

# AUS Communications Policies

March 2017

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### 1. Introduction by the Chancellor

Dear Member of the AUS Community,

American University of Sharjah continues to grow and consolidate its position as one of the leading higher education institutions in the Middle East and beyond. To sustain our profile in the region, it is important to have a consistent and recognizable brand identity and aligned messages across all departments and units.

A brand is more than just a collection of logos, fonts and colors. It should convey an image of the institution and what it stands for—its values—and an implicit promise to deliver them. For example, when you think of Apple, you think of innovation and simplicity in design.

When people see our brand, we want them to associate it with an institution that is known for its integrity and strong ethical values and that has consistently delivered on its promise of fostering excellence in teaching, learning and research.

By presenting aligned, consistent messages and a unified look, our brand will build confidence among our internal and external audiences. As our standing as a university continues to grow in the region, our brand will convey an image of an institution with which people would like to identify themselves, creating brand loyalty.

To help ensure your communication materials are aligned with the AUS brand, the Office of Strategic Communications and Marketing introduced the *AUS Communications Policies* in March 2012. This update to those policies reflects changes that have happened since then and incorporates relevant feedback the office has received from AUS units. I look forward to your continued support for these important policies, which will help us continue to promote our AUS brand effectively.

Dr. Björn Kjerfve

Chancellor

### 2. Introduction of the Policies

The AUS Office of Strategic Communications and Marketing aims to further strengthen the AUS brand image and positioning within the MENA region while improving communications with the internal and external communities.

The office acts as a brand guardian and advises on all communications processes within AUS, while aligning the strategic communications messages with the university's overall objectives. It offers various services such as **communications planning, content development, media relations, creative design and digital marketing.**

To improve processes and serve the community more effectively, the office developed and periodically updates these policies to provide a framework that will help convey consistent messages in all communications, by which our audiences will identify the AUS brand.

These policies provide clear instructions on the use of our logos, typefaces and color palettes. This document serves as a quick reference on how to apply these elements to all our branding, marketing and communication uses, both internal and external. It also provides a list of services and materials that the office will deliver to help all units achieve the AUS strategic initiatives.

This document includes a Service Level Agreement (SLA), which provides clear timeframes for requesting different services from the Office of Strategic Communications and Marketing in order to meet the desired delivery time for those services.

As a brand guardian and a central communication unit, the office develops and manages all communications and media-related services in order to provide consistency as we cater to the marketing and branding needs of the AUS community.

The office is responsible for developing and approving all communication materials aimed at the AUS community for promotional purposes including posters, brochures, mass mailers, catalogs, etc. AUS units need to provide the office with the content and messages to be used for the communication materials they need. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge.

Please note that the designs shown in this document are just samples. Creative license may be used whenever designing materials for AUS as long as the overall quality and brand objectives are not compromised. Final designs **MUST BE REVIEWED and APPROVED** by the Office of Strategic Communications and Marketing prior to production or distribution.

*Note: This document will be updated once a year or as required. Some of the content might be changed by the office in the future based on AUS needs.*

# Section I – Communications and Marketing – Introduction

## 2.1. Why Have Communications Policies?

Answer: To strengthen our brand identity.

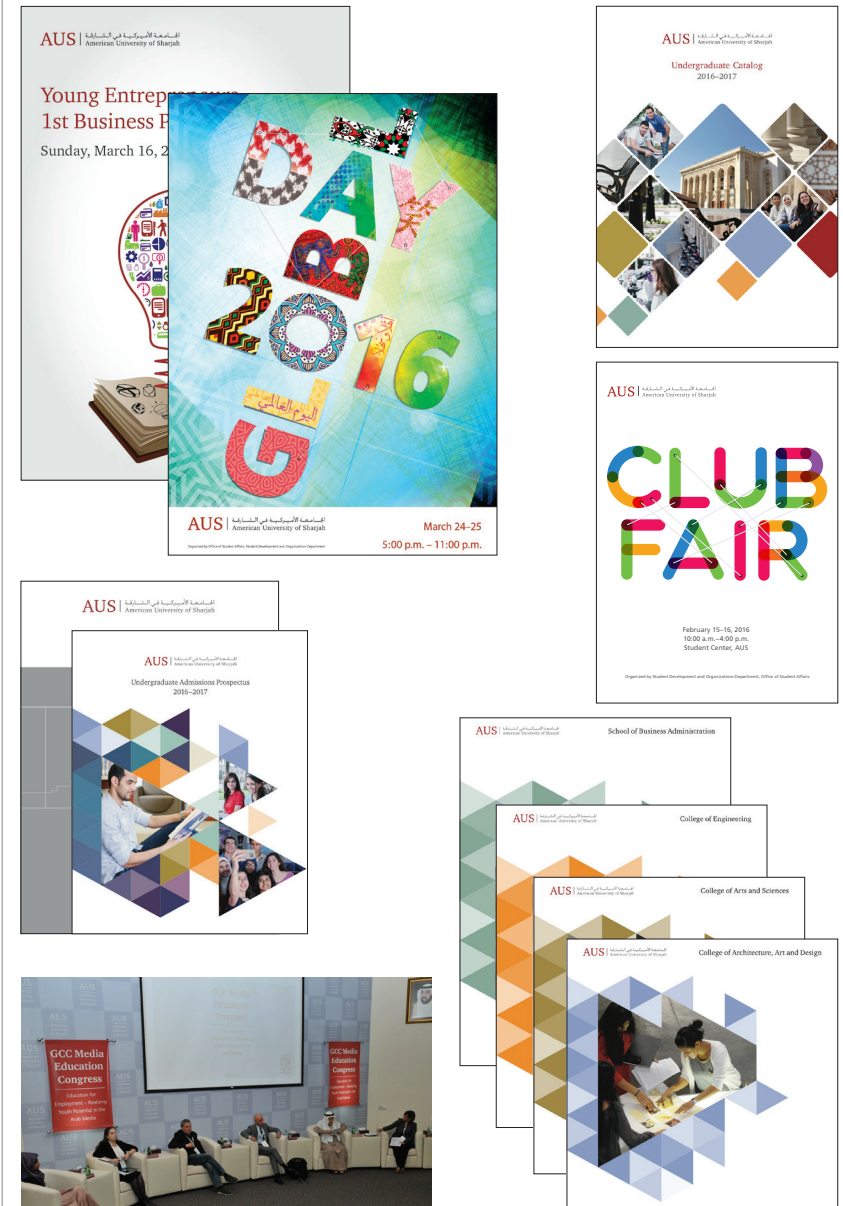
This document contains tools, templates and information to help all colleges, departments and offices produce materials that are consistent, professional and immediately recognizable as those of American University of Sharjah. Putting a comprehensive set of standards in one place makes it easier for everyone to develop communications that reflect, reinforce and strengthen the AUS brand identity.

These policies provide specific verbal and visual strategies that align our communications both internally and externally. The definitions and messages in this document provide a frame of reference for posters, brochures, internal and external forms, websites, magazines and other communications. The visual elements provide tools such as colors, fonts, photo styles and layout templates. Together, these policies are intended to help you plan your communications and ensure that your creative work strengthens the AUS brand consistently.

## 2.2. Definition of Terms

- *The Office* refers to the AUS Office of Strategic Communications and Marketing.
- *Brand Consistency* refers to the AUS brand applications, communications and the tone of voice and how they are implemented within the recommended requirements.
- *Internal Community* refers to AUS staff, faculty, students and people living on campus.
- *External Community* refers to AUS students' parents, prospective students and their parents, alumni, business partners, government, sponsors, donors, etc.
- *AUS Community* refers to the internal and external communities as defined above.
- *AUS Units* refers to AUS offices, departments, colleges and schools.
- *Media Partners* refers to newspapers, online publications, radio and TV stations.
- *Sponsorship* refers to a person, group, firm or organization that enters into partnership with AUS for the purpose of coordinating a marketing initiative.
- *Partnership* refers to a contractual relationship between AUS and one or more outside entities to carry out an activity, event or a joint venture for the mutual benefit of both entities.
- *Communication* refers to marketing materials, branding materials and other correspondence related to marketing and branding between AUS and its internal and external communities.

Branded-style





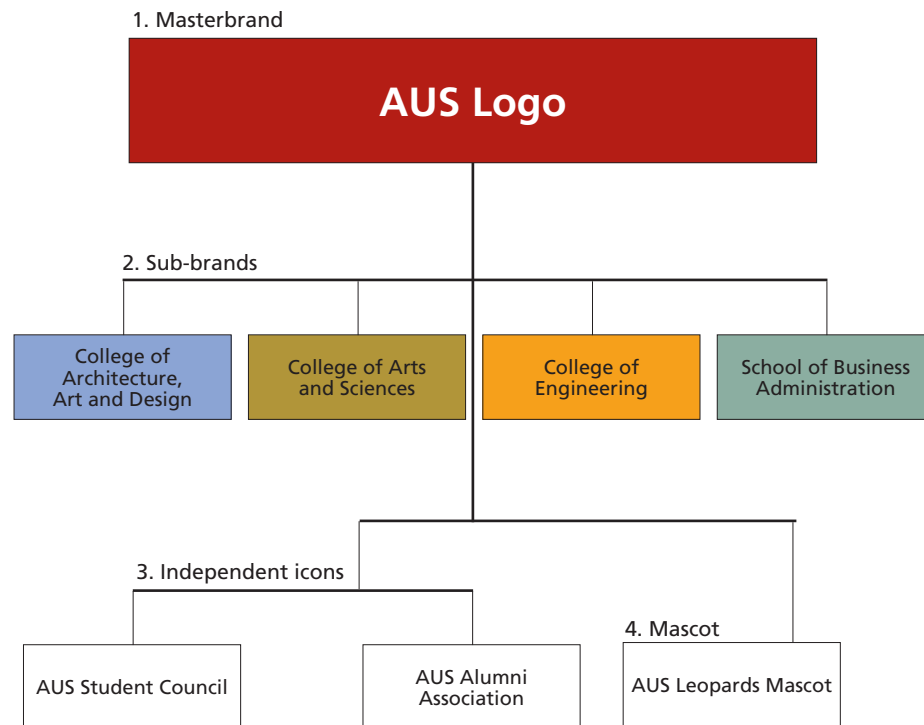
### 3. Brand Overview

#### 3.1. Brand Architecture

AUS brand architecture is the structure of branded levels within our organizational entity. The architecture defines the different levels of branding within the institution, how the corporate brand and units relate to and support each other, and how different AUS functions reflect or reinforce the core purpose of the university's brand. AUS brand architecture is different from the university's organizational structure.

**For marketing purposes, below is a description of how to use the AUS brand architecture:**

- Masterbrand: All AUS functions
- Sub-brands: Colleges/school
- Independent icons: AUS Student Council and the AUS Alumni Association
- Mascot: AUS Leopards





## Section I – Communications and Marketing – Brand Overview

### 3.2. Brand Elements

Brand architecture acts as the spine for the overall brand representation; it is to be applied throughout all AUS units. The brand architecture ensures consistent and authentic representation of key brand elements and objectives.

The AUS brand consists of five main elements (at right):

1. logo
2. seal
3. color chart
4. fonts
5. photography

All of the above elements come together to provide the unique representation of the AUS brand.

### 3.3. Logo

#### 3.3.1. Bilingual Logo

The AUS bilingual logo is the main signature of the AUS brand. It comprises three custom-drawn elements: the Arabic word mark, the English word mark and the logo type, AUS. The relative sizes and positions of these elements are fixed and may not be altered in any way.

#### 3.3.2. Variations

##### 1. College/School Logos

The college/school logos are only used in specific applications that are related to that college/school. Each college/school has a defining color in addition to the corporate colors, and no other color may be used in its place.

##### 2. Offices

Offices may use their signatures logo on their office-specific forms.

##### 3. Single-Language Logo

The single-language logos are only used if the collateral uses the same language. The preferred logo is the bilingual logo.

##### 4. Stacked Single-Language Logo

The stacked version is only used when the minimum space around the logo is compromised or if required for specific applications such as Facebook and Twitter profile photos, or on polo shirts and caps used as promotional items.

*Note: On-campus associations and clubs are not part of the official AUS brand structure and should not use the AUS logo.*

AUS brand elements

	
	<p>بالاتينو أل تي أرابيك ريجولر Charter ITC Regular</p> <p>فروتيجر أل تي أرابيك ٤٥ لايت Frutiger 45 Light</p> <p>Primary typefaces weight usage</p> <p>فروتيجر أل تي أرابيك ٥٥ رومن Frutiger 55 Roman</p> <p>فروتيجر أل تي أرابيك ٦٥ بولد Frutiger 65 Bold</p>
<p>1</p>	<p>2</p>
<p>3</p>	<p>4</p>
<p>5</p>	

Examples of college/school logos

AUS	الجامعة الأميركية في الشارقة American University of Sharjah
SCHOOL OF BUSINESS ADMINISTRATION كلية إدارة الأعمال	
AUS	الجامعة الأميركية في الشارقة American University of Sharjah
COLLEGE OF ARCHITECTURE, ART AND DESIGN كلية العمارة والفنون والتصميم	
AUS	الجامعة الأميركية في الشارقة American University of Sharjah
COLLEGE OF ARTS AND SCIENCES كلية الآداب والعلوم	
AUS	الجامعة الأميركية في الشارقة American University of Sharjah
COLLEGE OF ENGINEERING كلية الهندسة	

Stacked logo

AUS
الجامعة الأميركية في الشارقة
AUS
American University of Sharjah

## Section I – Communications and Marketing – Brand Overview

### 3.3.3. Color Versions

- There are three colorways, depending on the background color, for the AUS logo: full-color, black or white.
- The preferred option is the bilingual full-color logo on a white or light background; it should be used whenever possible.
- The AUS logo and all its variants should not be reproduced in any other color.

**1. Single Color (Black)** The single-color, black logo is used in limited applications on white or light-colored backgrounds, e.g., the fax sheet.

**2. White (Reversed)** On black or dark-colored backgrounds, the logo is produced in white.

### 3.3.4. Positioning

The preferred positioning of the English logo is the top left, and top right is used for the Arabic logo. These logos may also be placed in the middle top or bottom of certain application documents. The alternative positions are to be used only when the layout does not permit the preferred positioning.

*Note: The office MUST review and approve all logo applications before print. Please send your artwork to [commsrequests@aus.edu](mailto:commsrequests@aus.edu).*

### 3.4. Seal

The seal must be used on specific/official corporate applications such as certificates, diplomas, stationery, official forms, legal documents, external communication, sponsorship/partnership agreements and government-level communication.

*Note: Always check with the office through [commsrequests@aus.edu](mailto:commsrequests@aus.edu) for approval before printing any branded communication materials.*

### 3.5. Landmark

The AUS Main Building and the dome are distinctive iconic AUS landmarks that are integral parts of our seal. The seal is the only artwork representation in which these AUS landmarks can be used. The landmarks cannot be used in logos or any other artwork apart from the seal and official AUS photography.

### 3.6. Clear Space and Minimum Size

#### 3.6.1. Clear Space

To ensure prominence and legibility, the logo, the seal and all their variations must always be surrounded by a minimum area of clear space. Nothing—including graphic device, imagery or type—should ever intrude into this area. The construction of the clear space area is based on the "X", as shown on the sample.

*Note: This page shows the minimum clear space required. It should be increased in all applications whenever possible.*

**AUS** | American University  
of Sharjah

Full-color logo

**AUS** | American University  
of Sharjah

Single-color black logo

**AUS** | American University  
of Sharjah

**AUS** | American University  
of Sharjah

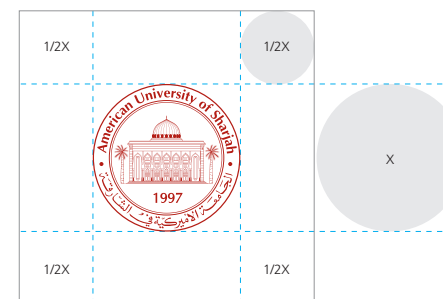
**AUS** | American University  
of Sharjah

**AUS** | American University  
of Sharjah

**AUS** | American University  
of Sharjah

Primary usage of the logo on colored backgrounds

Secondary usage of the logo on colored backgrounds



# Section I – Communications and Media – Brand Overview

## 3.6.2. Minimum Size

To protect the integrity, legibility and impact of the logo and the seal, none of their variations may be reproduced in sizes smaller than what is shown here.

*Note: The logo and seal sizes shown here are minimum sizes and should be increased whenever possible, depending on the reproduction process, to ensure legibility.*

## 3.7. Incorrect Usages

- Do not use any filters or effects on the logo or seal.
- Do not place the logo or the seal directly on imagery.
- Do not alter the position of the logo or seal elements.
- Do not use colors that conflict with the logo or the seal colors.
- Avoid all uses where the visibility of the logo and the seal are compromised. Ensure that the logo is positioned to be highly visible at all times.
- Do not remove any elements from the logo or seal. Likewise, do not add any elements to the logo or seal.

Minimum size



50mm



OFFICE OF THE CHANCELLOR  
مكتب مدير الجامعة

60mm



45mm



42mm



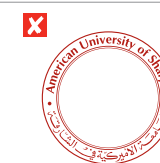
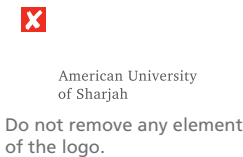
13mm



20mm



13mm



## Section I – Communications and Marketing – Brand Overview

### 3.8. Color Charts

In addition to the color variations stated in the logo section, the color balance shown here is a guide to achieving a consistent color balance across all AUS brand communication.

Each college/school has a defining color in addition to the corporate colors, and no other color may be used in its place.

	50%	40%	5%	5%	
Corporate					
College of Architecture, Art and Design					
College of Arts and Sciences					
College of Engineering					
School of Business Administration					

	COLOR	CMYK	RGB	HTML
COLLEGE/SCHOOL	College of Architecture, Art and Design			
	Pantone 2716	45.29.0.0	157.171.226	9DABE2
	College of Arts and Sciences			
	Pantone 4505	0.15.78.36	152.134.66	988642
	College of Engineering			
Pantone 138	0.42.100.1	223.122.0	DF7A00	
School of Business Administration				
Pantone 5565	30.0.24.26	139.166.156	8BA69C	
CORPORATE	Process White	0.0.0.0	255.255.255	FFFFFF
	Pantone 484	0.95.100.29	152.50.34	983222
	Black 80%	0.0.0.80	88.89.91	4D4F53
Process Black	0.0.0.100	0.0.0	000000	

### 3.9. Fonts

For our official institutional uses, the following fonts and sizes must be used for Arabic and English fonts:

Arabic Headings, Subheadings and Body Text

- Frutiger LT Arabic 65 Bold is used for subheadings and main headings.
- Frutiger LT Arabic 45 Light is used for body text.

Unless necessary, kashidas should not be added to text.

English Headings, Subheadings and Body Text

- Charter ITC Roman is used for main headings.
- Frutiger 65 Bold is used for subheadings.
- Frutiger 45 Light is used for body text.

Both fonts should be used across all applications unless otherwise specified.

For PC users, Verdana can be used instead of Frutiger, and Georgia can be used instead of Charter.

For similar communications and set items, always keep type sizes and leading consistent throughout. Type sizes and line spacing may vary according to the application and space available.

Headline: Charter ITC - Roman

**Quam, ut fugia dolorem**

Subheading: Frutiger - 65 Bold

**Quam, ut fugia dolorem fuga Iduntu**

Body Text: Frutiger - 55 Roman

Occullabo. Ut min pratemp orempel milique ilit, conseni hitatis qui officid eruptat uscisiati veliquo blaut porep sinum dolupta dessim autectur restrume pore poriae dit re nia poratia tistessit pel inim vellam qui ut hit poruptatum ut am quas millupt asincto qui re dolor restibuscit ut repeles millaut.

Subheading: Frutiger LT Arabic - 65 Bold

**حققة سنك الخطوط بإنشاء وجداء تصميم.**

Body Text: Frutiger LT Arabic - 45 Light

متدرج والصفحاتلقة للامتدرج وثائف الة لق إطبوع واءا استخداع تماديك. لق إبدالو باعة بها جداء التصميم. في أدارب الفائحة إصدام وال باعة، يد التجميلة إنت تحكم وال واجع ال والفعادة بشكل يم أدواعتمادة للطبالرس.

### 4. Associations and Clubs

#### 4.1. Associations

Associations such as the Student Council and the AUS Alumni Association are not to use the AUS logo. They are to use their own icons.

The AUS Alumni Association icon as shown on the right is to be used on marketing material and gift items only (e.g., banners, posters, brochures, email communications, mugs, t-shirts). This excludes stationery and business cards.

#### 4.2. On-Campus Student Clubs

Student clubs supervised by the Office of Student Affairs (OSA) must have all of their communications and marketing materials endorsed by OSA prior to production. These include newsletters, posters, flyers, brochures, etc. All approved communication and marketing materials by OSA-supervised student clubs should always include the following statement: “Endorsed and approved by the Office of Student Affairs” and should not use the AUS logo.

All other student clubs must have their marketing materials approved by their supervising unit (e.g., college/school) and must include the following statement: “Endorsed and approved by the (college/school)” and should not use the AUS logo.

#### 4.3. AUS Leopards Mascot

The Leopards is the official AUS sports mascot. The mascot icon shown here is to be used for athletics and sports-related collaterals.

For more information about the mascot, please contact the Office of Student Affairs at [osa@aus.edu](mailto:osa@aus.edu).

*Note: Association and clubs are responsible for supporting the branding reputation of AUS through their use of their icons and mascots.*

Student Council Icon



AUS Alumni Association Icon



AUS Mascot



## Section I – Communications and Marketing

### Stationery

## 5. Stationery

This section provides guidelines on the use of our branding on stationery and gives information about the specific layout required.

The office is responsible for designing and producing custom AUS stationery such as custom letterheads, DL envelopes and business cards.

*Note: The electronic version of the letterhead can only be used electronically, either by email or by fax. For all other uses, please use the designated printed letterhead. This can be downloaded from iLearn.*

### 5.1. Letterhead

Size: A4 (210 x 297mm)

Paper Stock: Conqueror Stonemarque, Diamond White, 100gsm

Only the following offices are allowed to have their own letterhead: Office of the Chancellor, Office of the Provost, Office of the Chief Operating Officer, Office of the Chief Advancement Officer and Office of the Chief Research Officer. All other units may only use the generic AUS letterhead.

There will be only one approved letterhead per college/school. All departments and other units under the college/school may ONLY use that approved college/school letterhead.

#### 5.1.1. Typed Letter

English: Typed letters should be set in 9-point size and leading (10 line spacing), Verdana regular, left aligned.

Arabic: Typed letters should be set in 14-point size and leading (15 line spacing), Simplified Arabic, right aligned.

All letters should be set for A4 size in MS Word document settings.

#### 5.1.2. Start Position

The address line starts 62mm from the top as shown on the sample. You can include your specific contact details in this section if necessary.

#### 5.1.3. Salutation

The salutation starts 100mm from the top as shown on the sample. The body of the letter begins one clear line space below the salutation.

#### 5.1.4. Paragraph Spacing

Paragraphs should be separated by one clear line space, with no indentations.

#### 5.1.5. Sign Off

The sign off appears one clear line space below the last line of the last paragraph. Four clear line spaces should be left before the name and title of the sender is typed.



## Section I – Communications and Marketing – Stationery

### 5.2. Business Cards

All business cards are designed, produced and approved by the office.

Size: Overall dimensions: 90 x 55mm

Paper Stock: Opalina, White, Smooth, 300gsm, 100 percent recycled paper

#### 5.2.1. Front Side

**Logo:** The logo is positioned at the top left corner of the card at a size of 60mm in width as shown in the illustration.

**Name of Person**

**Job Title**

#### 5.2.2. Back Side

**Seal:** The seal is positioned at the top left side on the back of the card.

**Website**

**Contact Details**

**Notes:**

*Only one mobile phone number will be used on the card.*

*Only the AUS email address will be used on the card.*

*Only the AUS website will be used on the card.*

*Only official AUS titles will be used on the card.*



### 5.3. Mass Emailers

In an effort to ensure that our brand consistency is represented across all our communications, please follow the layout below for all internal mass emailers promoting various activities, campaigns, external activities, offers or events to the internal community, i.e., faculty, staff and students.

**Note:**

1. Official announcements for policies, guidelines and official holidays can be sent using a normal Verdana size 10 font.
2. Any communications sent to the community (faculty, staff and students) should be relevant to each group to avoid spamming. All internal communications aimed at promoting events and other marketing initiatives, including internal newsletters, will be shared on the intranet once this is launched in the near future.
3. All promotional mass mailers MUST be reviewed by the Office of Strategic Communications and Marketing for approval before distribution. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge.

If you have any questions or need more information, please contact the office at [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

Sample of a mass mailer template:

**Main Title: Georgia 18 points  
burgundy color (RGB 152.50.34)**

**Subtitle: Verdana 14 points 80% grey  
color**

**Body text (if needed): Verdana 12 points  
80% grey color**

(If it is an event, please specify the date, timing and location as per the below.)

**Date: Tuesday, October 19, 2011**

**Time: 4:30 p.m.**

**Location: Lecture Hall A, Main Building, AUS**



## Section I – Communications and Marketing – Stationery

### 5.4. Email Signature

Email Body Copy: Text should appear as 10-point size Verdana.

Email Body Copy Color: Text should appear in black.

Name and Designation: Set in 10-point size and 12 line spacing Verdana Bold, left aligned.

Logo: Leave two lines between designation and the AUS logo. The logo width is set at 60mm and used in full color.

Disclaimer (optional): Set in 8-point size and 10 line spacing Verdana Regular, left aligned.

*Note: If you are using Zimbra please use Wide instead of Verdana.*

#### Sample Disclaimer

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify the system manager. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of American University of Sharjah. Finally, the recipient should check this email and any attachments for the presence of viruses. American University of Sharjah accepts no liability for any damage caused by any virus transmitted by this email.

Social Media Icons: Social media icons should also appear with the email signature. These can be requested from [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

**Name here**

Title here

**AUS** | الجامعة الأميركية في الشارقة  
American University of Sharjah

Tel +971 6 515 0000

Fax +971 6 515 0000

American University of Sharjah

PO Box 26666, Sharjah

United Arab Emirates

[www.aus.edu](http://www.aus.edu)

[email@aus.edu](mailto:email@aus.edu)



### 5.5. Greeting Cards

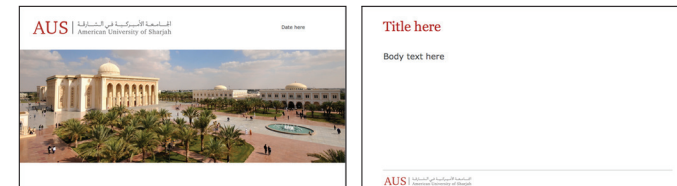
The office is responsible for designing all greeting cards used both internally and externally to communicate well wishes and seasonal greetings (e.g., Ramadan, Eid Al Fitr, Eid El Adha, New Year) to the university's partners around the world.

A centralized, single internal ecard is available. Only one electronic greeting card will be sent to the AUS community by the AUS Chancellor or his designated person.

A second AUS greeting card will be created to greet external stakeholders and business partners. Personal wishes can be sent as normal emails, text only. This can be requested from [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

### 5.6. PowerPoint Presentations

An official AUS Corporate PowerPoint Presentation is available on iLearn for all AUS representatives to use when invited to represent AUS at various events, conferences and other meetings. In addition, there is an AUS PowerPoint Presentation Template (also available on iLearn). Faculty and senior staff are required to use this template for all their presentations.



# Section I – Communications and Marketing – Stationery

## 5.7. “With Compliments” Slips

Size: Overall dimensions 210 x 99mm

Paper Stock: Conqueror Stonemarque, Diamond White, 100gsm

Contact Information: Information is customized to each office's specification.

Non-Store Item: A Banner request is needed for this item to customize it to each office's specifications. Please allow two weeks after you place your request for delivery.

## 5.8. Envelopes

### DL Envelope

Size: Overall dimensions 220 x 110mm

Paper Stock: Conqueror Stonemarque, Diamond White, 100gsm

Non-Store Item: A Banner request is needed for this item to customize it to each office's specifications. Please allow two weeks after you place your request for delivery.

### A5 Envelope

Size: Overall dimensions 150 x 210mm

Paper Stock: Ready-made, wood-free paper, 100gsm

Store Item: This is a store item; there is no need for a Banner request.

### A4 Envelope

Size: Overall dimensions 150 x 99mm

Paper Stock: Conqueror Stonemarque, Diamond White, 100gsm

Store Item: A Banner request is not needed for this item.

## 5.9. Forms

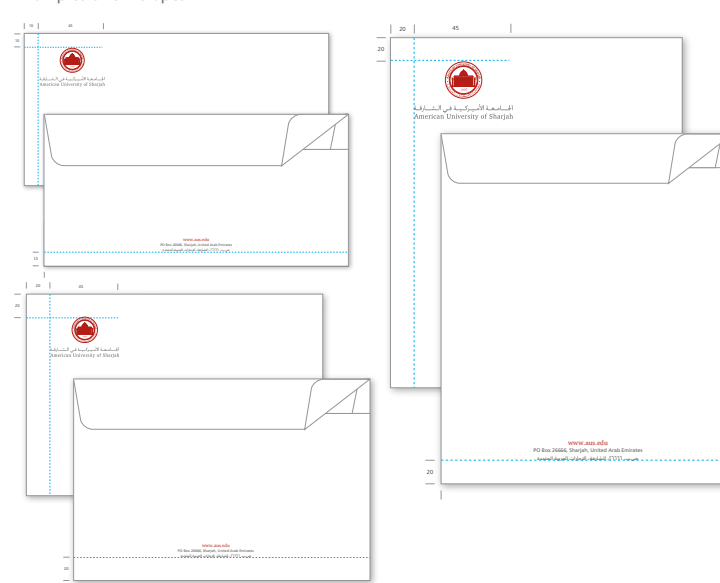
The office is responsible for branding and editing all forms used for different purposes for internal and external audiences. All AUS official forms—from Admission Application forms to Graduation Application forms—MUST be reviewed and approved by the office. These forms are handled on a case-by-case basis, depending on the number and size of forms to be edited or rebranded.

*Note: For new forms, please prepare a draft format in Microsoft Word and send it to [commsrequests@aus.edu](mailto:commsrequests@aus.edu) for final editing and branding. Forms should be A4 size. Please do not use text boxes, or spaces instead of tabs. Contact the office if you need more information.*

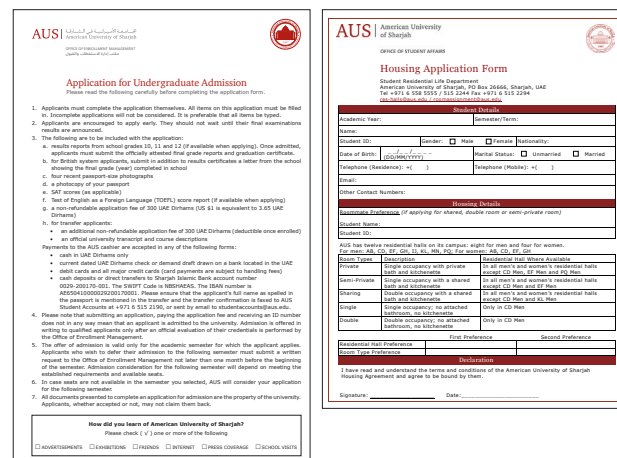
## 5.10. Official Stamps

All official stamps for all AUS units will be created by the office, provided that the AUS Stamp Approval Request Form is signed by the head of the requesting unit. In case artwork is provided by an external source, the office will review and approve the artwork prior to production. (See the AUS Stamp Approval Request Form enclosed at the end of this document.) All AUS official stamp designs must first be approved by the dean of the college/school or the head of the unit before forwarding the review request to the office.

Examples of envelopes



Examples of forms



Examples of the office, department and college/school official stamps



### 5.11. Awards, Merchandise and Gift Items

The design of all awards (e.g., crystals and trophies), merchandise and gift items (e.g., t-shirts, baseball caps, mugs, umbrellas, pens, pencils and key chains) that are used or given out on behalf of AUS and bear the AUS logo, are developed in alignment with the university's branding strategy. The office is developing the AUS Merchandise Policy, which will give clear guidelines on the designs of awards, gifts and merchandise items that can be used by AUS units. This policy will be available on iLearn once finalized.

## Section I – Communications and Marketing

### Marketing Materials

### 6. Marketing Materials

Marketing materials are essential tools of the overall communications strategy for AUS and its units. The office develops a variety of tools—such as brochures, flyers and posters—to communicate the university's strategic messages and promote AUS events internally and externally.

The office is responsible for designing and preparing appropriate marketing tools that will portray the university and its units in the most representative way possible in order to enhance its brand positioning in the region and beyond.

To achieve communications goals, the office develops, reviews and approves all internal and external communication materials. Design and content for these materials is developed in coordination with different departments to communicate key messages and to answer different needs while ensuring brand consistency.

To ensure the timely and efficient production of marketing materials, project owners are requested to meet with the Office of Strategic Communications and Marketing before beginning work on the project.

All deadlines and timeframes provided on the Service Level Agreement are for designing, branding and editing from contact to artwork delivery. They do not include production or print timeframes. For production timeframes, please contact the Procurement Department, which will verify with the supplier and advise you accordingly.

*Note: All content should follow the standards outlined in the AUS Editorial Style Guide, which is available on iLearn and the internal website. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge.*

#### 6.1. Banners, Rollups, Brochures, Flyers and Posters

The office is responsible for designing all banners, rollups, posters, flyers and brochures used by AUS. Design and content for these materials is developed in coordination with different departments to communicate the key messages and to answer different needs, while ensuring brand consistency.

The graphical styling shown here should be applied to all AUS brochures, flyers and posters. These examples show the use of typographic and photographic style, the AUS logo and the application of color, which, if used together, produce powerful and visually consistent pieces of collateral.

Upon receiving requests and sufficient information for designing items, the office will take time to design the desired collateral. A proof of the requested item(s) will be sent to the clients for review, adjustments and final approval.

*Note:*

1. Most brochure and poster sizes are based on portrait "A paper sizes" (such as A5, A4, A3), and the flyer sizes are based on the common DL size (99 x 21mm), which is 1/3 of an A4 portrait.
2. All the designs in this section are examples and not final layouts. The office must review and approve all rollups, brochures, flyers and posters prior to production. Third-party posters and other third-party (i.e., in



*partnership with, in collaboration with, sponsored by, supported by) marketing materials to be displayed on campus must be reviewed and approved by the office before posting, distribution or submission to the Office of Public Affairs.*

*3. The main purpose of the marketing strategy is to highlight the university. Request to credit organizing units can be fulfilled by adding a line on the collateral such as "Organized by department name, office name."*

## Section I – Communications and Marketing – Marketing Materials

### 6.2. Newsletters

- All approved official newsletters produced by AUS units—such as college/school newsletters, *AUS Connect*, *Insight*, *International Exchange Program Newsletter*—MUST follow the AUS brand policy and must be submitted to the Office of Strategic Communications and Marketing for review, editing and approval.
- Independent publications such as *The Leopard* are not to use the AUS logo or seal.
- Please refer to section I, 4. Associations and Clubs for communications by student clubs and associations.

### 6.3. Advertising

#### Basic Elements and Layout Examples

With a unique blend of typography, photography and text, our attractive advertisements bring all AUS brand elements together in a very effective way.

The general graphical styling, as shown in these illustrations, should be applied to all AUS advertisements.

#### Recruitment

These illustrations demonstrate the recommended style and layout that should be applied to all AUS recruitment advertisements.

The illustrations show the use of typographic style, the AUS logo and the application of color, which, if used together, produce a powerful and visually consistent advertisement.

#### Budget

The office will evaluate all requests for paid advertising on a case-by-case basis and will confirm whether any budget can be allocated for the promotion. To assess the quality of print and online advertising, all advertisements will need to have a specific call for action that allows the success of the advertisement to be easily evaluated.

For more information on this, contact the office at [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

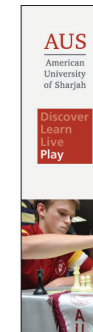
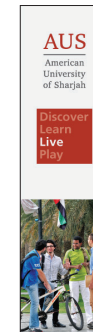
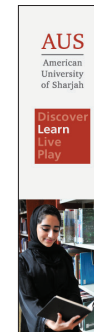
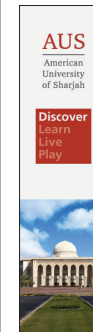
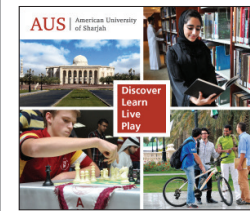
*Note: All advertising design and production is handled by the office.*

### 6.4. On-Campus Advertising

Branding and content for all on-campus advertising—including posters and displays—should be reviewed and approved by Office of Strategic Communications and Marketing to ensure alignment with branding and communications style.

Please refer to section I, 4. Associations and Clubs for communications by student clubs and associations.

Examples of print and digital ads



## Section I – Communications and Marketing – Marketing Materials

### 6.5. Testimonials

From time to time, the office will ask faculty, staff or students to do video or audio testimonials for the university. These are meant to promote specific programs or projects. Appearances on these testimonial videos are voluntary and the office will send requests to the appropriate departments to recruit the right candidates to give these testimonials.

### 6.6. Filming and Photography at AUS

Student depictions in marketing collateral and university publications should feature AUS students as far as possible and avoid stock images. They must adhere to AUS rules and regulations and follow both local emirate and federal laws and cultural norms. Permission from featured students should be sought prior to filming/photography, via signed acceptance forms.

Third-party stakeholders such as media outlets can be allowed to film and take photographs of various parts of the campus for specific purposes. All third-party requests to film or take pictures of the AUS campus need to be reviewed and approved by the office to ensure that the footage and images are of mutual benefit for both parties. Please submit all requests to [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

All commercial photography and filming of the AUS campus is strictly forbidden.

Requests from all other entities, such as charitable organizations who are interested to use campus images for the public interest, will be reviewed by the office on a case-by-case basis.

### 6.7. Operating Drones on Campus

To promote the safety of its airspace, especially to maintain the civil aviation safety and security, the United Arab Emirates is developing regulations that will govern safe operations of unmanned or remotely operated piloted aircraft systems (drones). The rules will also aim to protect the personal safety and privacy of all UAE residents. In this regard, drones owners and operators are expected to:

1. refrain from operating drones in the vicinity of airports
2. refrain from operating drones near residential and populated areas
3. refrain from operating drones near restricted areas
4. ensure drones are flown within their line of sight
5. operate drones for personal use within perimeters of licenced aviation clubs
6. refrain from installing or using cameras or surveillance devices on drones without permission from the proper authorities

On the AUS campus, drone operators must:

1. seek clearance from the Office of Strategic Communications and Marketing
2. seek permission from AUS Security office before any activities
3. not fly drones with cameras around dormitories and faculty housing areas
4. not fly drones during events where His Highness and other high-profile dignitaries are present

## Section I – Communications and Marketing

### Media and Public Relations



# Section I – Communications and Marketing – Media and Public Relations

For more information and regular updates about drone operations in the UAE, please visit [www.gcaa.gov.ae](http://www.gcaa.gov.ae).

## 7. Media and Public Relations

### 7.1. Overview

The media and public relations services for the university are centrally managed by the office. Available services include:

- press releases
- events communications materials
- press conferences and media roundtables
- one-to-one interviews
- press packs
- feature articles
- media plans for events
- launch programs
- media agreements
- media relations

In order to expedite and manage all requests in a timely manner, each AUS unit must complete the Press Release Request Form (enclosed at the end of this document) or the Service Request Form, which can be requested from [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

*Note: Faculty and staff MUST inform the Office of Strategic Communications and Marketing of any media requests as soon as they receive the request.*

### 7.2. Press Releases

The office provides information to the media about on- and off-campus events, lectures, conferences, etc. Each press release is written to capture the essence of that specific event.

To tailor the press release to best suit your needs, the office will need detailed information about your event. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge. To request a press release, please complete the Press Release Request Form (enclosed at the end of this document) and email it to [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

**Disclaimer:** The office will always do its best to pitch stories to external media partners such as local newspapers, radio and TV stations. However, the office CANNOT GUARANTEE coverage of any event or story, as we do not have control over media outlets. Coverage is solely at the discretion of the media outlet, and the office has no control whatsoever over this.

**Note:**

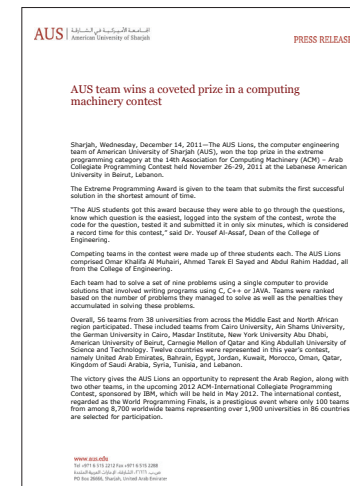
1. All newsworthy press releases need to be issued to the media on the day of the event to meet the press deadline and promote the activity in a timely manner. Promoting news days or weeks after the event dilutes the message and does not grab the media's attention. Therefore, all Press Release Request Forms need to be received no less than **five days** prior to the preferred release date. Quotes and last-minute edits can still take place on the day prior to release. News issued during weekends or official holidays will be sent to the media on the next working day.

2. All press releases drafted by third parties that mention AUS must be submitted to the office for review and approval before release.

### 7.3. Interviews

In the event that a group or a one-to-one interview with the media needs to be arranged, the office will organize and coordinate the interview, provided the appropriate approvals are secured and advance notice is given.

Example of a press release



### 7.4. Media Protocol

American University of Sharjah spokespeople and partners are often approached by the media to provide expert comment and points of view on a wide range of subjects—from specialty related information and commentary on current affairs, to education sector analysis, academic-corporate interaction and more. This is something we welcome. AUS encourages good relations with the media, as communicating news about our work and capabilities to our partners, stakeholders, the private sector and the public is vital to our success and public image.

However, talking to media is never without risk. To protect our reputation, our team and our students, it is vital that only appointed spokespeople respond to media enquiries.

If you are not an appointed spokesperson and are approached by the media, please refer the enquiry to the Office of Strategic Communications and Marketing. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge. (see also section 7.7).

#### Dealing with Media Enquiries

If you are a spokesperson, then the following five simple rules may help when dealing with media enquiries.

1. DO let the Office of Strategic Communications and Marketing know if you have received and are planning to respond to any media enquiries as a representative of AUS. We can help you prepare for the interview if needed, and advise you on any relevant AUS events or information that may be of interest to the media.
2. DON'T answer any questions from the media relating to overarching AUS strategy, policies, procedures or management. These should only ever be answered by the Chancellor. If media do ask you direct questions relating to these key areas, please politely refer them to the Office of Strategic Communications and Marketing. We will respond to the journalist straight away.
3. DO ask journalists for their questions and find out what their story is before answering their queries. Media do not usually expect an immediate response; they are used to waiting for a written answer or call back. Ask the journalist for their deadline and prepare your responses accordingly, running them by the AUS communications team for input and approvals. This gives you time to make sure that the questions are relevant and ensure that your facts are correct.
4. DO ask for advice and guidance from a member of the AUS Office of Strategic Communications and Marketing if you are unsure about any media enquiries, or worried about how an article or comment may be positioned. DON'T be afraid to turn down an opportunity or refer it directly to our office if you do not feel comfortable for any reason.

5. DO let us know in advance if you are meeting any media representative—whether formally or informally, especially if you are conducting interviews, filming or photography. We can advise on appropriate location, help host the journalists and ensure that AUS is positioned in the best possible light.
6. DO include one of the university's key messages or a mention of the university or of the website in every response that you provide to journalists. It is essential that the university is mentioned in addition to the appropriate college/school or faculty to avoid confusion among readers. Please refer to the approved AUS key messages (as below) whenever you respond to questions from journalists. Please familiarize yourself with these messages before a live interview.

#### AUS Approved Key Messages

##### Overriding Message:

AUS provides a world-class American education in the heart of the Arabian Gulf with teaching, faculty and facilities that are distinctive in the region. We are recognized by students, by employers, by faculty and by international accreditation bodies as one of the best places to study in the Gulf.

##### Key Message 1:

AUS is renowned throughout the region for the depth, breath, quality and value of education it offers—and our track record and independent accreditations attest to this.

##### Key Message 2:

Students come to AUS to experience true campus life within a regional setting, and for the quality of the teaching and learning experiences we provide.

##### Key Message 3:

At AUS, our goal is to develop students to their full potential—helping them become future leaders and make valued contributions in their chosen careers and in their local and regional communities.

### 7.5. Articles

The office will produce, upon request or in relation to relevant events, feature articles about faculty, staff or certain aspects of AUS for either internal or external publication. All AUS units are welcome to pitch story ideas, but the office will make the final decisions on newsworthiness of these pitched stories.

### 7.6. Press Conferences

#### 7.6.1. News Conference

In order to better promote events or announcements by AUS, news conferences may be more suitable. For these media events, AUS will invite journalists to witness the event and/or get a briefing on some key AUS announcements. These briefings are often followed by a question-and-answer session where members of the press will ask AUS officials questions regarding the event/announcement or other areas of AUS life.

The office is responsible for organizing these press or news conferences as well as for preparing AUS spokespeople on key messages and talking points.

In cases where the event or announcement is a joint project with outside partners, the office will manage all the messages and key information about AUS and its involvement in the partnership.

#### 7.6.2. Media Roundtable

A media roundtable is a form of a press conference where members of the press are invited to listen-in on, and sometimes participate in, a moderated discussion involving several participants on certain important issues.

The office is also responsible for organizing media roundtables, when required; for managing key messages; and for preparing AUS participants for these media roundtables.

#### 7.6.3. Photo Opportunities

Media events where members of the press are invited to observe events but no statements are made and no questions can be asked are known as photo opportunities. In rare cases where these may be needed, the office will also organize and manage the media events.

To organize a news conference, a media roundtable or a photo opportunity, please contact the Office of Strategic Communications and Marketing, at [communications@aus.edu](mailto:communications@aus.edu).

### 7.7. AUS Media Spokespeople

The spokespersons listed below are the only approved speakers who may represent AUS in the local, regional and international media. Any special request for a non-approved spokesperson will be dealt with on a case-by-case basis.

These measures are designed to ensure that our media messages are accurate, effectively managed and clearly focussed on communication the strategic objectives of AUS.

All approved speakers will be provided with a media training session to prepare them for various types of media interactions as well as help them manage difficult questions without affecting the reputation of the university.

### AUS Strategic Messages

- Chancellor
- Provost

### Other topics relating to specific departments

- Office of Strategic Communications and Marketing
- Director of Public Affairs
- Dean of Students
- Chief Advancement Officer
- Executive Director of Enrollment Management

### Colleges/Schools (Deans or designates)

- Dean, College of Engineering
- Dean, College of Architecture, Art and Design
- Dean, School of Business Administration
- Dean, College of Arts and Sciences

### 7.8. Key Messages for AUS

#### 1. Academics

AUS provides an academic environment that fosters innovative teaching, learning and research; offers educational programs of relevance to its setting; and educates lifelong learners who display mastery in the core competencies of their areas of specialization, communicate clearly, think critically, solve problems creatively, and demonstrate commitment to the ideals of academic integrity.

#### 2. Building the Campus Community

AUS fosters a diverse and culturally vibrant community that embraces the ideals of open intellectual inquiry, ethical behavior, and social and civic responsibility and that provides meaningful engagement for students, faculty, staff, alumni and the public.

#### 3. Building Mutually Beneficial External Relationships

AUS contributes to the development of its external environment by building mutually productive and sustainable strategic relations with key partners and stakeholders.

#### 4. Institutional Effectiveness

AUS enhances organizational and operational structures that ensure the efficient utilization of physical, human and financial resources in achieving the university's academic goals.

### 7.9. Media Briefings

The Office of Strategic Communications and Marketing encourages AUS faculty and other senior staff to engage the media, especially in their areas of expertise. If you are invited to speak to the media, be sure to be well prepared, focused and on point on what you are invited to discuss. The office can provide media briefing and preparation assistance to all AUS faculty and senior staff who are invited to interact with the media upon request. As per the media protocol, stay away from discussing all questions relating to overarching AUS strategy, policies, procedures or management. These can only be answered by the Chancellor.

The office can also provide some basic training on how to handle the media. The training provides basic knowledge to enable you to be better prepared to communicate the desired message through a variety of media opportunities such as TV interviews, radio interviews, newspaper interviews, face-to-face interviews, telephone interviews, etc. These can be arranged upon request.

### 7.10. Crisis Management

As an organization we understand that unexpected events may happen that may threaten to jeopardize the integrity or reputation of our institution. It is important to have a crisis management plan, a process by which our organization will deal with any major event that threatens to harm the university, our stakeholders or the general public.

The university's chief crisis manager is the Chancellor. In case of a crisis, ONLY the Chancellor or his designated person is authorized to communicate with both the internal and external stakeholders.

To assist the university's chief crisis manager (the Chancellor) the Office of Strategic Communications and Marketing will manage all the messaging to and from the internal and external stakeholders to ensure that only the right message is communicated and questions and concerns are responded to in a timely manner.

#### 7.10.1. Emergency SMS Service

AUS has an SMS emergency communication system. This system is intended for limited use so that the university can contact staff, faculty and students in case of an emergency. Examples of this are a sudden rain or dust storm, flooding or sudden cessation of university operations.

To ensure that the university has your contact details, you need to verify your mobile telephone number on the Banner system and ensure that your details are accurately entered as per the guide that follows.

Please note that we need your mobile number as we will communicate with you by sending you an SMS message. This system will not be used for normal public announcements of events or conferences, but only to alert faculty, staff and students of sudden changes in the university's critical schedule.

To update your information online:

- Go to: <https://banner.aus.edu>
- Login to the Banner system using your AUS email username and password
- Select Personal Information
- Select View / Update Telephone Numbers
- Enter your mobile number in the format specified: [971][50][9999999]
- Select the Opt-Out field if you do not wish to be included in the SMS emergency messaging system. Please note that this will exclude you from any important information AUS communicates during an emergency.
- Select Save Changes

Your personal information will not be used for any other purpose without your permission.

#### 7.10.2. The Death of a Community Member:

In the unfortunate event of a death of an AUS community member, the official statement will be issued either by the Office of the Chancellor or Office of the Provost. We MUST all refrain from making comments or remarks online or to the media until the official statement has been issued. Even after the official statement is issued, only authorized people can then respond to media inquiries.

Section I – Communications and Marketing

Events Communications and Marketing Materials

### 8. Events Communications and Marketing Materials

The office offers a range of services to best support AUS-related events both on and off campus.

The Event Management Department is responsible for managing the events at AUS. The Office of Strategic Communications and Marketing will develop and manage the communications and marketing aspects of these events directly with the event's owners, i.e., colleges, departments, external parties, etc.

The Office of Strategic Communications and Marketing will also manage all communication materials, branding and media-related matters when AUS or its units conduct a collaborative event in partnership with an external partner.

For all these events, the office can provide media plans, which include press invites, reminders, photography services and press releases. The office will also assist in designing marketing materials as needed, including brochures, posters, flyers, microsites for conferences, rollups and online marketing services. Additional services such as designing event programs, gift items and recognition certificates are also available if required.

To build a database of various interest groups for AUS events, an RSVP system needs to be used. Information gained from this system will allow each event owner to assess the success of the event. This will further generate a contact database for AUS to use for future marketing purposes.

An RSVP system will be developed for each event page to manage the registration process through an automated registration form.

*Note: For all your event announcements to the AUS internal community, please email the Events Management Department at [events@aus.edu](mailto:events@aus.edu).*

#### 8.1. Internal Events

Internal events are all events that are organized by the university or its units. These events are held on campus and they vary from social events such as concerts and other performances to major academic events such as conferences. Some may be open to the general AUS community while others are not. Some may have an entrance fee while other may be free. As far as the office is concerned, these events require substantial preparation regarding press invites, press releases, program production, banners, etc.

For communications by student clubs and associations, please refer to section I, number 4. Associations and Clubs.

*Note: Posters to be displayed on the administrative and academic areas on campus need to be reviewed and approved by Office of Strategic Communications and Marketing. Posters to be displayed at the Student Center and student residential halls are to be approved by the Office of Student Affairs.*

#### 8.2. Hosted Events

These are events where external entities such as Sharjah Government or other private organizations rent and use AUS events facilities for their events. For these events, AUS serves merely as a venue for an external stakeholder. The office may have minimal involvement unless there is partnership agreement with AUS.

*Note: External events such as exhibitions and seminars outside AUS are also dealt with on case-by-case basis depending on the needs. Please contact the Director of Strategic Communications and Marketing.*

#### 8.3. Third-Party Endorsement

All third-party endorsements are to be approved through the Office of Strategic Communications and Marketing.

All brands that wish to display anything or promote their products on campus need to be approved by the Office of Strategic Communications and Marketing.

#### 8.4. Event Collaborations

In cases where an event is organized in collaboration with one or more outside entities, the office will provide guidance as well as design and approve all promotional and marketing materials to ensure prominence of the AUS brand along with appropriate positioning for the partners' and sponsors' brands.

##### 8.4.1. Partial Definitions of Collaborative Partnerships

###### In partnership with:

This statement should always be present at the top of the AUS logo if AUS involvement includes the planning of the event agenda in partnership with the external party.

###### Sponsored by:

This statement should always be present at the top of the AUS logo only when AUS pays to be a sponsor for an event.

###### Supported by:

This statement should always be present at the top of the AUS logo when AUS is supporting the event through free resources or services or simple brand endorsement.

*Note: Before entering into any agreements or signing any memoranda of understanding on behalf of AUS, AUS units MUST submit the drafts of the agreements, contracts and memoranda of understanding to the Office of Strategic Communications and Marketing for the office to review and approve all marketing and public relations terms.*

### 8.5. Signs

Signs may be required for on-campus events, such as directional signs directing visitors to parking areas or to various on-campus event venues. The office will design these signs to ensure brand consistency. The exact design depends on the location of installation.

*Note: The office is responsible ONLY for designing the signs. Installation of the signs and the event logistics are wholly handled by the Events Management Department. Please contact the Events Management Department at [events@aus.edu](mailto:events@aus.edu).*

### 8.6. VIP and Government Services Protocol

VIP protocol for events, security and immigration matters is managed by the Office of the Chancellor.

### 8.7. Media Partnerships

All requests for media partnerships should come to the Office of Strategic Communications and Marketing eight weeks before the event.

Please submit all media partnerships to [communications@aus.edu](mailto:communications@aus.edu).

### 8.8. Memorandums of Understanding (MoUs)

All MoUs involving AUS need to be reviewed by the office in order to review the university's communications and marketing commitments prior to signing.

Please submit all MoU drafts to the Director of Strategic Communications and Marketing at [communications@aus.edu](mailto:communications@aus.edu).

### 8.9. AUS Discount Program

AUS has a program offering the AUS community a variety of privileges and discounts in partnership with various outlets and service providers for services such as dining, retail stores, spas, financial institutions, hotels, club memberships and more across the UAE.

Please contact [ausdp@aus.edu](mailto:ausdp@aus.edu) for further information. For a list of participating retailers and business partners, go to <http://www.aus.edu/dp>.

*Note:*

- 1. When approached by external parties about offering discounts or privileges to the AUS community, please contact the Office of Strategic Communications and Marketing, at [commsrequests@aus.edu](mailto:commsrequests@aus.edu) regarding the marketing and communications terms before finalizing any agreement.*
- 2. All discounts and privileges should be listed ONLY on the discount pages of AUS website.*

### 8.10. On-Campus Retailers

In order to support internal retailers (i.e., business entities that signed lease agreements to operate their businesses on the AUS campus) in communicating their offerings to the AUS community, listed here are clear guidelines on the approved types and number of communications to be used by the retailers each year:

- AUS retailers will be provided with an opportunity to communicate their special AUS promotions four times a year to coincide with specific occasions or slow periods.
- The dates of the announcements will be announced by the AUS Outlet Administrator each year.
- The deadline for receiving all promotions from the Operations Department is 10 working days prior to each scheduled announcement. This will allow enough time for the Office of Strategic Communications and Marketing to develop the content and creative design creation. All promotions should be sent to Office of Strategic Communications and Marketing in one email.
- The promotions will be included as part of the AUS discount program, which integrates all internal and external retail promotions within AUS.
- A single internal marketing document will be issued each time (during the times specified) to promote all offers from the retailers.
- Twice a year, each internal retailer will be asked to provide their promotional content, which will be designed and printed by the Office of Strategic Communications and Marketing on a 178mm x 101mm card (both sides). The leaflet will be included in a special promotional package which will be sent to the entire AUS community (colleges/schools, all offices and student dormitories—excluding faculty and staff housing). Retailers can choose any design they want and can include as many promotions, provided the card does not exceed the specified size and does not include a menu as the main promotion.
- If a retailer does not provide their promotions within the deadlines they will not be included in the particular promotion circle. The marketing tools to be used on each occasion are:
  - 1 x email communication
  - 1 x printed poster (to be displayed in a areas approved by the Office of Public Affairs)
  - 1 x digital poster for display screens
- Offers needs to be specifically developed for AUS students and employees and should not list a menu as the promotional item.
- AUS social media platforms will NOT be used for the promotional offers or openings as the announcement is meant for the internal AUS community only.
- In the event of a new retailer opening on campus, one email announcement and one digital poster (two weeks' display) can be used to promote the opening through the AUS discount program. The announcement will specify the name of new retailer, their product offering, opening date and time. This announcement will not include any promotional offers from the retailer.
- If a retailer misses the deadline for each promotion, they will wait for the next opportunity.
- Terms and conditions need to be clearly stated in the promotion.

- AUS will not be liable for any offers promoted by the retailers.
- Retailers can display a copy of the AUS promotion to be marketed at AUS at their point of sale only.
- Retailers are not allowed to distribute leaflets around the campus.
- Retailers can distribute their offers around the Student Center only if they get written permission from the Office of Student Affairs. They can also distribute in the housing areas if they are permitted by the Residential Life Committee.

#### Procedure, Roles and Responsibilities

The Operations Department will be the main point of contact for receiving all promotional offers from the internal retailers.

The Office of Strategic Communications and Marketing will manage the design and development of the marketing and communications tools to be promoted.





### 9. Online Services

The office offers a wide range of online and digital media services, such as updating the AUS website, managing the site's news and events sections, creating digital signage, managing social media and providing online marketing. All these services are carefully crafted to highlight the AUS brand and to cater to the communication and marketing needs of different AUS units.

#### 9.1. AUS Website

The office develops, edits, uploads and monitors all content of the official AUS website. The office, in coordination with all AUS units, is responsible for:

- managing the design, usability and structure of the main AUS website
- ensuring that the AUS website conforms to AUS policy and standards, and promotes a positive image of the university online
- conducting and monitoring online marketing campaigns
- administering and managing all official AUS social media accounts
- providing access, training and support to the web contributors, and ensuring content is published in a timely manner
- serving as a mediator between university departments and the IT team in all web-related matters
- ensuring that all information on the main AUS website is accurate, appropriate and does not violate copyright or other accreditation criteria
- optimizing site content for search engines (SEO) in cooperation with the IT Department
- updating the news and events section on a daily basis

No AUS unit is allowed to have an external website.

AUS departments, colleges and offices cannot create externally hosted websites for any campaign, program, department, etc. All AUS-related links need to be hosted under [www.aus.edu/xxxx](http://www.aus.edu/xxxx).

For more information, contact the office at [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

#### 9.2. Web Services

The office offers four regular services in connection with the AUS website, as follows:

##### 9.2.1. Website Updates

Whenever AUS units need to make small changes on their website sections, the office can provide the support to make these changes on the website.

Major website updates will take place during the summer and at the end of each academic year.

To expedite this process, all web contributors should submit their updates via the content management system before 10 a.m. for the updates to be made before the end of the day.

##### 9.2.2. News Stories

In addition to web updates, news about events happening on campus, or other events outside campus that are connected to AUS, are posted for the AUS community and the public on the news section of the website.

The office covers most AUS events and then prepares news stories for the news section of the website as well as press releases for our media partners.

In case an event was not covered, the office may receive reports and write news stories about the event for the website. Please send your report(s) in a timely fashion to [commsrequests@aus.edu](mailto:commsrequests@aus.edu) for story consideration.

##### 9.2.3. New Pages

Different AUS units may, from time to time, need to add new pages to the website sections about their unit. Upon request, the office can create new pages as needed.

##### 9.2.4. Microsite

For major events such as conferences, microsites may need to be created within the AUS website. Upon request, the office will design, create and help manage microsites for such events.

### 9.3. Online Marketing

The office manages online marketing services that develop and implement online marketing plans for specific activities or events. A range of online marketing services, such as online banners on different websites or partnering with online institutions to promote our programs, are available for all AUS units.

The office is responsible for planning and implementing online campaigns for AUS as well as for approving any specific AUS unit's online campaigns prior to launch. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge.



For more information, please contact the office at [commsrequests@aus.edu](mailto:commsrequests@aus.edu).

### 9.4. Social Media

The office is focusing more on this medium of communication as part of the university's strategic communications. The office is responsible for developing social media strategies and coordinating the activation of all social networking on behalf of AUS.

All AUS units are encouraged to take advantage of the official AUS social media platforms for all their social media needs. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge.

The university is active on the following social media platforms. Please connect with the university on:

-  Facebook – <http://www.facebook.com/wwwausedu>
-  Twitter – <https://twitter.com/ausharjah>
-  LinkedIn – <http://www.linkedin.com/company/american-university-of-sharjah>
-  YouTube – <http://www.youtube.com/wwwausedu>
-  Instagram – <http://instagram.com/wwwausedu>
-  Pinterest – <http://pinterest.com/wwwausedu/>
-  Google Plus – <http://plus.google.com/114291593679046869101/>
-  Tumblr – <http://ausharjah.tumblr.com/>
-  FourSquare – <https://foursquare.com/ausharjah>
-  Blog - [blog.aus.edu](http://blog.aus.edu)

All AUS units are encouraged to take advantage of the official AUS social media platforms for all their social media needs. The university accounts are well established, have a large following and are well managed. AUS units will benefit more communicating their messages through the main AUS platforms as they will reach more people and be more effective. The office encourages all AUS units to leverage the reach and reputation of the official AUS social media channels by using these channels rather than creating their own unit accounts. Send in your content to [socialmedia@aus.edu](mailto:socialmedia@aus.edu) for promotion on any of the AUS channels.

#### 9.4.1. Blogs

An abbreviation of “web log,” a blog serves as an interactive website that allows audiences to communicate via messages or comments. Typically, blogs are maintained by individuals, with regular entries ranging from news to events.

AUS has an official blog that provides a platform for all AUS units to share opinions, achievements and exchange ideas. All AUS stakeholders, especially faculty and students, are welcome to contribute posts as blogs, picture captions and video blogs. To contribute, please send your drafts to [socialmedia@aus.edu](mailto:socialmedia@aus.edu).

#### Note:

1. An AUS office or collegeschool can create unit-specific social media accounts, i.e., Facebook, Twitter, YouTube and blogs, but they all must comply with the AUS Social Media Policy, which is available on iLearn. All units with social media accounts are encouraged to link them with the official AUS social media accounts to help AUS maximize its presence in social media platforms.
2. Only websites under the authority of AUS may use the AUS logo and seal as part of their heading/branding.
3. All Facebook, Twitter and YouTube accounts that note or imply affiliation of the owners with AUS must include a disclaimer stating that they are neither affiliated with nor endorsed by the university/not the official account of the university, for example: “This account/blog is maintained by [Person's/ Unit's Name] who is solely responsible for its content. The account/blog is not affiliated with nor endorsed by American University of Sharjah.”
4. Links to all external sites will include the disclaimer “You are now leaving the official AUS website.”
5. Content owners are encouraged to ensure that the information provided is accurate to the best of their knowledge.
6. AUS will not promote any third-party brands and content except when collaborating in events. See Section 8.4.

Section I – Communications and Marketing

Digital Marketing

### 10. Digital Marketing

#### 10.1. Digital Signage

The office provides digital signage services through numerous digital signboards placed around the campus. These digital signboards are used to inform, promote and advertise a variety of campaigns or activities and events that are of interest to members of the AUS community.

Upon receiving formal requests and appropriate information, the office will help design, post and manage messages in these digital signboards.

#### 10.2. Video Recording

The office offers video recording services for on-campus events. Upon request, the office will record, edit and produce quality videos of those events.

The video recording is for public relations, marketing and promotional purposes only, not for archiving.

#### 10.3. Photography Services

The office offers photography services for official AUS campus events and for departmental needs. The photographs taken are used to accompany the press releases we send to the media and for the AUS website.

*Note:*

- 1. The service is not available for personal events such as individuals' birthdays. This service is only available for official AUS business conducted by AUS units and for class and official events.*
- 2. The office does not have a printing facility. The office can only supply soft copies of the pictures taken upon request through [commsrequests@aus.edu](mailto:commsrequests@aus.edu).*



### 11. Service Level Agreement

In order to serve you better, this Service Level Agreement (SLA) is provided to create a clear understanding between the office as service providers and the department's potential customers, i.e., AUS units. The agreement lists the services offered by the office and the timeframes required for satisfactory delivery of each of the services, but does not include production and print timeframes. To help us provide you with excellent service, it is imperative that service requests are made on time as specified in this SLA.

The office is responsible for developing and approving all external communication materials including posters, brochures, mass mailers, catalogs, etc. AUS units need to provide the office, in a timely manner, with the content and messages to be used for the communication materials they need.

*Note:*

1. To help us assist you, please note that all deadlines indicated here are not flexible. The office will not guarantee on-time delivery if deadlines are not met.
2. All deadlines and timeframes provided on this Service Level Agreement are for designing, branding and editing from contact to artwork delivery. They do not include production or print timeframes. For production timeframes, please contact the Procurement Department at [procurement@aus.edu](mailto:procurement@aus.edu).

#### 11.1. Stationery (refer to section I, 5)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Stationery – Office name  
Deadline: three days  
Contact Details: Please include your full contact details for easier communication.

#### 11.2. Forms (refer to section I, 5.9)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Forms – Office name and form name  
Deadline: One to two weeks (depending on the scope of work)  
Contact Details: Please include your full contact details for easier communication.

*Note: For new forms, please prepare a draft format in Microsoft Word and send it to [commsrequests@aus.edu](mailto:commsrequests@aus.edu) for final editing and branding. Forms should be A4 size. Please do not use text boxes, or spaces instead of tabs. Contact the office if you need more information.*

#### 11.3. PowerPoint Template and Fax Sheets

It can be downloaded from iLearn:  
AUS Content--->Institution---> Strategic Communications ---->AUS Templates

#### 11.4. Departmental Stamps (refer to section I, 5.10)

All AUS official stamp designs must first be approved by the dean of the college/school or the head of the unit before forwarding the review request to the office.  
Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: Departmental Stamp Approval  
Deadline: Two days  
Contact Details: Please include your full contact details for easier communication.

#### 11.5. Awards, Merchandise and Gift Items (refer to section I, 5.11)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Awards/Merchandise/Gift Items Design  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

#### 11.6. Banners (refer to section I, 6.1)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Banner Design - name of event  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

#### 11.7. Roll-ups (refer to section I, 6.1)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Roll-up Design - name of event  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

#### 11.8. Posters (refer to section I, 6.1)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Poster Design - name of poster  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

#### 11.9. Flyers (refer to section I, 6.1)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)  
Subject: Flyer Design - name of flyer  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

## Section II – Service Level Agreement

### 11.10. Brochures (refer to section I, 6.1)

Email: commsrequests@aus.edu  
Subject: Brochure Design - name of brochure  
Deadline: Up to six weeks (depending on the size)  
Contact Details: Please include your full contact details for easier communication.

### 11.11. Newsletters (refer to section I, 6.2)

For newsletter review and approvals, send in your final draft to the Office of Strategic Communications and Marketing two weeks prior to the desired publication dates.

### 11.12. Press Release (refer to section I, 7.2)

Email: commsrequests@aus.edu  
Subject: Press Release Request  
Deadline: Four days  
Contact Details: Please include your full contact details for easier communication.

### 11.13. Interview (refer to section I, 7.3)

To arrange for an interview, please complete the Press Release Form and send it to commsrequests@aus.edu.  
Subject: Interview Request  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

### 11.14. Press Conferences (refer to section I, 7.6)

To arrange for a news conference, media roundtable or a photo opportunity, please complete the Press Release Form and send it to commrequests@aus.edu.  
Subject: News Conference/Media Roundtable  
Deadline: Two weeks  
Contact Details: Please include your full contact details for easier communication.

### 11.15. Articles (refer to section I, 7.5)

To request feature article coverage, please complete the Press Release Form and send it to commsrequests@aus.edu.  
Subject: Feature Article Request  
Deadline: Two weeks  
Contact Details: Please include your full contact details for easier communication.

### 11.16. Events Communications Materials (refer to section I, 8)

Email: commsrequests@aus.edu  
Subject: Events – Name of event  
Deadline: Four weeks  
Contact Details: Please include your full contact details for easier communication.

*Note: For big events such as on-campus conferences, SLA forms should be submitted two to three months prior to the event.*

*Note also that AUS has a reputation for delivering excellent events and communications to both the internal and external communities. Please do not commit to events on campus less than six weeks ahead.*

### 11.17. Memoranda of Understanding (MoUs) (refer to section I, 8.8)

Email: commsrequests@aus.edu  
Subject: Events – MoU – Name of the partner  
Deadline: Two days prior to the event.  
Contact Details: Please include your full contact details for easier communication.

### 11.18. Events Collaboration (refer to section I, 8.4)

Email: commsrequests@aus.edu  
Subject: Events Collaboration  
Deadline: Six weeks prior to the event.  
Contact Details: Please include your full contact details for easier communication.

### 11.19. Signs (refer to section I, 8.5)

Email: commsrequests@aus.edu  
Subject: Sign Design Request  
Deadline: One week  
Contact Details: Please include your full contact details for easier communication.

### 11.20. Website Updates (refer to section I, 9)

For website updates, please submit updates the content management system.

Deadline: All web contributors from departments and colleges/schools should submit their updates via the content management system before 10 a.m. and 4 p.m. on the days updates are desired.



## Section II – Service Level Agreement

### 11.21. News Stories

Most campus events are covered directly by the office. The office then prepares the stories for the news section of the website as well as for our media partners.

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: News for the Web

Deadline: Two days prior to the desired posting day.

Contact Details: Please include your full contact details for easier communication.

### 11.22. New Web Pages (refer to section I, 9.2.3)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: New Web Page Request

Deadline: One week

Contact Details: Please include your full contact details for easier communication.

### 11.23. Microsites (refer to section I, 9.2.4)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: Microsite Request

Deadline: Two weeks

Contact Details: Please include your full contact details for easier communication.

### 11.24. Digital Signage (refer to section I, 10.1)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: Digital Signage

Deadline: Three days

Contact Details: Please include your full contact details for easier communication.

### 11.25. Online Marketing (refer to section I, 9.3)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: Online Marketing

Deadline: Four weeks

Contact Details: Please include your full contact details for easier communication.

### 11.26. Video Recording (refer to section I, 10.2)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: Video Recording

Deadline: Three weeks

Contact Details: Please include your full contact details for easier communication.

*Note: After recording, production time—including decoding, editing and delivery—will require up to one month. Please keep in mind that it may take up to two months from the date the video recording is requested to delivery time.*

### 11.27. Photography Services (refer to section I, 10.3)

Email: [commsrequests@aus.edu](mailto:commsrequests@aus.edu)

Subject: Photography Request

Deadline: One week prior to the event.

Contact Details: Please include your full contact details for easier communication.

*Note: The service is not available for personal events such as individuals' birthdays. This service is only available for official AUS business conducted by AUS units and for class activities, seminars and other official events.*

### 11.28. Social Media (refer to section I, 9.4)

Email: [socialmedia@aus.edu](mailto:socialmedia@aus.edu)

Subject: Twitter/Facebook

Deadline: Twenty-four hours

### 11.29. AUS Blog (refer to section I, 9.4.1)

To pitch a post for the AUS blog, please send the article and its corresponding images to [socialmedia@aus.edu](mailto:socialmedia@aus.edu) at least four days before the desired publishing date.

To request a blog link to the social media consolidation platform (when it is up and running), please send your request to [socialmedia@aus.edu](mailto:socialmedia@aus.edu)

Subject: Blog

Deadline: Four days

## SLA Quick Reference Table

Note: \* A more specific deadline can be shared when the Office of Strategic Communications and Marketing receives the actual scope of work.  
 \*\*Deadline for final review by the project owner will be communicated once the request has been received by the Office of Strategic Communications and Marketing.

No	Item	Submission Deadline Prior to Delivery	Client Approval Deadline After Receiving Draft(s)	Contact
1	Stationery	*2 weeks	24 hours	commsrequests@aus.edu
2	Forms	1–2 weeks	24 hours	commsrequests@aus.edu
3	PowerPoint Template	Same day (within working hours)	**On request	commsrequests@aus.edu
4	Fax Sheets (Soft Copy)	Same day (within working hours)	**On request	commsrequests@aus.edu
5	Department Stamps	2 days	**On request	commsrequests@aus.edu
6	Awards, Merchandise and Gift Items	1 week	24 hours	commsrequests@aus.edu
7	Banners	1 week	24 hours	commsrequests@aus.edu
8	Rollups	1 week	24 hours	commsrequests@aus.edu
9	Posters	1 week	24 hours	commsrequests@aus.edu
10	Flyers	1 week	24 hours	commsrequests@aus.edu
11	Brochures	*6 weeks	24 hours	commsrequests@aus.edu
12	Newsletters	*2 weeks for production/3 working days for content review only	**On request	commsrequests@aus.edu
13	Press Releases	4 days	**On request	commsrequests@aus.edu
14	Interviews	1 week	**On request	commsrequests@aus.edu
15	Press Conferences	2 weeks	**On request	communications@aus.edu
16	Articles	2 weeks	**On request	commsrequests@aus.edu
17	Events Communications Materials	*4 weeks	**On request	commsrequests@aus.edu
18	Events Collaboration	6 weeks	**On request	commsrequests@aus.edu
19	MoU Drafts	2 days	**On request	communications@aus.edu
20	Signs (on-campus use)	1 week	24 hours	communications@aus.edu
21	Website Updates	10 a.m. and 4 p.m.	**On request	commsrequests@aus.edu
22	New Web Pages (depending on the size)	*1 week	**On request	commsrequests@aus.edu
23	Microsites (depending on the size)	*2 weeks	**On request	commsrequests@aus.edu
24	Digital Signage	3 days	**On request	commsrequests@aus.edu
25	Online Marketing	*4 weeks	**On request	commsrequests@aus.edu
26	Video Recording	*3 weeks	**On request	commsrequests@aus.edu
27	Photography	1 week	**On request	commsrequests@aus.edu
28	Photos on CD	48 hours	**On request	commsrequests@aus.edu
29	Tweets	24 hours	**On request	socialmedia@aus.edu
30	Facebook Posting	24 hours	**On request	socialmedia@aus.edu
31	Blog Posts	*4 days	**On request	commsrequests@aus.edu
32	YouTube Posting	*1 week	**On request	commsrequests@aus.edu
33	News Stories	2 days	**On request	commsrequests@aus.edu

## Service Request Form

### Service(s) requested:

<input type="checkbox"/> Award design	<input type="checkbox"/> Flyer design	<input type="checkbox"/> Photography service
<input type="checkbox"/> Banner design	<input type="checkbox"/> Media partnerships	<input type="checkbox"/> Poster design
<input type="checkbox"/> Brochure design	<input type="checkbox"/> Merchandise design	<input type="checkbox"/> Sign design
<input type="checkbox"/> Digital signage design/posting	<input type="checkbox"/> Microsite creation	<input type="checkbox"/> Social media
<input type="checkbox"/> Event collaboration*	<input type="checkbox"/> MoU draft review*	<input type="checkbox"/> Video recording service
<input type="checkbox"/> Event communication request	<input type="checkbox"/> New webpage creation	<input type="checkbox"/> Website updates

Note: Please note that all deadlines indicated on the Service Level Agreement (SLA) are not flexible. The department will not guarantee on-time delivery if deadlines are not met. Please refer to the SLA for timeframes on the service(s) you are requesting.

Detailed description/information about the requested service(s):

---

Preferred delivery date for the requested service(s): (dd/mm/yyyy)

---

What is the purpose(s)/aim(s)/objective(s) of the project?

---

---

What is the anticipated scope and scale of the project?

---

---

Which cost center will the project be associated with?

---

Describe a detailed work plan for the project (if available):

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---

Name, title and full contact details of the contact person for this project:

---

Note: Please send the completed form to [commsrequest@aus.edu](mailto:commsrequest@aus.edu). Remember to attach all relevant documents, images and other materials needed for this project.

\*Please send requests for these to [communications@aus.edu](mailto:communications@aus.edu).

## Media Coverage Request Form

**Please complete all the fields below:**

**Basic information:**

Topic:

Potential headline:

Detailed description/information about the topic:

Why is this story newsworthy (how/why is the program/announcement important to AUS)?

Is there a related website?

Has this request been approved by your dean/department head?

**If event related:**

Official title of event:

Event date and time: (mm/dd/yyyy)(24:00)

Location of the event:

Who is expected to attend (audience/VIPs)?

**More information:**

Can you provide quotes from relevant officials from AUS (and outside partners, if any)?  
Please provide full name(s) and official designation(s)/title(s) of quoted individuals:

Who will be the spokesperson (must be media-trained) in case of potential media interviews? Please provide full name(s), designation(s)/title(s) and full contact details.

Name, title and details of the contact person for this story:

Please note:

- The completed forms should be sent to [commsrequests@aus.edu](mailto:commsrequests@aus.edu) one week prior to the event. Quotes and last-minute edits can still take place on the day. News issued during weekends or bank holidays will be sent to the media on the next working day.
- We usually provide only media photo coverage. No archival or full event photo coverage will be provided.
- Disclaimer: The Office of Strategic Communications and Marketing will always do its best to pitch stories to the media. However the office CANNOT GUARANTEE coverage of any event or story. This will happen only at the media outlet's discretion.

## Stamp Approval Request Form

All official stamps for all AUS units will be created by the Office of Strategic Communications and Marketing, provided that the AUS Stamp Approval Request Form is signed by the head of the requesting unit.

### Approval Details

1. Office:

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2. Office is under which department/school/college:

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3. Approval the head of unit

Name:

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Title:

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Department/School/College:

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Signature:

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### External Artwork (to be completed only when external artwork is used)

In case artwork is provided by an external source, the Office of Strategic Communications and Marketing will review and approve the artwork prior to production to make sure the designs are in-line with the AUS communications and marketing strategic objectives before going to production.

Office of Strategic Communications and Marketing Approval:

Name:

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Title:

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Signature:

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Remarks:

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Note: Please send the completed form to [commsrequests@aus.edu](mailto:commsrequests@aus.edu).