



Wesley Center

Spirituality • Service • Social Justice

Media Guide/Rules

To keep things consistent across all organizations affiliated with the Wesley Center Department, please follow these guidelines. - WCD Communications Team

For Easy Access:

- [Newsletter Submission Form](#)
- [Event Approval Form](#)
- [Communications Request Form](#)
- [Interest Form](#)
- [Website Change Request](#)
- [Logo's Folder](#)
- [Slideshow](#)

Canva

- All posters, Instagram posts, pamphlets, or any other promotional materials need to be made in the Wesley Center Department Canva Account. There are folders to keep things organized in the Canva account, please put your project in the appropriate folder. You can find these in the “projects tab” as well as linked here. This is to make it easier if the Wesley Center Department communications team needs to help with a project we have easy access to it.
- If you already have templates made on a different Canva account from previous years, just share it with the Wesley Center Department Canva Account so we still have access to your project if need be.
- Steps to share a project
 - Before clicking your design to open it, click the three dots on the right corner of your design.

- Then click share and type in the email wesleycenter@hamline.edu and make sure to give editing access.
- Folder Categories
 - Hamline Votes
 - Food Resource Center
 - Multifaith Alliance (Religious and Spiritual Life)
 - Catalyst

Logos

- The Wesley Center Department logo needs to be on all social media posts, posters, and flyers. There are several variations in the [logo's folder](#) of the Wesley logo, you can pick which is better for the look of your content.
- Organizations are allowed to have their own additional logo if they already have one for Instagram profile pics or to add to any graphics. If you choose to add your other logo to the graphic, remember the Wesley logo needs to be on there as well.
- There will also be an option to put your text logo on your design if you wish! This will be our normal logo with the name of your organization alongside it. You can use this as your Wesley logo if you would like but you are not required to. The text logos are listed below and will be located in the same logo folder.
 - MFA
 - CCM
 - JSL
 - HUMM
 - Catalyst
 - Hamline Votes
 - McVay
 - MLS (Mahle Lecture Series)
 - FRC
 - Basic Needs Access

Recommended Colors and Fonts

- We do not have the required fonts, for the newsletter headings we typically used Montserrat and the body text uses Helvetica. When in doubt use these but this is in no way a requirement, use your creativity when making content!

- Wesley Center Department's traditional logo colors are coded in Canva as



Event Approval Form

- For any event, the [event approval form](#) needs to be filled out for it to be approved by your supervisor.
- This is where you will indicate what resources you need for your event, the location, time, and date.
- This form will be sent to the advisor you indicate for them to review before approving it.
- You will receive feedback from your advisor about what changes if any will need to be made and when your event is approved.

Communications Request Form

- The [Communications Request Form](#) is where you can indicate if you need any promotional materials made by the Wesley Center Department Communications Team (for events, announcements, volunteer/job opportunities, etc.) and also indicate if you will be creating your own promotional materials.
- The events that are submitted need to be approved by your supervisor before you submit the information. We will assume that your supervisor is aware of the event and we will start making the materials ASAP.
- When possible try to give at least a two-week notice for anything that needs to be made, posted, distributed, put in the newsletter, put on presence, etc. If it's closer than two weeks still submit and we will try to get as much done as we can for you.

Interest Form

- For any outreach events for anything under the Wesley Center Department (org fair, de-stress fest, student affairs carnival) the only form that should be used to get information from students is the [interest form](#).
- Please do not create a new form, for simplicity it is easier to use one form for everything.
- In the interest form, students can indicate if they are interested in Basic needs, multifaith alliance, catalyst, McVay, FRC, and Hamline Votes as well as work-study or internship interests, and if they want to be added to the newsletter.
- The communication team checks this form every workday (Monday-Friday) and will send you any information you will need from it.

Newsletter

- A newsletter for all Wesley Center Department programs and initiatives will be coming out every month. All organizations are invited to write and submit articles about exciting things happening in their organization.
- Newsletter Submission Form
 - Many organizations will be assigned one newsletter they are required to write an article, which will be assigned at the beginning of the semester. Everyone is encouraged to write more if you would like!
 - The [newsletter submission form](#) is where you can submit your finished articles as well as your submissions for articles you would like to be included in the upcoming newsletters. If you were assigned a newsletter to write an article about you will need to submit your article idea here as well.

Website

- We now have a Wesley Center Department Google Site that will be the hub of all the information about the Wesley Center Department. If you have separate websites, social media, etc. They will be featured here. Articles from the newsletter will also live here.
- If you see any information that is missing, or you would like updated please fill out [this form](#).
 - Things that you might want to be changed could be mission statements, hours, images, etc.

Social Media

- If you post from a separate social media account, on Instagram please add The Wesley Center Department as a collaborator to every single post. We will not accept every single one, but we want to be able to have the option to have your posts on the Wesley Account for posts that need a wider audience.
 - To add a collaborator, when making the post, on the page where you create your caption, press “Tag People” and you will see a button that says “add collaborator”, press that and add the @hamlinewesleycenter. You have to do this before you press post, once the post is posted you cannot add a collaborator.
- For Instagram stories, you are not required to tag us but if you would like us to repost your story on our social media story, please tag @hamlinewesleycenter and we will repost!
- Another reminder, **all social media graphics need to have a variation of The Wesley Center Department Logo on it.** If you have a separate logo you can still add it as long as the Wesley Center Department logo is also on it.

Communication with the Communications Team

- In your organization email in the Google spaces, you will find a space solely for communication with the Wesley Center Department Communications team. This is where we will communicate things or changes with you but this is also where you can communicate with us.
- If there are questions or concerns that are more private you can email or send a private chat.
- Of course, you can always stop by the office as well to talk to us in person.

If you have any questions please email us at wesleyexecadmin@hamline.edu with your questions and/or concerns.

Thank you all for being a part of our wonderful community, we appreciate you so much!