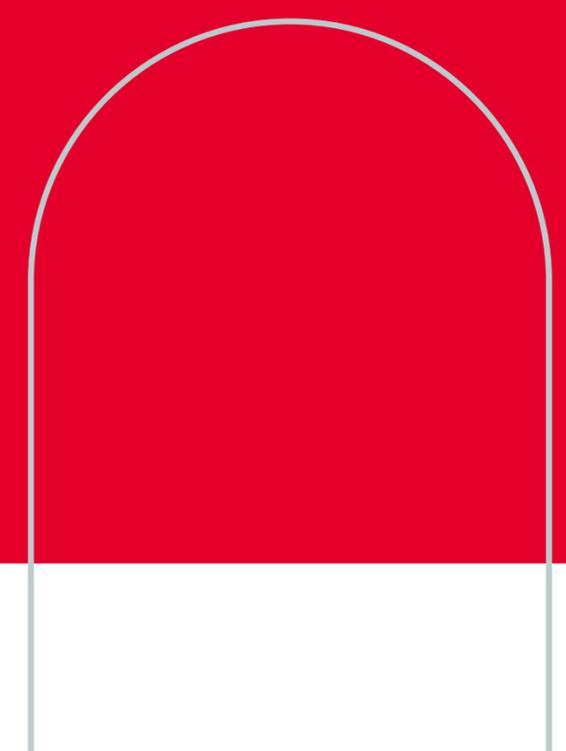


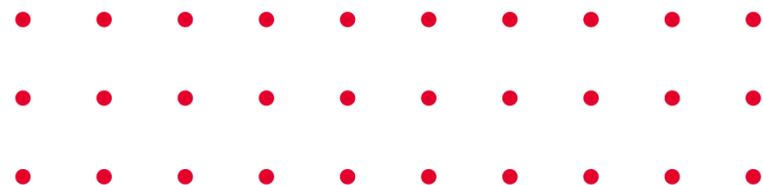
COMMUNICATIONS & MARKETING

We're here for you!



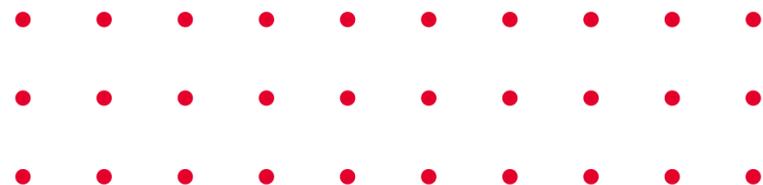
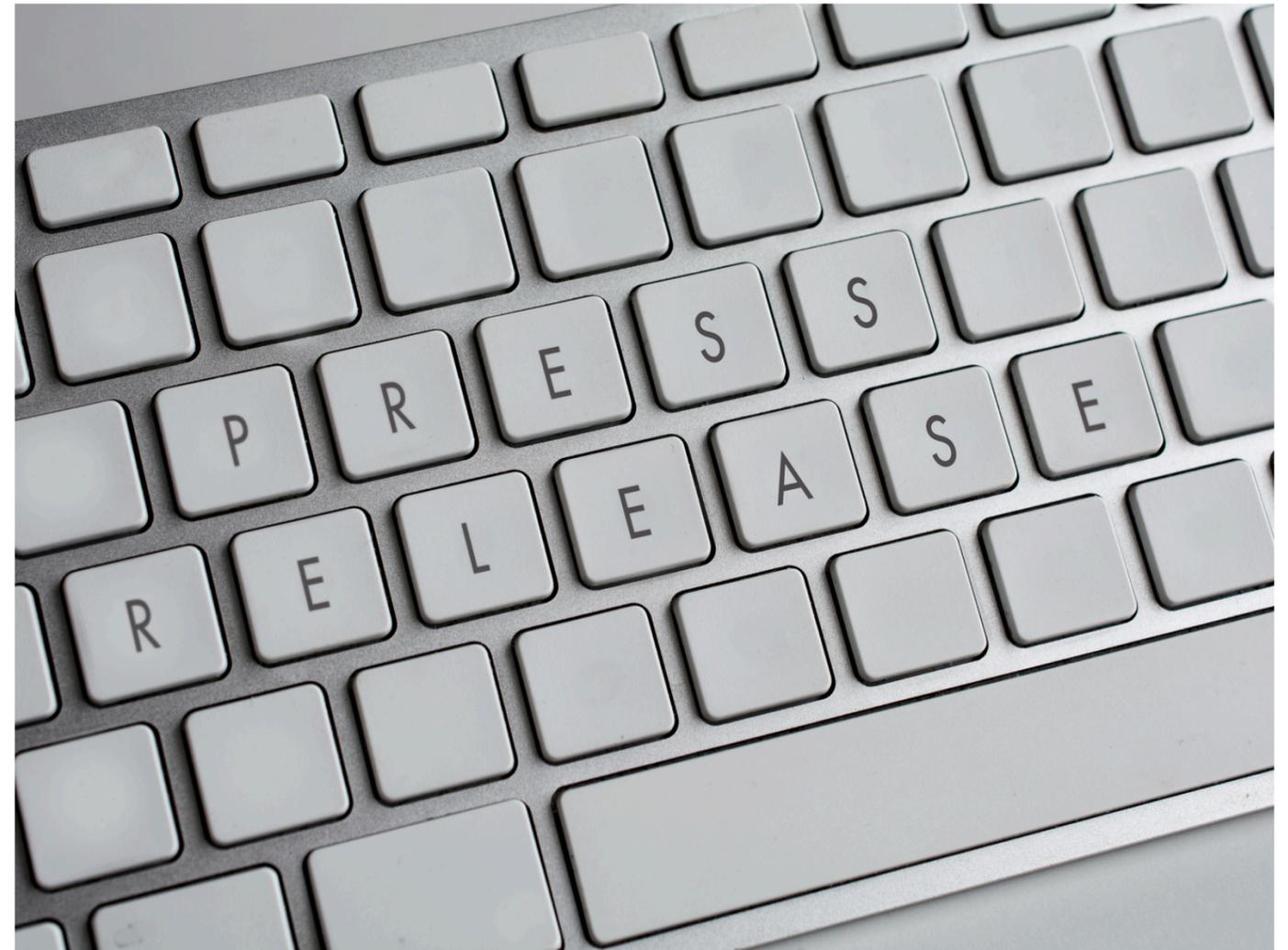
MULTIMEDIA

- Graphic design
- Photography
- Advertising
- Headshots
- Lobocast
- Livestreaming
- Print shop
 - Templates for business cards & letterhead



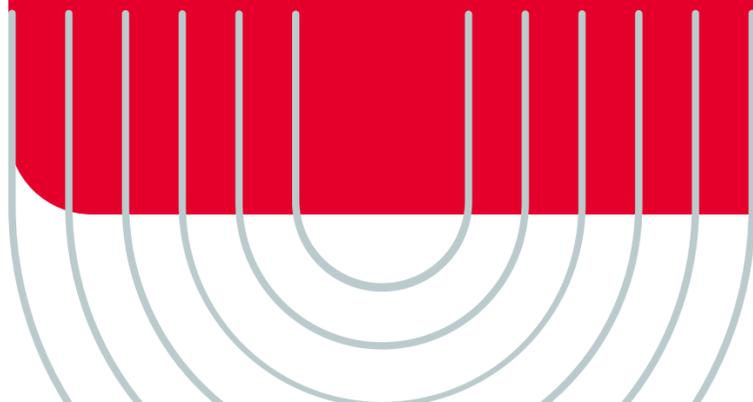
PRESS RELEASES

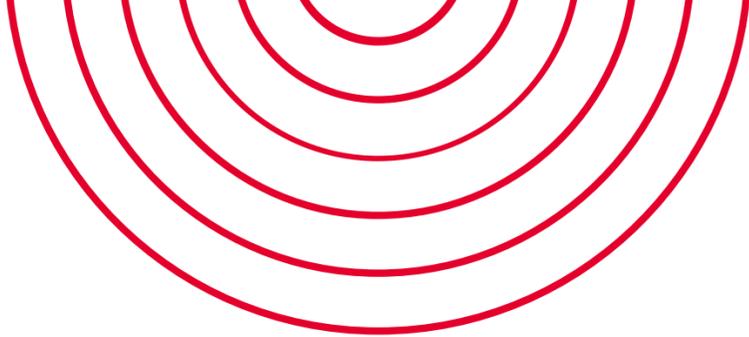
- Everything qualifies
- 5-7 days of notice
- Email as much information as you can – photos, links, summaries
- Avoid acronyms and academic jargon
- AP Style
- Be prepared for follow-up questions and clarification



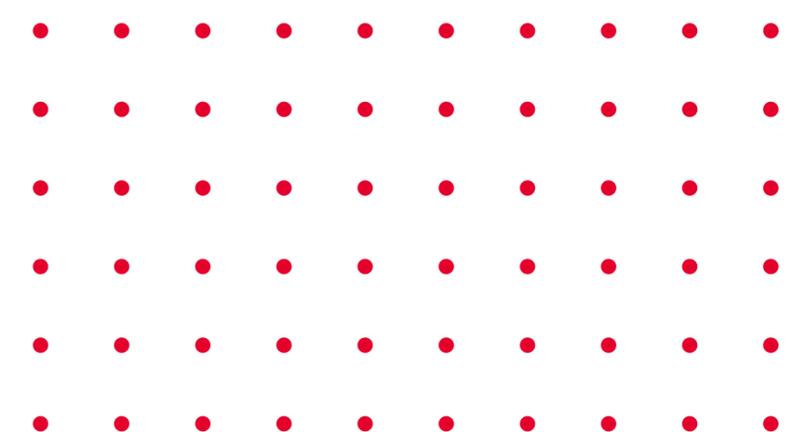
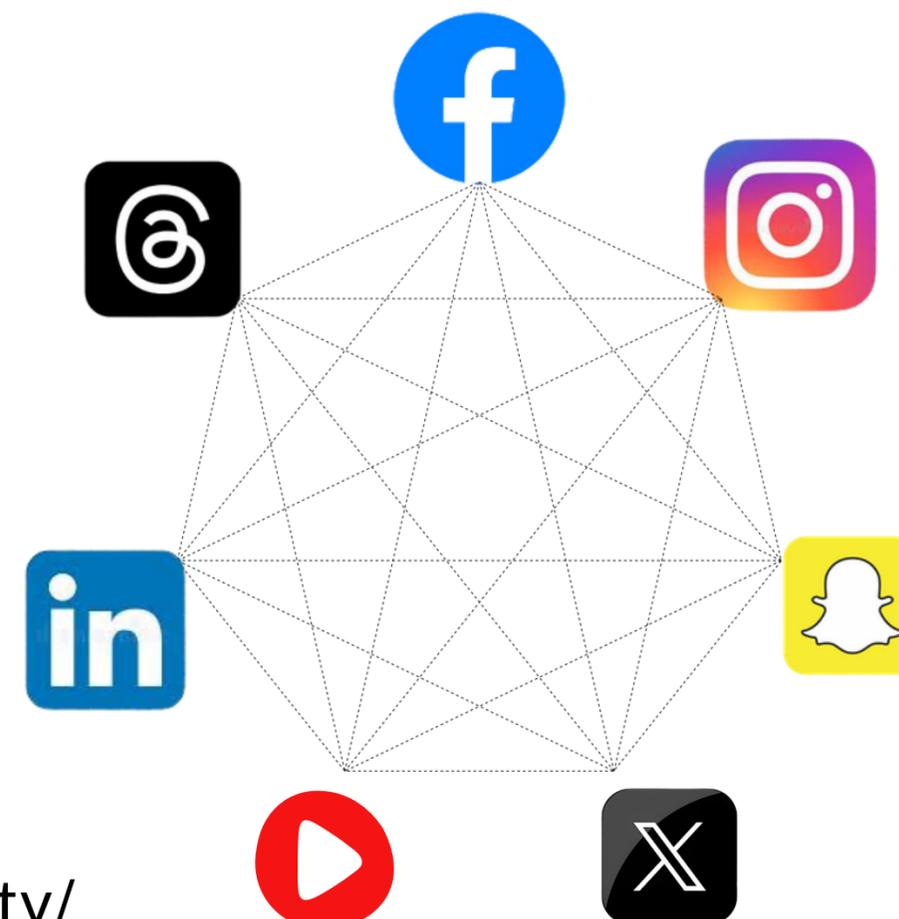
SOCIAL MEDIA ACCOUNTS

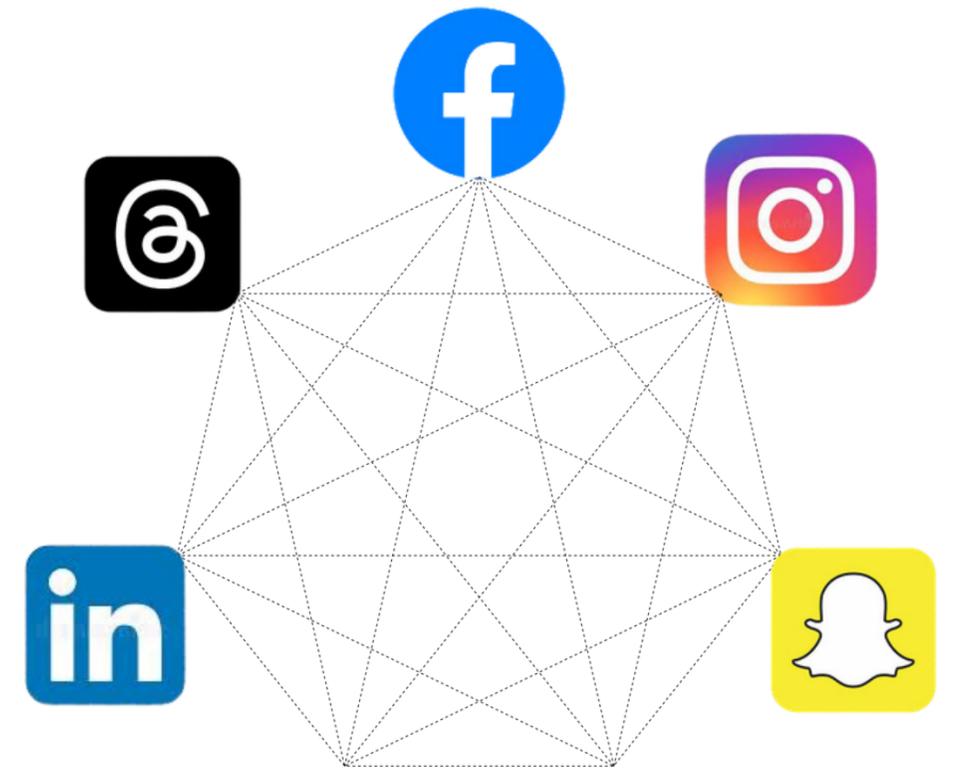
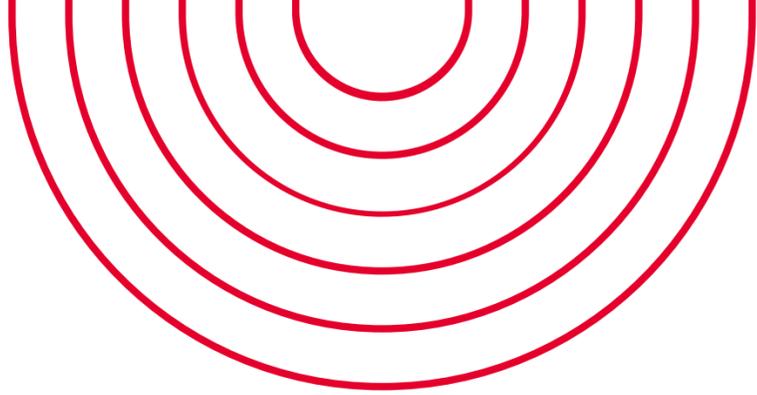
Please follow and like all SRSU and SRSU International pages.





Facebook: <https://www.facebook.com/SulRossState/>
Instagram: <https://www.instagram.com/sulrossstate/>
Threads: <https://www.threads.net/@sulrossstate>
LinkedIn: <https://www.linkedin.com/school/sul-ross-state-university/>
X: https://x.com/Sul_Ross
Snapchat: <https://snapchat.com/t/mqmNGFpS>
YouTube: <https://www.youtube.com/@SRSUPR>
Flickr: <https://www.flickr.com/people/sulrossstate/>





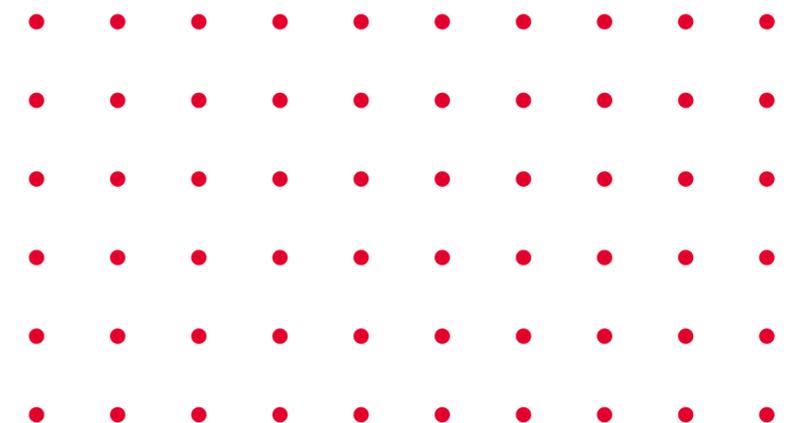
Facebook: <https://www.facebook.com/SulRossIntl>

Instagram: <https://www.instagram.com/sulrossintl/>

Threads: <https://www.threads.net/@sulrossintl>

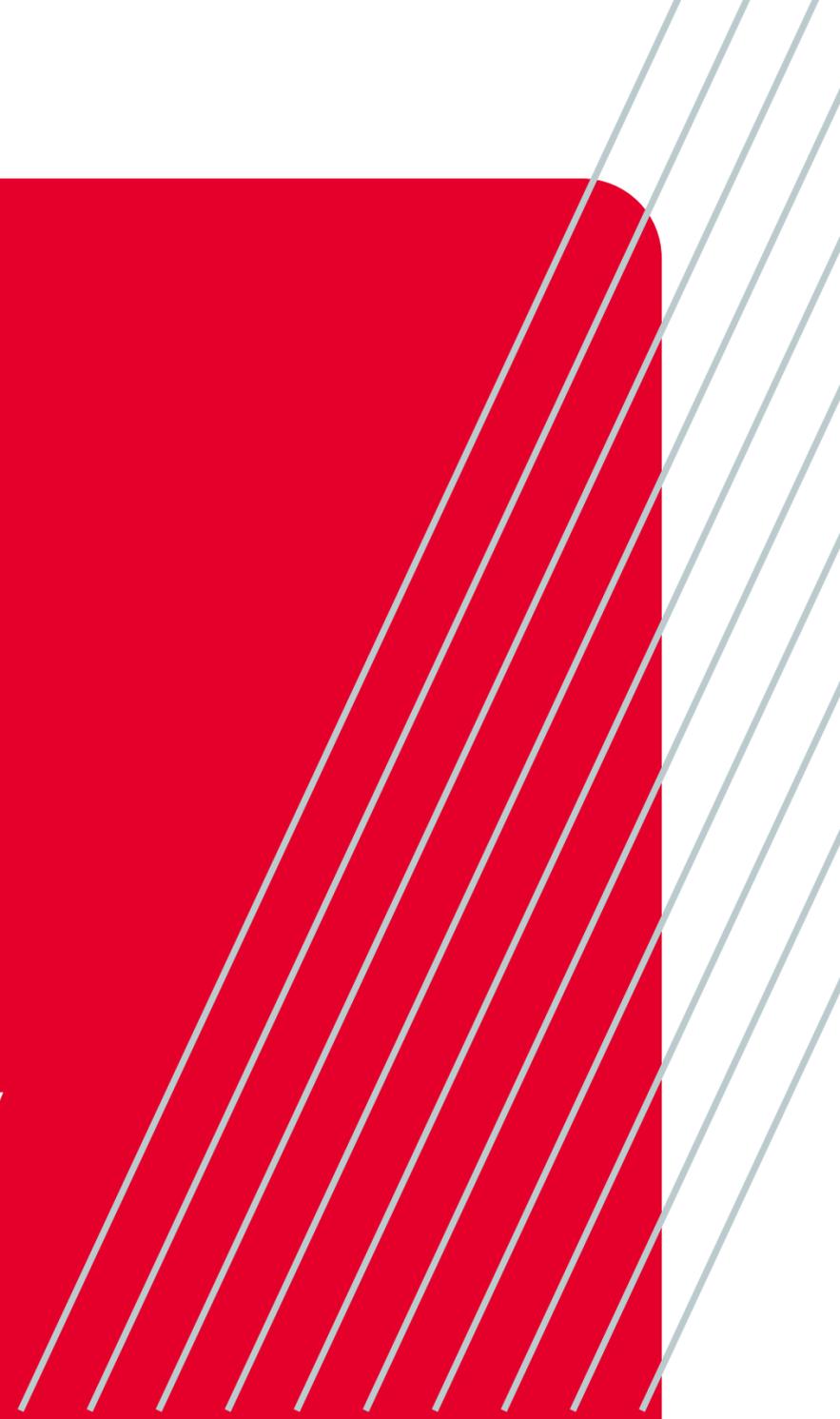
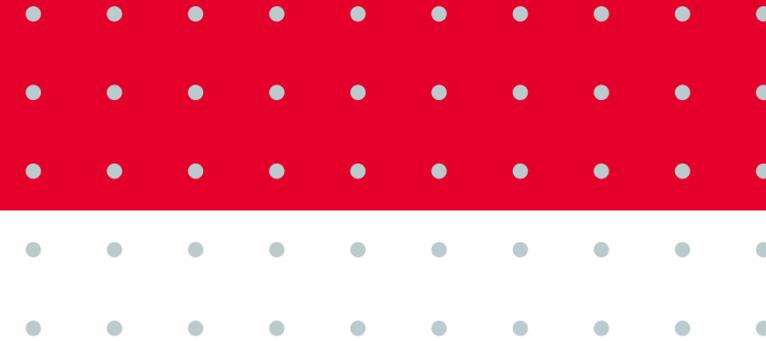
LinkedIn: <https://www.linkedin.com/company/sul-ross-state-university-intl>

Snapchat: <https://snapchat.com/t/leffIIY4>



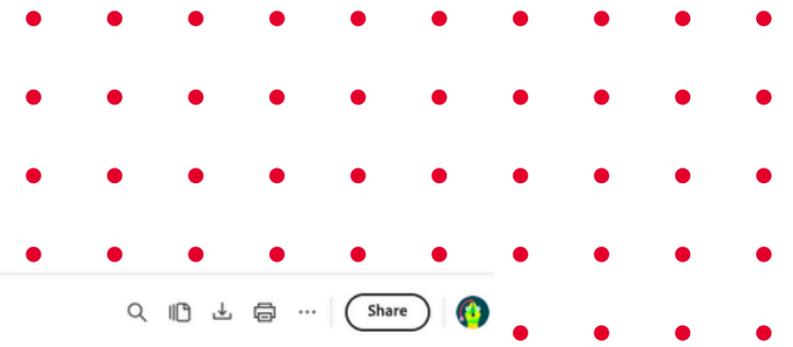
SRSU BRAND LOGOS

Making sure our logos are used correctly





Brand Style Guide



All tools Edit Convert E-Sign

srinfo.sulross.edu / brand_style_guide

Share



We Are
SUL ROSS

Sul Ross State University | University Marketing

Updated Jan 25, 2023

OUR VOICE

Our story began in 1917, in a small West Texas town called Alpine, Texas. In 1925, we developed our trademark logo and it remains our most iconic image today: the Bar-SR-Bar. Both a logo and cattle brand, this image continues to inspire the Sul Ross family to share our passion for our university.

Who we are shapes every experience our students, alumni, faculty, staff, and friends have with Sul Ross.

We are an institution spanning areas in far West Texas and the Middle Rio Grande Region. We are filled with opportunities to experience research, culture, and academics. We are living in a natural environment that inspires creativity and community connections. We thrive on breaking new ground and exploring new frontiers.

WE ARE SUL ROSS.

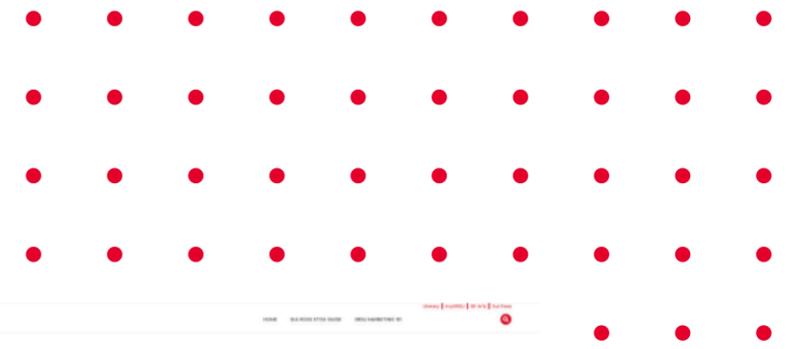


chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://srinfo.sulross.edu/branding/wp-content/uploads/sites/18/brand_style_guide.pdf



Branding

<https://srinfo.sulross.edu/branding/>

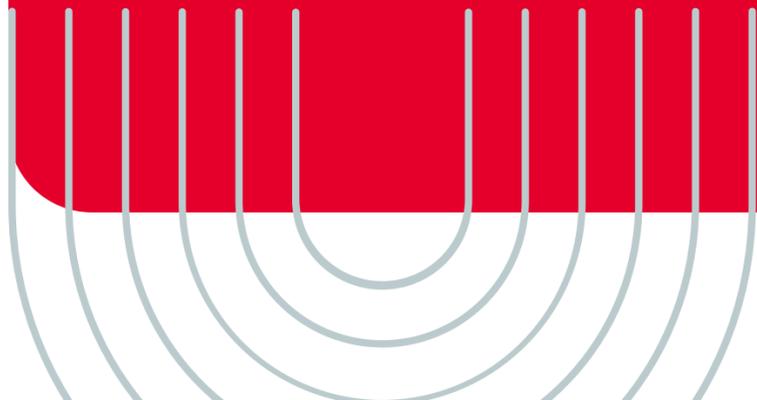


SRSU Brand Logos

<p>Sul Ross - The Frontier University</p>	<p>Bar SR Bar</p>	<p>Lobo</p>
<p>Sul Ross State University International</p>	<p>Far From Ordinary.</p>	<p>Brand'em Lobos</p>



WEBSITE





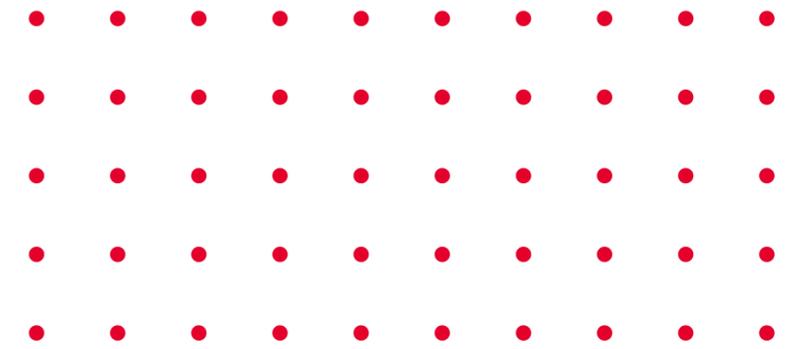
Website



Do you need to request a change/correction be made to the main site?

Need to add a graphic, link, or information regarding an upcoming event?

Are you in need of a webpage/blog for class/project information that you can manage?



- **Vince Parras, Webmaster**
vincent.parras@sulross.edu
Phone: 8761
- **Al Brautigam, Web Developer**
abrautigam@sulross.edu
Phone: 8766

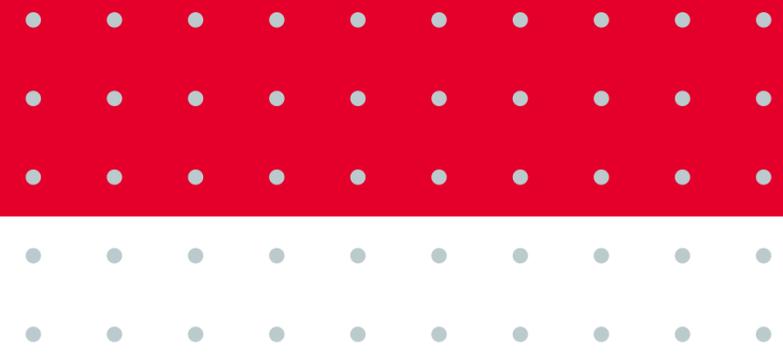
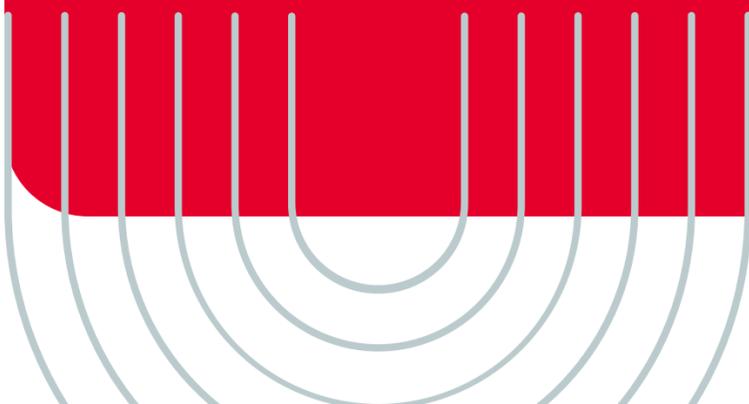
A quick & easy guide to submitting a web request

1. Access the web services site on SRInfo [here](#).
2. Once you have logged in, click the red button labelled "Web Request Form".
3. Select the type of request:
 - * A web page edit or update,
 - * A website or webpage I can edit myself,
 - * Other
4. Add the description of your request, including the URL and any other important info/attachments.
5. Submit the form.



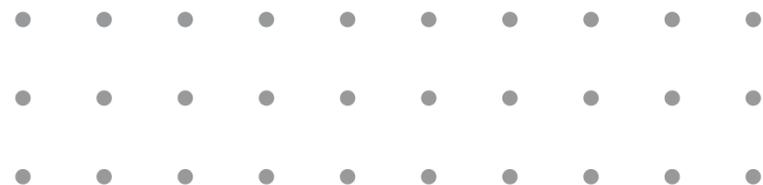
Here: <https://srinfo.sulross.edu/web-services/>

EVENT SUPPORT

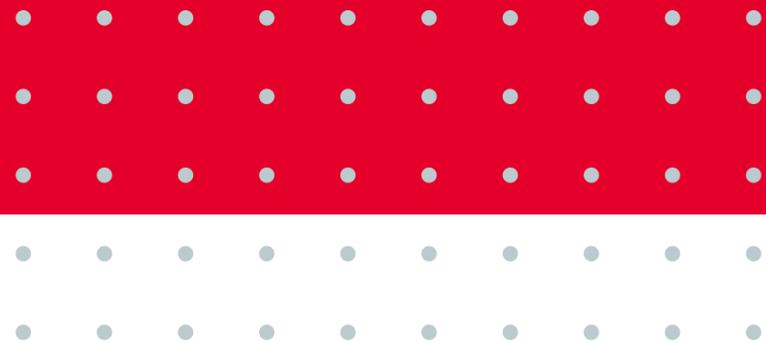
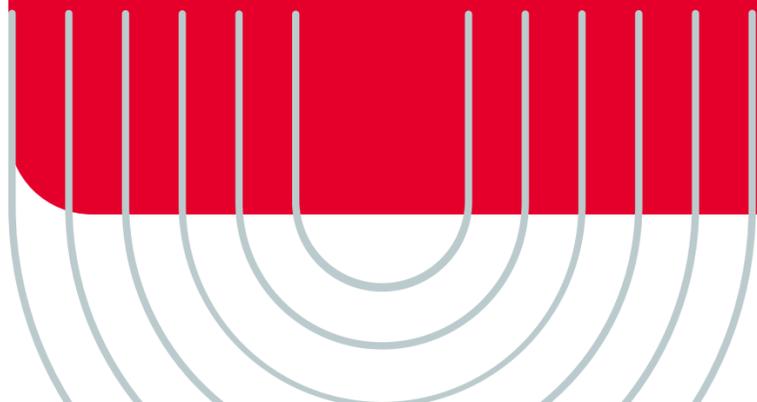


EVENT SUPPORT

- Publicity
 - Press Releases
 - Posters & Flyers
 - Social Media
 - Photos & Video
 - Livestreaming

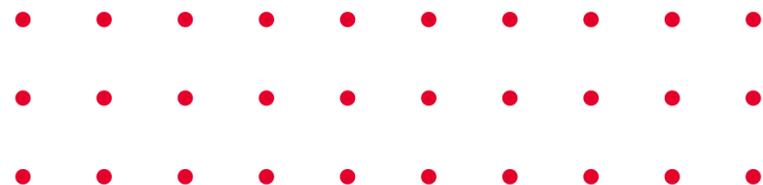


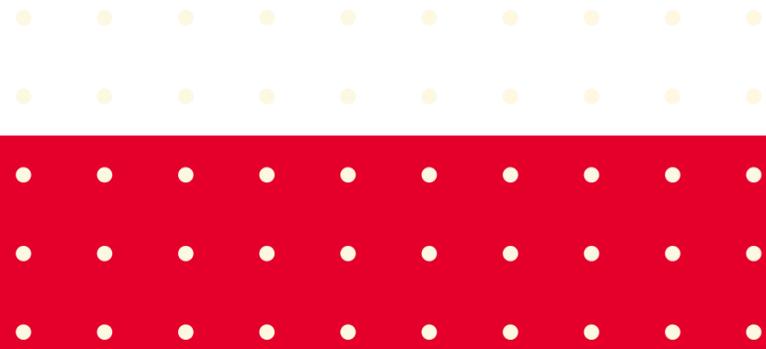
**WE ARE A
TEAM!**



Contact Info

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robert.greeson@sulross.edu Phone: 8453
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- Vince Parras, Print Shop Manager
printshop@sulross.edu, Phone: 8761
- Isis Cardenas, Publicist – Eagle Pass
isis.cardenas@sulross.edu Phone: 830.279.3040





THANK YOU



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STATE UNIVERSITY INTERNATIONAL