

# Department Updates Spring 2026

Go Forth Inspired!



SECTION 01

## Project Timelines

|            |                 |                     |                |        |         |           |
|------------|-----------------|---------------------|----------------|--------|---------|-----------|
| 14 Days    | Advertisement   | Flyer               | Postcard       | Poster | Signage | Headshots |
| 30 Days    | Brochure        | Website Alterations |                |        |         |           |
| 60 Days    | Program Booklet |                     |                |        |         |           |
| 4-6 Weeks+ | Large Campaigns | Video Production    | Brand Launches |        |         |           |

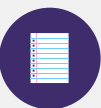
**All request** must be submitted through the official Marketing Rquest Form. No same-day or last minute request will be accommodated. <https://www.wileyc.edu/about/marketing-communications>

AVAILABLE RESOURCES

- Marketing Request Form
- Branded Flyer Templates
- Logos & Sub-Logos
- Official Colors: Purple, White, & Gray
- Image Library

SECTION 02

## What Needs Approval

-  **University Graphics**  
All departmental and divisional graphics must be approved before internal or external distribution.
-  **Print Materials & Merchandise**  
T-shirts, print materials, and brand items must have designs approved before purchase or order.
-  **Apparel & Uniforms**  
Items not purchased from the Wiley University Spirit Store must be approved by the Office of the President. Includes uniforms, robes, royal court attire, etc. Uniforms must include Wiley University and the *Go Forth Inspired!* tagline.

SECTION 03

The Four **PRIORITY** Branding Pillars are the focus for content for the Office.

01 Student Success

- Grad & professional placements
- Internships & career pipelines
- Retention & completion milestones
- Academics & athletics wins
- Student testimonials & leadership

02 Stewardship & Alumni Experience

- Alumni impact stories
- Scholarship outcomes
- Giving milestones
- Donor impact summaries

03 Community & Economic

- Community partnerships
- Corporate collaborations
- Conference & national events
- Public service & outreach

04 Institutional Strength

- Faculty expertise & research
- Graduate & PhD programs
- Digital footprints & history
- Strategic partnerships

SECTION 04 & 05

Branding Consistency Standards

CAMPUS EMAIL SIGNATURE

**Go Forth Inspired!**

Full Name  
Title  
Office or Department  
Wiley University  
Email Address  
Office Phone | Cell  
www.wileyc.edu

VOICEMAIL SCRIPT

"Hello, you've reached [Full Name] with the [Office/Department] at Wiley University. Please leave your name, number, and a brief message. Thank you for contacting Wiley University. Go Forth Inspired."

SECTION 06 -  
NOTIFY THE MARKETING DEPARTMENT

- Upcoming events
- Student achievements
- Faculty research & grants
- Awards & recognitions
- Measurable outcomes

communications@wileyc.edu