

SHPRS MARKETING AND PUBLICITY GUIDELINES

Events

An ASU event should be advertised in such a way as to give SHPRS (or one of its faculties, programs, or affiliated centers) primary or co-equal billing whenever either of the following conditions is met:

- (a) It is organized by a faculty member whose tenure home is SHPRS or who has at least a 50 percent appointment in SHPRS.
- (b) It is receiving funding or in-kind support (e.g., technology assistance, financial processing, rooms, publicity) from SHPRS (or one of its faculties, programs, or affiliated centers).

Logos and Branding

Please use the appropriate SHPRS logo for flyers, posters, event web pages, email announcements, and the like.

When multiple university units are represented, the logo of the umbrella unit that represents all of them should be used. In some cases, a college or school is the umbrella under which the units may be represented. In cases that cross units or report through different branches of the university, the university logo should be used as the umbrella. References to individual units themselves should occur in text format only.

You may additionally like to make use of ASU Humanities branding, such as this video, which can be used at the beginning of student-facing webinars:

https://www.youtube.com/watch?v=SVbMHEQ7ZPY&feature=emb_logo

Please also consider the use of SHPRS's Indigenous land acknowledgement.

Faculty Appearances

When speaking to the public in an official capacity – e.g., when giving a talk, appearing on a conference program, being quoted in a news article – a faculty member whose tenure home is SHPRS or who has at least a 50 percent appointment in SHPRS should identify themselves in a way that includes their SHPRS affiliation and title (e.g., "Oedipa Maas, Associate Professor of Religious Studies, School of Historical, Philosophical and Religious Studies"). This does not apply when speaking outside one's official capacity – e.g., when engaging in political activities – where it is sometimes important not to appear to be speaking on behalf of the institution.

In cases where questions arise about the application of the guidelines above, please consult with SHPRS Manager of Marketing and Communications Erica May (Erica.May@asu.edu).