

5 ways to Become a Brand Ambassador *for Students*

#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 your course syllabi, Moodle course portals, and student club social media channels, web based student groups, or sites that are connected to PC to ensure they adhere to the new branding guidelines. This does not impact your individual social media or web site pages. **Inform your instructor if you notice any course materials that do not adhere with the new branding guidelines.**

#3 **Ensure that 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 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.