



THE UNIVERSITY OF
TENNESSEE
MARTIN

STYLE & RESOURCE
GUIDE

(VERSION 1, 2024)

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NEWS & PUBLICITY

The Office of University Relations is the official source for all UT Martin news (excluding NCAA sports). If you are hosting an event or conference, if you or your students achieve success, if you receive an award or have an interesting story, please let us know.

»We need information about an event at least two weeks beforehand for media notification. Call x7615.

UNIVERSITY NEWSLETTER

The university-wide newsletter, *Addenda*, is published online each week during the academic year and alternate weeks in the summer and carries notices of faculty and staff achievements and other news items. The newsletter is distributed via [information-l](#) and archived at news.utm.edu/addenda. See [addenda guidelines here](#).

»Submit Addenda information to addenda@utm.edu.

UNIVERSITY SPEAKERS

University Relations helps identify UTM speakers for meetings and events as well as experts to comment on news stories. See the current speakers and resources guide [here](#).

»Please call x7615 if you are interested in being included in the list, which is updated each fall semester.

ADVERTISING

All official UT Martin advertising should go through the Office of University Relations. »Call x7615 if you need to place paid advertising for a university activity or program. Advertisements for position vacancies are placed by the Office of Human Resources or by individual offices and departments.

SOCIAL MEDIA

Follow UT Martin on official university [Facebook](#), [Instagram](#), [TikTok](#), [X](#) and [YouTube](#) social media accounts. The Office of University Relations posts information, photos and video to social media. Colleges, departments, offices and programs are responsible for registering official UT Martin accounts with University Relations.

»Call x7615 or the social media coordinator for more information. The university's [social media guidelines](#) are posted on the Office of University Relations OneSpace/Sharepoint.

UNIVERSITY REFERENCES & STYLE SUGGESTIONS

The following are style preferences suggested for publications and other written and scripted information:

University Reference

- In text, the full reference to the university is the University of Tennessee at Martin (“The” is normally not capitalized in the full reference. In titles of brochures, etc., “The” is capitalized and included). Do not capitalize the word “university” when it stands alone.
- The preferred secondary university reference is UT Martin (no hyphen between UT and Martin). References to “UTM” may be used only when the audience is either local to the Martin geographic area or already affiliated with the university. References to UT Martin as “Martin” may only be used with audiences that will understand the reference to be for the university, not the city.
- The full names of buildings or specifically named areas within buildings should be used on first reference (examples: Ed and Carolyn Boling University Center, Glenn Gallien Auditorium, Kathleen and Tom Elam Center). Secondary references can be shortened (examples: Boling University Center, Gallien Auditorium).
[A list of full building names can be found at campus maps, or “Guide to UT Martin Facility Namings and Dedications.”](#)
- When referencing room numbers, the room numbers should appear first, capitalized, followed by the building name (example: The session will be held in Room 114 of the Boling University Center).

Capitalization, etc.

- When proper titles are used before a name, capitalize the title (examples: UT President Randy Boyd, Dean Ahmad Tootoonchi, Professor Elaine Harriss).
- When proper titles are used after a name, lowercase the title, but capitalize the entire proper name of a school, office or department (examples: Randy Boyd, president; Cynthia West, dean of Education, Health, and Behavioral Sciences).
- When the entire proper name of a school, office or department is not used after a person’s title, the area name is lowercase (example: Dr. Jason Roberts, professor of animal science).
- When a title is used for the first time, it should be written out in its entirety. After the first reference, a shortened title reference is acceptable.

General Reference

- Earned, formal titles should be used before names on first reference (examples: Dr. Jerald Ogg, Dr. Robbie Montgomery).
- In general, when using numbers within the text of a publication, whole numbers below 10 should be spelled out; figures should be used for the numbers 10 and above (examples: one, two, three, 10, 103, 1,302).

UNIVERSITY REFERENCES & STYLE SUGGESTIONS

- Use an apostrophe in bachelor’s degree and master’s degree; do not use an apostrophe in associate degree.
- Lowercase modifiers before academic titles (example: history Professor David Coffey).

Official Athletics Facility Names

- Hardy M. Graham Stadium, H.K. Grantham Field (football)
- Skyhawk Arena, Pat Head Summitt Court (men’s and women’s basketball)
- Skyhawk Fieldhouse (volleyball)
- Skyhawk Field (baseball)
- Bettye Giles Field (softball)
- Skyhawk Soccer Field (soccer)
- Skyhawk Track Facility (track and field)
- Kathleen and Tom Elam Center

UT MARTIN LOGOS

The effective and accurate use of graphics and approved logos is critical to building and maintaining the university’s visual brand.

Here are some important points to remember:

- You may obtain logo files from University Relations or view the complete family of UT Martin logos and download at www.utm.edu/logos. Avoid using web clip art, including UT Martin photos or logos, especially in your printed work—the resolution is too low for printing. Instead, please request a proper file from University Relations. Include information about the colors you will be using and the software program you’re working in when you request a logo so that we can send you the correct type of file.
- The official UT Martin colors are PMS 289 blue and PMS 151 orange. The Pantone Color Matching System (PMS) helps to assure consistent color production.

			80%		60%	UT ORANGE:	
			40%		20%	CMYK	0 50 100 0
						HEX	FF8200
						RGB	255 130 0
						PMS	151
			80%		60%	UTM BLUE:	
			40%		20%	CMYK	100 66 0 76
						HEX	0b2341
						RGB	11 35 65
						PMS	289

- The official UT Martin logo must be printed in these colors (289 blue and 151 orange, black, black & orange) or printed in reverse (white, orange, or white and orange). No other colors can be used. If the piece is to be photocopied in black only, the black logo must be used, not the color logo(s). If the piece is duplicated in color, the official colors must be correct. University Relations can answer questions.

UT MARTIN LOGOS

- The official logo cannot be altered in any way and should appear no smaller than one (1) inch wide and no larger than 3.5 inches wide. It should not be stretched or changed out of proportion when placed into documents.
- The official logo cannot be combined with any other symbols. That includes putting artwork onto or behind the logo, manipulating the logo, creating a watermark and using only parts of the graphic rather than the entire logo as well as pairing the UT Martin logo with another mark. Examples of the “primary right” version of the logo in the approved color presentations are noted. Other versions of the logo can be presented in these same colors and can be accessed at the [UT Graphic Identity Standards link](#).
- College and departmental logos are not permitted, although official marks representing professional organizations, related entities or regional centers or marks for special observances are permitted on the lower right side of university stationery. These marks cannot be combined with the UT Martin logo. If a secondary mark is used, the association with the university must be clear.
- Institutional marks with a college, office, department or program name should be in all caps, centered in PMS 289 blue, Gotham bold; +20% word spacing. [Exact specifics for each logo layout can be found in the Logo Brand Guide.](#) University Relations can provide art for your area upon request. (See example of the primary right layout below.)



- The University of Tennessee seal is not available for use by any UT Martin office, college, department or group with the exception of the Office of the Chancellor.
 - The University of Tennessee at Martin seal can only be used with the approval by the Office of the Chancellor.
- »Please contact University Relations at x7615 or the creative services or design coordinator if you have questions about graphics and logo use.

ATHLETICS LOGOS

The Skyhawk is the official athletics name and logo. “Captain Skyhawk” is the official athletics mascot. The Skyhawk name, logo and mascot are registered trademarks and use must be approved by the university.

»Call x7615 or contact the creative services coordinator for information.

The name, logo and mascot consolidate the athletics program’s brand and improve the marketability of athletics merchandise. To protect the brand, some important guidelines are in place.

Marks

The UT Martin athletics graphic identity system consists of several major components. Each major component can be presented in several approved ways.

»Contact University Relations for the full set of marks, including one-color marks.

The Skyhawk head logo is the primary mark for identifying university athletics teams. The full Skyhawk logo defines the athletics program by name and should be used as the official signature for UT Martin athletics.

The athletics marks can each be used alone or in combination with one another.

The approved athletics marks may not be manipulated or changed, with these stipulations:

- The marks may only be presented in university colors PMS 151 or 289, black, or white, or an approved combination.
- The marks may have white outlines applied.
- The marks may be reversed from solid background colors (printed in all white).
- Athletics marks may not be screened back or watermarked.
- Athletics marks may not be stretched, skewed or modified in any way.
- Partial use of certain athletics logos (for example, half of the Skyhawk head logo) must abide by these guidelines:
 - Minimum 50% of the Skyhawk Head logo.
 - Minimum of 75% of the Alternate and Attack Mark Skyhawk logos.



Skyhawk Head Logo (the “brand” mark of athletics)



Skyhawks
Wordmark



UTM Powermark

ATHLETICS LOGOS



Full Skyhawk Wordmark
(includes Skyhawk head and the Skyhawks wordmark)



Alternate
Skyhawk Head



Alternate
Skyhawk Head with
Powermark, stacked



Alternate
Skyhawk Head with
Skyhawks Wordmark



Alternate Skyhawk Head
with Powermark



Alternate Skyhawk Head
with Powermark



Attack Mark Skyhawk



Attack Mark Skyhawk
with Powermark

ATHLETICS LOGOS

Fonts

The official athletics fonts are Tallington, Goudy and Gotham. Contact Sports Information or University Relations for information on where and how to obtain these fonts.

The fonts may be used in either all caps or as a combination of upper and lowercase. All lowercase is not permitted.

Colors

The official colors for UT Martin athletics are the same as for UT Martin, PMS 151 orange (UT orange) and PMS 289 blue or their process equivalents. Please ask University Relations or Sports Information for information about colors. Black and white may also be incorporated into the marks.

(Note: The Pantone Matching System for colors, used by printers, is different from colors used in the manufacture of apparel and merchandise. Contact University Relations if you have questions.)

Size

In clothing, the Skyhawk head logo may not appear any smaller than 1 and 1.25 inches, whether embroidered or screen printed.

Onscreen and in print, the Skyhawk head logo may not appear smaller than 1/2 inch for a one-color mark or 1 inch for a three-color mark. The three-color mark is more complicated visually, so its minimum size is larger.

Skyhawk Logo Questions?

The university encourages use of the athletics symbols.

»Call University Relations at x7615 if you have questions about using these athletics symbols in publications or merchandise.

»For information about the University of Tennessee licensing program, go to licensing.tennessee.edu. To become a licensed vendor for UT Martin merchandise, go to www.clc.com.

UNIVERSITY FONTS

Goudy Font Family

(Primary traditional/formal font, header, body text)

Goudy Italic
Goudy Regular

Goudy Bold
Goudy Extra Bold

Humnst777 Font Family

(Primary traditional font, body text)

Humnst777 LT BT-Light
Humnst777 LtCn BT-Light
Humnst777 Cn BT-Regular

Humnst777 Cn BT-Bold
Humnst777 BlkCn BT-Black

Gotham Font Family

(Secondary font, header)

Gotham Book
Gotham Medium
Gotham Bold
Gotham Black

Gotham Book Italic
Gotham Medium Italic
Gotham Bold Italic
Gotham Black Italic

Archer Font Family

(Primary font, body text)

Archer Book
Archer Medium
Archer Semibold
Archer Bold

Archer Book Italic
Archer Medium Italic
Archer Semibold Italic
Archer Bold Italic

LHF Tallington Modern

LHF Tallington Modern (Skewed 15 degrees)

LHF TALLINGTON MODERN

(Athletics, Primary font, header)

LHF Tallington Traditional

LHF Tallington Traditional (Skewed 15 degrees)

LHF TALLINGTON MODERN

(Athletics, Primary font, header)

ASPHALTS DISPLAY - asphalt's display

(Secondary font, header)

»Some university font files require a license for use to a limited number of users. University Relations has limited copies of some licensed fonts while others have shareable access. Contact the creative services coordinator for more information.

DESIGN & PUBLICATIONS

If you're planning to produce a university publication or need web or social media graphics, this information prepared by the Office of University Relations is designed to help you.

We want you to be successful, because accurate, appealing and consistent designs and publications are a key to helping others understand and recognize the university, its identity, mission and programs. We encourage you to call us if you have any questions about this information.

What We Can Do for You

You are not in this alone. As a service to the university, our publications staff can guide your publication from the concept stage to the finished product.

We offer:

- Layout
- Design
- Proofing/Writing
- Photography

There is *no charge* to your department or office for these services. The Office of University Relations does not accept non-university design projects.

Design & Publications Request Process

Submit a request via our [Design Request Form](#).

Additional information and images needed for your request can be emailed to the creative services coordinator.

We will assign your job a unique publication number. This number allows us, as a public university, to track publication costs and assignments and manage our office's workflow to best serve you. It must be different for every publication and material you use digitally or print in-office, on or off campus within the fiscal year.

Your request form must include at a minimum:

- Office/Department/College Name
- E05/R05 Account #
- Job Contact Information
- Project Title
- Ideal deadline for first drafts AND completed/printed product

- 1. Once we discuss your project, we can design your publication for you – saving you time and effort – or you can design the publication yourself.**

DESIGN & PUBLICATIONS

2. If...

We design your publication.

Many of our customers email a file or provide an electronic document that contains the publication text. This allows us to create the finished piece and helps us avoid adding any typographical errors into copy that you have already written.

Our staff designs the piece and, if necessary, works with you to secure appropriate photos. The university photographer can be scheduled by calling x7615.

After you have approved the design and layout, our staff delivers it to Skyhawk Printing and Mail Services or provides an appropriate vendor's information for the final steps in the printing process. You receive the printed piece and the bill for the printing.

OR

You design your publication.

If you opt to design the document yourself, please send a copy of the job to the publications staff for review and approval along with the design request form.

The creative staff will assign it a number, approve the publication and sign the design request form before the job can be duplicated or printed. *Please note that we cannot open or work with MS Publisher documents, so please send them electronically as PDFs.*

University Relations can recommend changes or offer a redesign of any submitted artwork files in order to meet quality and branding standards.

3. Proofing

For all publications designed by publications staff, the area requesting and paying for the publication is responsible for thoroughly proofing the piece. You will need to sign off on your publication, indicating that you have checked for accuracy, before it goes to duplicating or to press or is provided to you in PDF format. An email message stating that the publication is ready for production will suffice in many circumstances. If inaccuracies are discovered after printing, your department will be responsible for the reprinting costs.

Printing

Skyhawk Printing and Mail Services operates under the Office of Information Technology Services and serves the entire campus. University Relations works closely with Skyhawk Printing and Mail Services for most on-campus duplicating jobs.

DESIGN & PUBLICATIONS

Skyhawk Printing and Mail Services produces materials in a timely manner. Turnaround, however, depends on the type of production needed and current workflow. Some publications can require more time to print, so again, plan early and coordinate your publication through University Relations. After approval of the publication proofs, the piece enters production into finished form. This includes either digital duplicating or printing plus any finishing, folding or binding required. Please try to allow 10 working days for printing, particularly if your piece will be printed using a press rather than digitally duplicated.

Certain publications must be sent off campus for printing. University Relations can determine whether an off-campus printer is needed for a particular print job. Off-campus printers generally require 10-15 working days to complete a job.

You may opt to produce a publication on your office's/departmental multifunction device. In those instances, an approved PDF will be provided to the contact person for the job by the publications staff. Usually the PDF will be provided via email. You may then duplicate the work in your department or office. If a subsequent reprint is required, please contact University Relations. A new PDF will be provided to you and University Relations will send to print if needed.

An initial conversation with the publications staff will start your project in the right direction. The basic steps include:

- **Research** – Gather the information (text and images) that will comprise the publication, or you work in conjunction with the publications staff to do so.
- **Copywriting** – Write the text of your publication based on the information gathered during the research stage, or work in conjunction with the publications staff to do so.
- **Images** – If you need new photographs for your materials, schedule the university photographer by calling x7615. You will need to select the individuals and locations for the photos and allow enough flexibility in the timetable to allow the photographer to fit the shoot into the schedule.
- **Proofreading** – Before you send your copy to the publications office, check it for accuracy, grammar, punctuation and spelling. Editing should be completed before layout begins.
- **Production** – Proofread copy is combined with photographs/graphics, formatted and placed within the publication. The publications office offers professional design and layout services free to university departments and offices. Using this service will often save your staff time and energy. Two (2) weeks are recommended for the layout and correction process. In some instances one (1) week will be enough time, but if the schedule is busy or your job is more complex, it could take longer. It's best to allow plenty of time.

DESIGN & PUBLICATIONS

4. In summary, be sure your publication has:

- A unique publication number (per fiscal year)
- UT Martin logo or wordmark (www.utm.edu/logos)
- The Affirmative Action/Equal Employment Opportunity (AA/EEO) statement.

All of these are available through University Relations.

UNIVERSITY ENVELOPES, LETTERHEAD AND BUSINESS CARDS

University letterhead, envelopes and business cards are produced on campus and follow University of Tennessee guidelines for design and content.

»Questions about university letterhead, envelopes and business cards should be directed to Skyhawk Printing and Mail Services or University Relations. Letterhead, envelopes and business cards cannot be produced by outside vendors and must be ordered through Skyhawk Printing and Mail Services or submitted online from the [Skyhawk Printing webpage](#) and are for UT Martin employees, departments and offices only. Exceptions to this policy must have chancellor or vice chancellor approval. Persons requesting business cards or other materials that use the emeritus title must present a copy of the chancellor's letter granting the emeritus title before the business cards or materials can be produced.

Athletics letterhead, envelopes and business cards also must come through the University Relations and Intercollegiate Athletics office, follow a standard, approved format and adhere to the athletics style guide for use of athletics graphics.

UNIVERSITY SIGNAGE

Interior and exterior university signage is designed and installed through collaboration of University Relations, the Physical Plant, and Skyhawk Printing Services. Please refer to the full Signage Guide found [here](#) or in the University Relations OneSpace/Sharepoint.

PROMO ITEMS, MERCHANDISE & LICENSING

The following guidelines are provided to make the purchase of UT Martin-branded promotional products, including apparel, easier and to reflect the policies followed by the Office of University Relations, UT Martin and the UT System.

All marketing materials are reviewed by the Office of University Relations to assure the UT Martin brand is protected.

Trademark Licensing

The [Office of Trademark Licensing](#) exists to protect and promote the indicia (marks, names, logos) of the University of Tennessee.

Through a partnership with IMG College Licensing, the Trademark Licensing Office monitors commercial and internal use of UT indicia and is responsible for managing more than 600 licensees producing products bearing UT indicia.

Individuals, groups and organizations, both on and off campus, seeking to use Tennessee indicia or university and athletics logos or name must have prior approval from University Relations and **must** work with licensed vendors for promotional products.

»For the most recent list of vendors licensed with UT Martin, contact the Office of University Relations at x7615.

Use of UT and UT Martin Logos

Please note the UT icon logo can only be printed in PMS 151 orange, black, or white. The chosen product color must complement the logo color (i.e., an all-orange logo may not be printed on a hot pink or red T-shirt). Contact the Office of University Relations for color recommendations or questions regarding color use.

Promotional Product Artwork

The Office of University Relations is available to assist with the design and artwork setup of any promotional products needed by an office, department, college or program.

»To request assistance, submit a [design request form](#), and provide the product details and imprint information.

Requesting design assistance for products from University Relations ensures your artwork will meet licensing standards and approval, which can increase the likelihood of efficient product turnaround.

The university photographer provides photographic services for use in student recruitment; news; general university, college and departmental marketing; and various online and digital platforms, including the university's website and official social media. Our priority is to produce creative, storytelling photos that inspire audiences to engage with UT Martin. This includes stories about the university and its faculty, staff, students and alumni.

PHOTOGRAPHY

The photography process varies for each project. All photo requests are subject to a review process (see photography priorities below). And, while we appreciate your timely request, please note that we do not operate on a “first come, first served” basis. We prioritize photography assignments that are in line with the university’s larger communication goals and that can be used to reach multiple internal and/or external audiences. If a photography assignment is determined to be appropriate, resources are available and the project fits within the communication priorities of the university, the photographer will schedule your request. A minimum of 10 days advance notice is appreciated and helps the photographer address multiple photo assignments.

First priority is given to major events, including events hosted by the chancellor, commencement, university-wide celebrations, notable guests and alumni events.

The guidelines for photography requests are listed in priority order, with Level 1 having the highest priority. Note that listings within each level are in no particular order:

Level 1 – Requests will be photographed by the university photographer when possible.*

- Assignments from the Office of the Chancellor
- Admissions and recruitment-related events
- Assignments from the Office of University Relations (Campus Scene and Our Tennessee magazines, news stories, social media and marketing materials)
- Alumni events with large community attendance or involvement
- High-profile advancement events
- Major university-wide events (commencement ceremonies, homecoming activities, Greek Week, etc.)
- Major news events of national or local interest and university news such as groundbreakings or other official ceremonies for buildings
- High-profile speakers (visiting dignitaries, commencement keynote address)
- Classroom and campus activities to produce stock photos for marketing, social media and individual departmental use
- Students working in research or internship environments
- Top-tier web photos
- Faculty and staff headshots.**

PHOTOGRAPHY

Level 2 – Requests will be considered, but cannot be guaranteed.*

- Speakers (except Level 1)
- Student headshots***
- Group photos (class, club, committee, etc.)
- Career fairs and other events of broad interest to students
- Receptions
- Employee-centered events
- Conferences, symposiums and other events
- Administrative or academic departmental needs (speakers, events, portraits, classroom photos, etc.).

*Student photographers will occasionally be assigned to cover your request.

**Faculty and staff headshots are photographed by appointment in the photo studio.

***Student headshots are photographed only for official university use for web or print. This does not include LinkedIn or student portfolios.

If we are unable to meet your request, we will recommend alternative resources or options.

The university photographer is always seeking visually engaging stories about our students, faculty, staff, alumni, programs and initiatives. »Contact University Relations at x7615 with your photo or story ideas.

Photography Scheduling

Advance scheduling is required for all photography services, including passport photos.

»Call 731-881-7615 or email Norma Coalter (ncoalter@utm.edu) or utmphoto@utm.edu to request a photography session. Please submit your request a minimum of five business days in advance. Last-minute photo requests will be considered, but coverage cannot be guaranteed.

Photos from your photography session or event should be made available to you within five to seven business days (or longer depending on workload).

Any photo shoot requiring extensive preparation before the event should be scheduled a minimum of 10 days in advance.

The Office of University Relations reserves the right to charge for any photographic services. Please inquire about related costs when scheduling photo services or ordering photo-related items.

PHOTOGRAPHY

Online Collection

A current selection of university images can be found at [UT Martin's PhotoShelter website](#). Browse our extensive collection to find the perfect images for yourself or your next project. Student life, campus, athletics, news, historic — we've got it all.

»When you've found the images you wish to download, request permission by image, by gallery or by collection by emailing utmphoto@utm.edu. Depending on your need, you may be prompted to create an account on the PhotoShelter website.

Read the information provided on the PhotoShelter account for [step by step instructions](#) on how to download.

»While most images on the PhotoShelter website are password protected, we have select galleries that are free and available for university use.

»For specific requests that are not found in the available PhotoShelter collection, please email Nathan Morgan (nathanmorgan@utm.edu) with details including size, orientation and how photos will be used.

Photography Pricing

Photo Prints

- 4 x 6* - \$4.00 + shipping**
- 5 x 7* - \$8.00 + shipping**
- 8 x 10* - \$12.00 + shipping**
- 8 x 12* - \$16.00 + shipping**
- 11 x 14* - \$22.00 + shipping**
- 11 x 17* - \$30.00 + shipping**
- 16 x 20* - \$50.00 + shipping**
- 20 x 30* - \$75.00 + shipping**

*Additional sizes available upon request.

**Minimum shipping cost of \$6.95 may apply, but every effort will be made to combine orders and split shipping.

***Additional fees may apply for specialty/rush orders.

Discounts

- 8-14 prints 10% discount
- 15-24 prints 15% discount
- 25+ prints 20% discount

PHOTOGRAPHY

Digital Images

- Small (1500 px – not suitable for printing, but great for social media!) – \$2
- Medium (2400 px – only suitable for printing a 5x7 or smaller) – \$15
- Large (original high-resolution image) – \$25
- Group of high-resolution images (limited to 5 separate images or one collection images) – \$75
- Headshot (high-resolution image) – \$15

Passport Photos

- U.S. Passport (51 x 51 mm) – \$10*
- Non-U.S. Passport – \$15*

*Additional fees may apply for extra prints and/or digital files.

Borrow a Camera

If necessary, cameras are available to borrow for university use.

»Please email Nathan Morgan (nathanmorgan@utm.edu) for more information.

VIDEOGRAPHY

The university videographer's primary responsibility is to provide video services at the discretion of the Office of University Relations for use in student recruitment; news; general university, college and departmental marketing; and various online and digital platforms, including the UT Martin website and official social media. Our priority is to produce creative, storytelling video that inspires audiences to engage with UT Martin. This includes stories about the university and its faculty, staff, students and alumni.

The video production process varies for each project. All video requests are subject to a review process (see request evaluation considerations below). And, while we appreciate your timely request, please note that we do not operate on a "first-come, first-served" basis. We prioritize video projects that are in line with the university's larger communication goals and that can be used to reach multiple internal and/or external audiences. If it is determined that a video is appropriate, resources are available and the project fits within the communication priorities of the university, the videographer will set up a pre-production meeting. Considering video demands across campus, a minimum of 10 weeks advance notice may be necessary.

The videographer's time will not be used for general coverage or live streaming of events, speakers or ceremonies. Related coverage will be at the discretion of the Office of University Relations and must be in line with the university's larger communication goals.

If we are unable to meet your request, we will recommend alternative resources or options.

VIDEOGRAPHY

The videographer will review and evaluate requests with the following considerations:

- Is videography the best communication strategy?
- Will the video impact the audience and inspire engagement with the university?
- How will the video benefit the college, department, office and university?
- What is the communication plan for this video? How and where will this video be used? Can this video be used in multiple applications? (Due to the volume of requests we receive, videos with one-time use or low visibility will likely be declined.)
- Are there other campus resources that would be better suited to meet the client's needs?

The videographer is always seeking visually engaging stories about our students, faculty, staff, alumni, programs and initiatives. We need you to be brand champions and help us recognize the excellent work happening at UT Martin. If you have a [video idea or request, complete our Idea Submission/Request Form.](#)