Communication Resources Guide for Faculty

This guide is intended to serve as a resource for faculty of the Bienen School of Music specifically in regard to communication, marketing, and branding.

Branding Guidelines

In order to project a consistent message to our audiences, Northwestern introduced new brand guidelines in 2015. One aspect of the brand is the Bienen School’s “lockup” or logo, which you should begin using in any new materials. We have two configurations depending on the specific needs of your project. Below are previews of the new lockups. Full-size versions are available to download at www.music.northwestern.edu/for-faculty/branding.html.

Horizontal Lockup:  
Vertical Lockup:

Northwestern | BIENEN SCHOOL OF MUSIC

Northwestern  
BIENEN SCHOOL OF MUSIC

Best Practices

1. The Northwestern seal is now reserved for only high-profile, special occasions and should not be used in place of the new Bienen lockup.
2. Avoid the abbreviation “NU” as a term for Northwestern whenever possible.
3. All official Bienen School materials that will be distributed to the public (brochures, newsletters, merchandise) should be reviewed by the appropriate staff member for style consistency, correct logo usage, and quality.
4. Third-party designers and vendors creating materials for the Bienen School should be informed of the branding guidelines. Please connect the vendor with one of the contact persons in this document in order to facilitate the exchange of these new materials.

Websites/Social

www.music.northwestern.edu is Northwestern University’s official website and information distribution tool for the Bienen School of Music. Therefore, every effort should be made by faculty to keep content on this site up-to-date.

Best Practices

1. Check program and faculty bio pages regularly and send updates to bsmweb@northwestern.edu. Note: requests for site changes related to program information should be filtered through the specific program coordinator.
2. Before developing a separate website or social media account for your studio or program, consult with Katelyn Balling or Marcus Turner. We will help determine if your goals can be accomplished through existing Bienen platforms.
3. Existing external websites and social media for Bienen School programs or studios will be reviewed individually. Site administrators may be asked to update content to align with new branding guidelines.

Updated 10.6.2015
Key Contacts

The following staff members can offer resources, guidance, and services for a variety of communication projects for faculty. Please reach out to one of us with your questions or concerns and we will be happy to assist or point you to the appropriate contact person. As a point of reference, we've included some of the specific areas in which we can assist:

Katelyn Balling, Content Specialist
katelyn.balling@northwestern.edu
- Update the Bienen School website
- Add faculty updates to Fanfare (email fanfare@northwestern.edu)
- Share news and recent activities of faculty and their students

Ryan O'Mealey, Director of Music Admission, Financial Aid and Enrollment
r-omealey@northwestern.edu
- Plan recruitment events and communication timelines
- Assess program strategies for web presence, social media outreach, etc.
- Post job/internship/competition announcements to students
- Provide data tracking to determine the reach of events/recruitment campaigns

Marcus Turner, Coordinator of Admission
marcus.turner@northwestern.edu
- Email blasts to prospective students promoting master classes or events
- Create Twitter or Facebook posts promoting news/events
- Provide printed materials to take on trips
- Provide language to use on web pages, etc.

Laura Nielsen, Marketing Manager, Concert Management Office
lnielsen@northwestern.edu
- Compile and edit quarterly Concertline event materials
- Maintain event information on the Bienen School website
- Write performance and event-related press releases
- Produce event marketing materials

Corey Glenton, Marketing Coordinator, Concert Management Office
corey.glenton@northwestern.edu
- Maintain event information on the Bienen School website
- Produce event marketing materials
- Post event information on Bienen Concert Management Office social media accounts
- Schedule student photographers for events

Updated 10.6.2015