



EVENT PROMOTION STANDARDS

To promote events at the Global Hub, there are certain standards and guidelines we ask event coordinators to follow. By becoming familiar with the signage approval process, this will streamline our process and allow you to market your event as effectively as possible.

DIGITAL SIGNAGE PROMOTION

The primary method of event promotion in the Global Hub is the digital displays. These displays are positioned throughout the building and are managed by different departments and have different uses. Below is a comprehensive list of our digital displays, what department the displays are managed by, and their intended purpose.

LOCATION OF DIGITAL DISPLAY	APPROVER OF DIGITAL SIGNAGE FOR LOCATION	PURPOSE OF THE DIGITAL DISPLAY
Gies Plaza/Main Entrance	KGH Facilities	Display same-day event announcements & agendas
Inspiring Grounds	Student Life Operations	Display event marketing, live-stream news & promote community events
Student Experience Suite	Student Life Operations	Display event marketing, agendas & resources for students
Admissions & Financial Aid Office	Admissions Operations	Display promotional Kellogg marketing, admissions events & welcome signage
Career Management Center	CMC Operations	Display career-related event & resource marketing & welcome signage
White Auditorium/French Quarter	KGH Facilities	Display same-day event announcements & agendas
Academic Departments	Academic Department Managers	Display faculty event announcements & welcome signage
Fitness Center	Student Life Operations	Display event announcements & agendas for students
KIS Office	KIS	Display event agendas & technology resources for students, faculty & staff

DESIGNING EVENT MATERIALS FOR A DIGITAL DISPLAY

Although your event is wholly unique, we ask that those creating promotional content follow the brand guidelines provided by Kellogg. This way, events may be marketed consistently, drawing on the narrative and identity system that are the primary expressions of the distinctive Kellogg brand.

INSTRUCTIONS

1. Open the PowerPoint document *
2. To replace the placeholder text, double click the text box and insert your text
3. If your event has a co-organizer or sponsor, delete the gray placeholder text box and place the sponsor logo in that area (sponsor logos should not be larger than the Kellogg logo)

* To download the PowerPoint template, please visit

kellogg.northwestern.edu/brand-tools/downloads and click  **DOWNLOAD** under Event Toolkit



OTHER EVENT PROMOTION OPTIONS

Flyers Approved flyers may be posted only on the display racks outside the coffee shop and in the restrooms on the lower level, first and second floors (L066, L068, 1403, 1405, 2422, 2432).

Posters Approved posters may be displayed on easels provided by Facilities and only in designated spaces approved by Facilities.

Banners Approved pop-up banners may be displayed in designated spaces approved by Facilities. Banners may also be hung from the interior bridges, as approved by Facilities.

PLEASE NOTE:

- Promotional materials may not be affixed to any part of the building (including the bathroom walls/stall doors, office or room doors, exterior walls, lockers, or mailboxes) using adhesive materials.
- Facilities must approve and execute all requests to hang promotional materials from the interior bridges or in the vestibule.
- Student Life must approve the content, format, and display location of all promotional materials created by student groups and clubs.
- Tabling may occur during the hours of 12pm-1:30pm.
- Up to four tables may be set up on the east side of Collaboration Plaza and are allocated as follows:
 - 3 tables belong to Student Life for student organizations. Students must reserve these tables through the front desk in the Student Experience Suite.
 - 1 table belongs to Academic Advising