



## **UNM Brand Guidelines**

### **Event Advertising and Promotion**

#### **FLYER DESIGN - DIGITAL SIGNAGE - SOCIAL MEDIA - PRINT ADS - RADIO ADS**

The purpose of this process and guidelines is to ensure that flyers and advertising from UNM-Taos present a clear, consistent, and professional identity that is in alignment with both the UNM Identity Standards and Branding Guidelines, as well as consistent with the UNM-Taos marketing and promotion efforts.

We also want to ensure requests are being fulfilled as efficiently and effectively as possible!

If you have an upcoming event that you would like assistance with flyer creation and/or promotion through social media, digital signage, newspaper or radio advertising, please fill notify BCAM by filling out the [Advertising & Promotion Request Form](#)

### **Plan Ahead**

- For optimal turnout for your event you should start planning EARLY. Events should start being advertised no less than two weeks ahead of time, and even longer for larger, public events. The earlier you start, the more opportunity for visibility. Please, help us help you and PLAN AHEAD.
- Once you submit the Request for Marketing Form, please allow up to FIVE business days for creation of your flyer/digital signage/social media post. Again, be sure to plan enough time for BCAM to create your graphics and promote your event far enough in advance.
- Notify BCAM of your event immediately once you confirm the details.
- Requests will be fulfilled on a first-come, first-served basis.
- Requests for paid radio or print advertising are subject to budget availability and timing.
- If you are requesting print or radio advertising, please do so no less than 4 WEEKS ahead of when you want the ad to come out.

### **Questions?**

#### **Contact:**

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