



CENTER FOR
EDUCATIONAL
PARTNERSHIPS

Social Media Toolkit



CREATED BY

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APRIL 2022

Table of Contents



Account Information



Branding Elements
(color palette)



Branding Elements
(color palette cont.)



Branding Elements
(fonts)



Branding Elements
(language style)



Branding Elements
(visual style)



Branding Elements
(visual style cont.)



Branding Elements
(logos)



Monthly Themes



More information

Account Information

USERNAMES, EMAILS, PASSWORDS & IDEAL TIMES FOR POSTING

Instagram:

<https://www.instagram.com/ucmercedcep/>

Instagram username: @ucmercedcep

Instagram password: [REDACTED]

Linktree:

<https://linktr.ee/ucmercedcep>

Linktree email: cep@ucmerced.edu

Linktree username: @ucmercedcep

Linktree password: [REDACTED]



IDEAL TIMES FOR POSTING

Remember to keep holidays in mind

Below are the best times for organizations to post and engage with their followers (sharing, reposting, commenting, liking) based on different Social Media Platforms:

FACEBOOK: between 9am and 4pm on weekdays, especially Wednesday and Friday.

INSTAGRAM: between 9am and 5pm on weekdays, especially Tuesday, Wednesday, and Thursday.

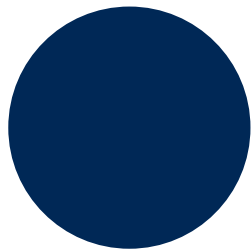
TWITTER: between 9am and 5pm on weekdays, especially Monday and Wednesday.

Branding Elements

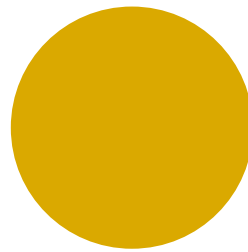
COLOR PALETTE

APPROVED COLOR PALETTE

- Lake Yosemite Blue and California Poppy Gold are the primary colors of UC Merced.

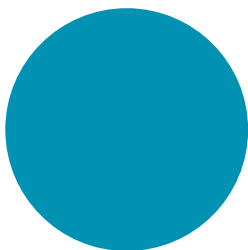


Lake Yosemite Blue
Hex code: 002856

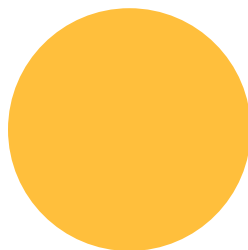


California Poppy Gold
Hex code: DAA900

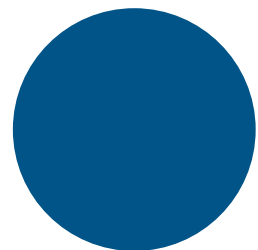
- Sierra Sky Blue, Golden Wheat, and Deep Sky Blue are the secondary colors of UC Merced.



Sierra Sky Blue
Hex code: 0091B3



Golden Wheat
Hex code: FFBF3C



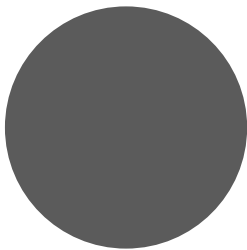
Deep Sky Blue
Hex code: 005487

Branding Elements

COLOR PALETTE (CONT.)

APPROVED COLOR PALETTE

- Half Dome Slate Gray, Beginnings Medium Gray, and Beginnings Light Gray are also the secondary colors of UC Merced.



Half Dome Slate Gray
Hex code: 5B5B5B

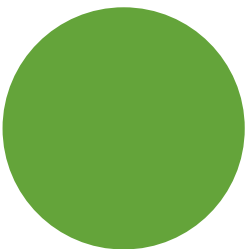


Beginnings Medium Gray
Hex code: E5E5E5

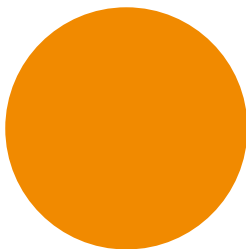


Beginnings Light Gray
Hex code: EFEFEF

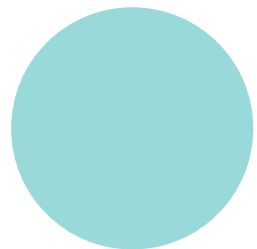
- Accent Green, Orange Accent, and Accent Blue are the secondary accent colors of UC Merced.



Accent Green
Hex code: 64A43A



Orange Accent
Hex code: F18A00



Accent Blue
Hex code: 99D9D9

Branding Elements

FONTS

APPROVED FONTS

- Kievit and Minion Pro are the primary fonts of UC Merced.
- Bebas Neue is the secondary font of UC Merced.

Kievit

Kievit Thin
Kievit Thin Italic
Kievit Light
Kievit Light Italic
Kievit Regular
Kievit Italic
Kievit Book
Kievit Book Italic
Kievit Medium
Kievit Medium Italic
Kievit Bold
Kievit Bold Italic
Kievit Extra Bold
Kievit Extra Bold Italic
Kievit Black
Kievit Black Italic

Minion Pro

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semibold
Minion Pro Semibold Italic
Minion Pro Bold Cond
Minion Pro Bold Cond Italic
Minion Pro Bold
Minion Pro Bold Italic

BEBAS NEUE

BEBAS THIN
BEBAS LIGHT
BEBAS BOOK
BEBAS REGULAR
BEBAS BOLD

- Open Sans, Oswald, and Scope One are the official web fonts of UC Merced.

Open Sans

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extra Bold Italic

Oswald

Oswald Extralight
Oswald Extralight Italic
Oswald Light Italic
Oswald Regular
Oswald Regular Italic
Oswald Medium Italic
Oswald DemiBold
Oswald DemiBold Italic
Oswald Bold
Oswald Heavy

Scope One

Scope One Regular

Branding Elements

LANGUAGE STYLE

CAPTIONS:

- Who? What? Where?
When? Why?
- 1. Include date, time, location
- 2. Add short link or include link in the bio (linktree)
- 3. Use hashtags and emojis
- 4. Tag other organizations, schools, members, partners



HASHTAGS:

- Use certain hashtags when appropriate

#ucmercedcep #ucmerced #centralvalley #UCAApplication
#ucmercedadmissions #college #applicationextension #ucmercedcep
#UCAApplication #CSUApplication #college #UC #CSU #eaop #classof2022
#UCbound #UCforAll #risingseniors #eaopsummer #headstart
#getstarted #IAmCollegeBound #IAmCollegeMaterial #highered #firstgen
#firsttogo #reachhigher #UCAApplication #applicationseason
#collegescholarships #collegefinancialaid #financialaid #fafsa
#collegeapplication #ucapplication #fundyoureducation
#savingforcollege #moneyforcollege #payingforcollege

Branding Elements

VISUAL STYLE

Examples

☺ Hi everyone! We hope you're staying healthy and warm this November.

Just a friendly reminder that the deadline to submit your UC application is November 30th!

Let us know if you want another "application tips" series!

#BerkeleyCEP #CEPCollegeDreams

#MakingCollegeDreamsAREality #student #FirstGen

#CollegeBound

#IAmBerkeley #BerkeleyPOV #UCBerkeley #Berkeley #Cal

#GoBears #DiscoverBerkeley #University #College

#California #CalTransfers #CollegeAdmissions

#Community #GoldenBear #FiatLux #GoBears #CollegeLife

#berkeleylife #BerkeleyBound #ucb #UniversityOfCalifornia

#UCApplications



from @berkeleycep

Attention students!

The Cal Grant and Dream Act Application has been extended to April 1st, 2022! The application link is in our bio

#ucmercedcep #ucmerced #centralvalley ##college #classof2022

#UCbound #UCforAll #risingseniors #headstart #getstarted

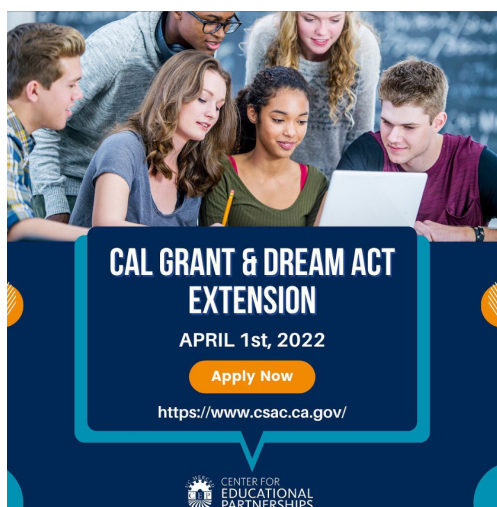
#IAmCollegeBound #IAmCollegeMaterial #highered #firstgen

#firsttogo #reachhigher #applicationseason #collegescholarships

#collegefinancialaid #financialaid #fafsa #dreamact

#collegeapplication #fundyoureducation #savingforcollege

#moneyforcollege #payingforcollege



from @ucmercedcep



CENTER FOR
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Branding Elements

VISUAL STYLE (CONT.)

Examples

Professional development opportunity @Educators and Advisors for college bound scholars!

The Center for Educational Partnerships invites you to join us for training on an overview of the CSU Application and tools and resources to use with students.

October 8, 2021 10am-12pm PST.

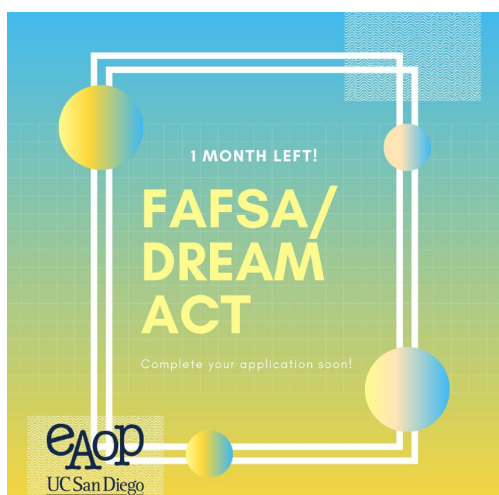
CEP High School College Advising Professional Development Webinar: CSU Undergraduate Application Overview & Tools.

Tag your colleagues in the comments to share the opportunity with them.

#CEPCollegeDreams #EAOPChangesLives #DCACBuildingBridges
#CollegeAdvising #ProfessionalDevelopment #UCBerkeley #DCAC
#CAC #college #california #csu #university



from @berkeleycep



from @ucsandiego_eop

Get them apps done! ✓

Don't miss out on free monies or other financial aid that you may qualify through the FAFSA (for citizens) and CA Dream Act (for our Non citizens)

#eaop #highschool #fafsa #dreamact #financialaid
#WorkingDreamsIntoReality

Branding Elements

LOGOS

UNIVERSITY OF CALIFORNIA
MERCED

UNIVERSITY OF CALIFORNIA
MERCED

UNIVERSITY OF CALIFORNIA
MERCED



UNIVERSITY OF CALIFORNIA MERCED



CENTER FOR
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Monthly Themes

IMPORTANT DATES

01

January:
Financial Wellness Month
January 20th MLK Day

02

February:
Black History Month

03

March:
Women's History Month
March 8 International Women's Day
March 31 Transgender Day of Visibility

04

April:
Sexual Assault Awareness Month
April 2 World Autism Awareness Day
April 22 Earth Day

05

May:
Mental Health Awareness Month

06

June:
LGBTQ+ Pride Month

07

July:
Disability Pride Month

08

August:
Black Business Month
National Immunization Month
August 12 International Youth Day
August 26 National Women's Equality Day

09

September:
September 15- October 15
Hispanic Heritage Month

10

October:
Global Diversity Awareness Month
National Bullying Prevention Awareness Month
October 10 World Mental Health Day

11

November:
Native American Heritage Month

12

December:
AIDS Awareness Month
Dec. 1 World AIDS Day
Dec. 3 Persons with Disabilities Day
Dec. 10 Human Rights Day



For more information

Visit the Marketing Department's
website:

<https://marketing.ucmerced.edu/>

Access to templates for social media
are available. For more information
and access, contact Daniel Lepe
(dlepe@ucmerced.edu)

