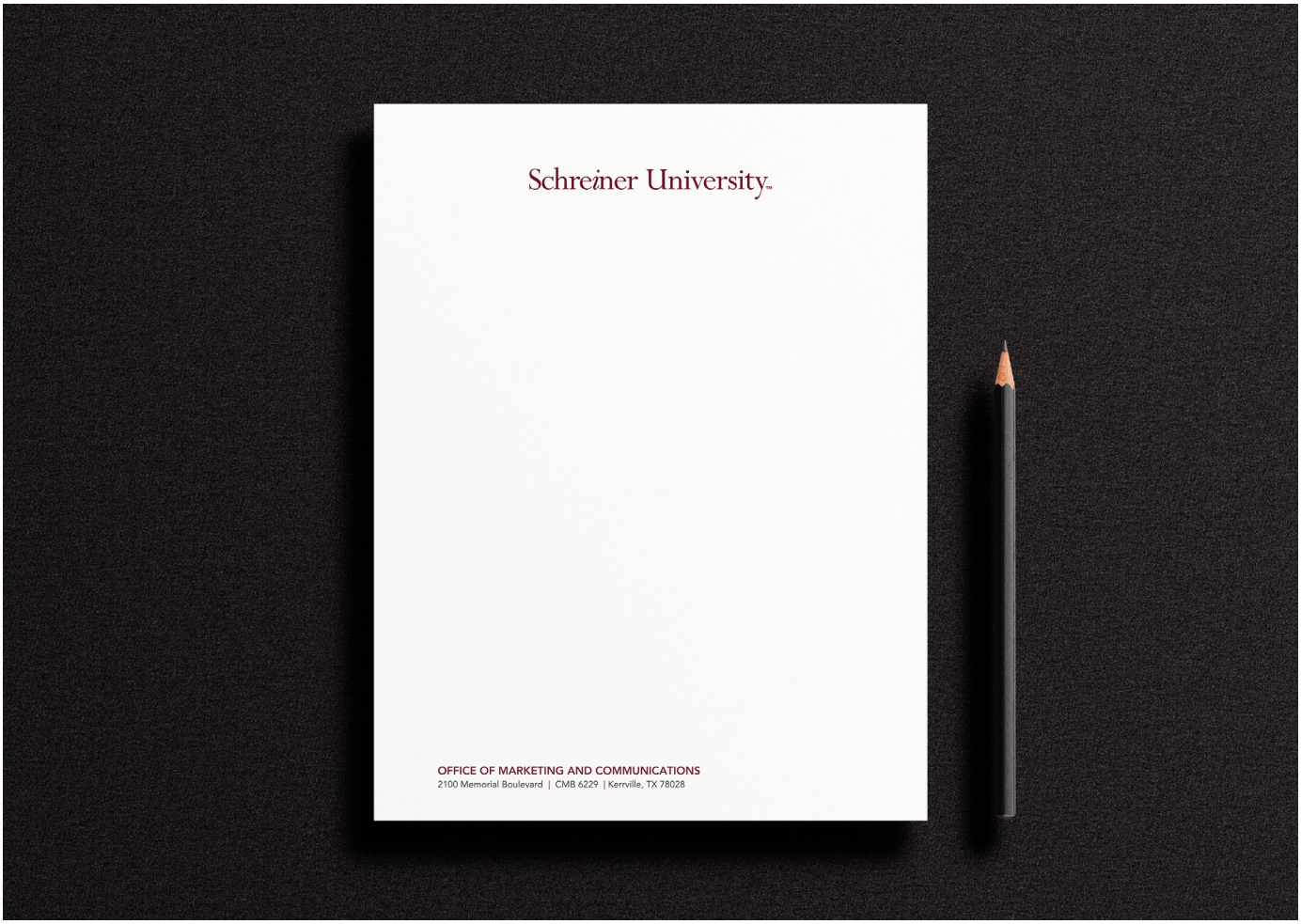
Dimensions

8.5" x 11"

Weight

24 lb. white

Letterhead is ordered through SoFast Printing in Kerrville. To order letterhead, first use the template found on the schreiner.edu/brand website or request a file from the Marketing department through a marketing request. Fill out the stationery order form located on the schreiner.edu/brand website, and email both the form and letterhead to SoFast Printing.



INSTITUTIONAL ENVELOPE

Dimensions

4.125" x 9.5"
#10 size

Weight

24 lb. coated white

Envelopes are ordered through SoFast Printing in Kerrville. To order envelopes, first use the template found on the schreiner.edu/brand website or request a file from the Marketing department through a marketing request. Fill out the stationery order form located on the schreiner.edu/brand website, and email both the form and envelope design to SoFast Printing.



BRAND EXTENSIONS

Official Publications and Ads

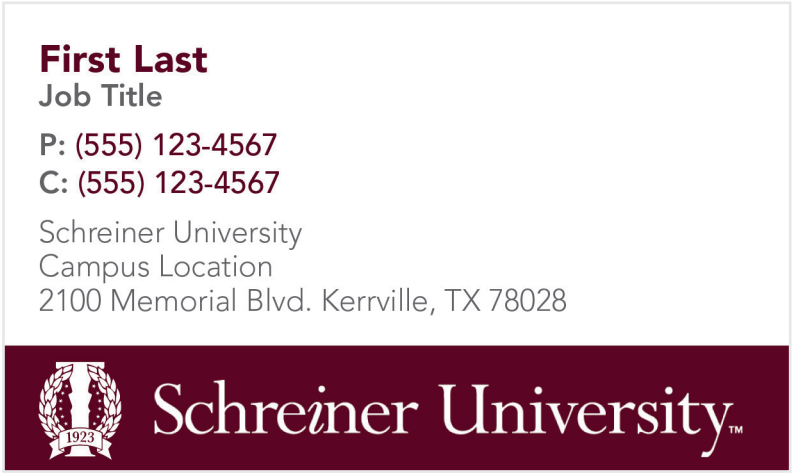
All official Schreiner University publications and advertisements must include the official Schreiner University logo and be approved by the Office of Marketing and Communications.

PowerPoint Slides

Official University presentation templates in PowerPoint format are available for download.

Email Signatures

Official University email signatures are available by request. The inclusion of additional images or logos is subject to approval by the Office of Marketing and Communications. Promotional links, contact information, or other messages contained in email signatures that advertise non-University business are prohibited. Any exceptions must be approved by the Office of Marketing and Communications.



SCHREINER EDITORIAL STANDARDS



The way the University communicates with constituents and the general public directly affects their perception of the University's quality, value and competence. Poorly written copy is degrading to Schreiner's public and self-image.

The Office of Marketing and Communications is responsible for ensuring the Schreiner's external promotional communications meet or exceed recognized editorial and media standards and are effective as well as professional.

We are here to help you meet these standards. We recommend that you use either the Associated Press Stylebook or Chicago Manual of Style as references. At your request, we will review and comment on copy you prepare for print or social media use.

If you prefer, we will write copy for your project. Please allow time in your production schedule for consultation, draft preparation and review.

MEDIA RELATIONS

The Office of Marketing and Communications handles all media inquiries so that effective and responsive relationships are maintained with news organizations. This also ensures accuracy and consistency of information and safeguards the privacy of Schreiner University students, faculty and staff.

Schreiner University's Media Relations Policy is posted on Schreiner One under HR Manuals and policies.

PHOTOGRAPHY GUIDELINES

Schreiner University's photography should feel authentic and natural. Images should avoid extreme colors or heavy filters and instead aim to stay true-to-life, with just enough saturation to make maroon colors and other details pop.



Photos should capture a balance of wide shots that showcase the setting — buildings, groups, sky, and/or foliage — alongside close-ups that highlight genuine emotion, smiles, and expressions. Aim for a mix of candid, in-the-moment photos and shots where subjects smile at the camera, showing school spirit.

Every photo should make Schreiner's identity unmistakable; whether that's our campus, recognizable landmarks, or Schreiner branding in the background or on clothing. This helps avoid the "stock photo" look and keeps each image true to who we are. All shots should aim for professionalism, high resolution, and detail to support a clean look.











Requirements:

- Strong, true-to-life colors with a touch of saturation to make maroon and detail pop
- Strong contrast on architecture photography for a crisp, bold look
- Visuals should feel warm and inviting — think sunny and welcoming, and avoid anything that looks cold, dull, or blue (literally and figuratively)
- Wide shots that accentuate the setting — buildings, groups, sky, and/or foliage
- Close-ups that capture genuine emotion — smiles and expressions
- Always remember to show where we are — make Schreiner visible and recognizable



Photo Saturation

When determining whether a photo fits our brand guidelines, saturation is one of the key aspects to take into consideration. Without enough saturation, photos can appear too dull, but an excess can lead to photos looking unnatural. Try and aim for a balance between the two.

too dull



perfect balance



oversaturated



VIDEOGRAPHY GUIDELINES

Video content should align with the same visual standards as photography, authentic and true-to-life. Footage should avoid extreme color grading or filters, keeping colors natural with just enough saturation to make maroon and details pop.

Shots should aim to capture the moment and its story. Use a balance of wide, detailed shots that highlight the setting — buildings, groups, sky, and foliage — and close-ups that show genuine emotion, smiles, and expressions.

Shots should feel dynamic and immersive — think slow pans, following the action, or subtle moves that revolve around the subject to add depth.

If you need guidance or support creating a video that aligns with these standards, please contact the Office of Marketing and Communications.



SOCIAL MEDIA GUIDELINES

Social media is a great way to connect with past and present Mountaineers as well as our Schreiner community both near and far. We have outlined some general, yet specific, brand guidelines to achieve and uphold our standard of a cohesive Schreiner University brand message across all social channels. Because of the ever-changing nature of social media, please contact marketing@schreiner.edu for any and all social media related questions.

Profile Image (Avatar)

- Only use the official Schreiner Logo. Make sure all maroon is the RGB or web/digital variant.
- **FOR ATHLETICS:** Only use the official Schreiner Athletic logo. A profile and banner image will be provided to you.
- Maintain at least .5" clear space around logos (no crowding with text/images)
- Do NOT alter, stretch, or recolor logos
- All official logos can be found on the schreiner.edu/brand website.





Cover Photo

- The cover photo has more flexibility than the profile photo.
- This photo can be consistently changed depending on specific events or marketing campaigns happening at the time.
- Although we encourage you to personalize your cover photo, we ask you to ensure your photo is relevant to your unit/department or team. Please use high quality graphics and images that are pleasing to the eye and easy to read. **Text is not recommended** for cover photos.
- Be mindful of trademarks, licensing and other materials with a copyright.





Account Name (Username)

Also referred to as the name of your page/account on social platforms.

- The account name needs to read "Schreiner University" at the beginning. However, if you have a long department or organization name (i.e., College of Media, Communication and Information), you may use "SU" in the beginning of your long name.
- **Consistency is key**
  - » Use the format **@SchreinerUniversity[Sport or department]** or **@SU[Sport or department]** for longer department names and organizations
  - » DO: @SchreinerUniversityWBB (Women's Basketball)
  - » DO NOT: @SchreinerMountaineerWBB or @Schreiner_University_WBB_ or anything adding extra punctuation. If an approved username is not available, please contact **marketing@schreiner.edu** for guidance.

Bios ("About" Section)

The About section provides important context for new AND existing audiences. In an effort to provide clarity to anyone seeking more information, we ask that you include the following information in your About section:

- The official [social media type] page for the Schreiner University [department name, organization or athletic team]
- The group's key statements, hashtags and/or highlights (if/where applicable)
- A hyperlink to your group's website homepage or wherever you are trying to direct marketing/ communication

Tagging & Hashtags

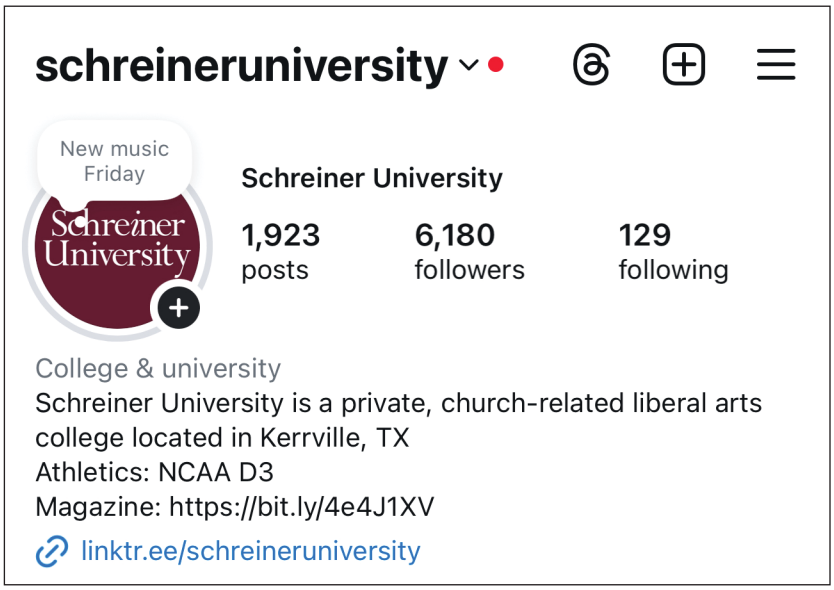
- **Always tag** the appropriate Schreiner University accounts if/where applicable. This encourages consistency and ease for the user to read, digest and navigate.
- Use consistent hashtags. Below are a few examples.
  - » **#SchreinerUniversity** – Used campuswide for Schriener Mountaineer spirit and pride.
  - » **#SUAthletics** – Used campuswide to promote Schreiner Athletic programs.
  - » **#MountaineerPride** – Used campuswide for Mountaineer school spirit.
  - » **#FutureMountaineers** – Used for future, prospective and incoming students.
  - » **#SchreinerAlumni** – Used to promote community amongst Schreiner alumni near and far.

Content DO's and DONT's

TONE & LANGUAGE

- DO use an uplifting, respectful, and competitive tone
- DO reflect Schreiner's values: holistic education, resilience and character
- DON'T use profanity, slang, or language that is disrespectful and derogatory





IMAGERY

- DO post high-quality, branded photos and videos (uniforms, logos, department names visible).
- DON'T use unapproved or low-resolution graphics.

ENGAGEMENT ETIQUETTE

- DO respond to fan and comments positively and professionally.
- DO like/share campus-wide posts that support successes, changes and fun.
- DON'T engage in online arguments or controversial debates. Should a negative conversation occur, do not engage and further promote. Rather, direct users to the appropriate source to handle the issue.

Best Practices: Account Management

- Assign 1–2 trained staff/students per account.
- Schedule weekly content planning with compliance oversight.
- Ensure content is relevant and consistent. No large gaps in posts as this discourages social media involvement and engagement.
- Have FUN! We are a college campus of course, so promoting positivity and fun is a must!

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SCHREINER UNIVERSITY
BRAND WEBSITE