

5 ways to Become a Brand Ambassador *for Staff & Senior Administrators*

- #1 Be our eyes and ears**, as you notice existing campus signage or new opportunities to incorporate the new brand, create a list and send to marketing@prescott.edu.
- #2 Audit all printed and electronic forms**, letterhead, envelopes, etc. to determine remaining quantities and to begin planning to transition by July 1, 2019.
- #3 Ensure you are using the new standard email signature**, this includes removing any references to videos or quotes. If you need assistance, please contact IT or Marketing.
- #4 Ensure that you are using Open Sans as your primary font and Raleway for headers for typed documents** that will be shared in a printed or electronic format. If you need assistance, please contact IT.
- #5 Ensure that you are using the appropriate logo** for all electronic, digital, social media, and web based communications.