

2025-26 CEHD Marketing, Communications, and Events Guide

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Marketing & Communications

CEHD has a dedicated Marketing & Communications office (MARCOMM) to support branding, promotional, and other needs within the college. CEHD's MARCOMM office connects and aligns CEHD with university directives and similar initiatives within other colleges on campus.

New requests for CEHD MARCOMM support should be made via the [COR Request Form](#). Please reach out to [Kenya Zarns](#) with questions regarding MARCOMM assistance.

Accessibility

UND is committed to digital accessibility. Any documents uploaded to UND's website, including flyers, reports, handbooks, etc. must be created or remediated to be accessible. Learn more about [UND Accessibility Standards](#) here.

Colors & Branding

All external-facing materials representing CEHD must align with UND's official brand and colors. The university's official [school colors](#) are green and white. UND green is Pantone 347 (hex #009A44). UND's official brand marks include 56° forward arrows and slashes. Please use [Oswald Medium](#) and [Arial](#) fonts predominantly in your materials.

The easiest way to adhere to UND branding for most projects is to use a [UND](#) or [CEHD](#) pre-branded document template. If this is not possible for your project, please complete a [COR Request Form](#) for assistance.

Creative Work

CEHD's MARCOMM office has created a folder of [CEHD Assets](#) on TEAMS to provide the tools needed to allow users to complete creative projects quickly and independently. This folder includes logos, photos, document templates, and program flyers, among other assets.

If additional assistance or support is needed for your project, please complete a [COR Request Form](#). Please do not submit a request to UND Identity or UND Marketing for college-level requests; this will only result in confusion or delay.

Digital Signage

Digital signage refers to the television-like screens that are present in building lobbies across campus. These screens can be used to advertise **student-facing** events, deadlines, and other information. Requests to display digital signage should be submitted via the [COR Request Form](#). Please include what dates your information should remain displayed, up to 30 days (example: please display Nov. 1-15).

- **For display in Education ONLY:** please submit a landscape oriented .jpg or .png of your digital slide sized 26.67in x 15in (1920px x 1080px). Your slide should include the name of your event, a very brief description of what the event is about, the

date/time/location of the event (ex. Edu Rm 113), and what site to visit/person to contact with questions.

- **For display across the UND campus:** please submit the above PLUS a portrait oriented .jpg or .png or your digital slide sized 15in x 26.67in (1080px x 1920px).

Please note that CEHD-specific events (e.g., a teacher-education student-specific event) will not be accepted for digital signage displays across campus. However, events that are open to all UND students (e.g., a research showcase across colleges) will be accepted for campus display.

If you need assistance in creating digital signage for display, please include this in your request along with any information needed to fulfill your request.

Document Templates

Branded Word and PowerPoint templates are available for university use in projects such as flyers, presentations, reports, etc. [UND Document Templates](#) can be downloaded from the website, while [CEHD Document Templates](#) can be located on TEAMS.

Email Signatures

Guidance and best practices for adding a professional and uniform UND signature line to your Outlook email account can be found at [UND Email Signatures](#).

Letterhead

CEHD personnel can access [digital letterhead](#) for their functional area via TEAMS. Faculty members should always use their respective departmental letterhead. Requests for print letterhead should be directed to administrative support in your area. *Digital letterhead should not be used for projects intended for print distribution.*

Logos

UND community members can download official [UND logos](#) from UND's website. CEHD personnel can download official CEHD logos (college and department) as well existing unofficial logos for other CEHD units (grant, research, other functional areas) via [TEAMS](#).

To discuss creating a new logo or visual representation for your functional area, please complete a [COR Request Form](#). If you are searching for an existing logo that is missing from the TEAMS folder, please email kenya.zarns@UND.edu.

Media & Social Media

CEHD has several channels for communications and outreach to the community. Those channels and contacts are listed below.

- **Blogs**

- **The Learning Curve** (<https://blogs.und.edu/cehd-news>). Contact kenya.zarns@UND.edu with questions and/or submissions.
- **CEHD Research in Press** (<https://blogs.und.edu/cehd>). Contact robert.stupnisky@UND.edu with questions and/or submissions.

- **External Media / Press Releases**

- Email kenya.zarns@UND.edu with details about the event or news requiring outside media coverage.

- **Social Media**

- Email patricia.lopez@UND.edu and kenya.zarns@UND.edu with details about the event or news you would like to share AND who the intended audience is.
- CEHD has several social media channels. You are encouraged to follow and support the college accounts below:

Instagram	@undeducation
Facebook	@UNDCEHD
X	@UND_education
LinkedIn	https://www.linkedin.com/company/und-cehd
YouTube	https://www.youtube.com/@UNDCEHD

Merchandise and SWAG

- CEHD maintains an inventory of swag giveaway items. These are intended for use at recruitment events. To request swag items, please complete the [Swag Request Form](#) at least two weeks prior to your event.

In cases where specialized branded merchandise needs to be ordered for an event, project, etc., you will need to complete the following:

- Complete the [Purchase Request Form](#) to request funding for your project
- Complete the [COR Request Form](#) to initiate creative work/support
- Review the [UND Licensing & Promotional Product Guidelines](#)

Photos

Most marketing efforts require visual support in the form of photographic images. UND community members can access [UND's Public Photo Library](#) and download images for use in university-related projects or to promote university events. In addition, a gallery of [Event Photos](#) from previous CEHD events can be found on TEAMS.

If your marketing project requires CEHD-specific images or other imagery not available via UND's Public Photo Library or CEHD's TEAMS library, please complete a [COR Request Form](#).

Recruitment & Print Materials

Prospective students can find information about CEHD academic programs online on UND's [Program Finder](#) pages or in the [Academics](#) section of the EHD part of the website. In addition, most of CEHD's academic programs have flyers and/or brochures available for informational and recruitment purposes. These can be located digitally via the [CEHD Program Marketing Materials](#) spreadsheet on TEAMS or physically in the Marketing Closet Room 275.

Please complete a [COR Request Form](#) if any of the following apply:

- You need a large quantity of existing flyers for an upcoming event (more than 25)
- You need new or updated flyers for an academic program, grant or college initiative, or an upcoming event
- You need oversize print materials like display signage, banners, etc.

Website

The official website of UND's College of Education and Human Development is education.UND.edu, which is organized as follows:

- **Main:** landing page and introduction to the college
- **Academics:** all degree and certificate program offerings
- **About the College:** Dean's message, mission and history, scholarships, accreditation, OTRR, Alumni Advisory Board, and more
- **Research:** introduction, stats, awards & funding, research groups & initiatives, BEARS, and more
- **Info For:** menus located at the top of the webpage with a drop down arrow
 - **Current Students:** location of The HUB, a repository of links and information for current students
 - **Faculty & Staff:** frequently asked questions and answers, links to helpful and popular forms, Event Planning Checklist, college calendar, and staff directory

Please complete a [COR Request Form](#) if:

- You need to have a page created, edited, or deleted from the website
- You need to add or replace an attachment
 - Note that attachments must be accessible PDFs or they will not be allowed on the website

Events

CEHD faculty and staff plan many events throughout the year, from informational lectures to awards ceremonies to alumni and community events. CEHD has an [Event Planning Checklist](#) designed to offer guidance in producing a successful event from concept to completion.

Topics covered on the **Event Planning Checklist** include:

- Step-by-step planning
- Important forms
- Helpful links & tools

Please reach out to [Tisha Lopez](#) with questions regarding the event planning process.

Event Coverage

To request day-of media and photography coverage, complete a [COR Request Form](#) at least three to four weeks in advance of the event.

A gallery of [Event Photos](#) from previous CEHD events can be found on TEAMS.