

CorpCommPodcast (CCP) Advertising Usability Guidelines

The CCP has developed the following guidelines for the design of current and future CCP advertising materials. These principles were developed by the pilot CCP advertising team, and applied to advertising materials accompanying the initial launch of the CCP in May 2007. Application of these principles to subsequent CCP advertising materials will allow future teams the flexibility to creatively explore innovative advertising strategies and approaches, while maintaining consistency with the principles of effective, user-friendly design as reflected in the established CCP branding.

CCP Branding and Identity Considerations

Maintaining a consistent, memorable, and effective identity and branding is essential to the ability of the CCP product to distinguish itself from other podcasting services (Argenti 67). The following specifications should be applied to all CCP advertising tactics in order to build and maintain the CCP identity.

CCP Color Palette

The following approved color palette is to be utilized for all foreground and background textual and non-textual elements of CCP advertising materials.

Black: R0-G0-B0, or #000000

White: R255-G255-B255, or #FFFFFF

Red: R203-G32-B38, or #CB2026

CCP Font Family

To ensure consistency with NJIT Branding, the ITC Stone Sans family must be utilized for all CCP advertising materials. The only exception to this rule is in the case of web-based materials, which should employ a standard sans serif font (such as Arial) to ensure broad internet browser compatibility.

CCP Identity Statement

The formal CCP Tagline should be prominently included in all advertising materials:

"Podcasting on Educational, Engaging Communication Issues"

CCP Mission Statement

If space allows, the CCP Mission Statement may be included in advertising materials:

"CorpCommPodcast is dedicated to providing informative, easy-to-use podcasts that explore the global communication challenges facing organizations - business, non-profit, educational and social interest - in a manner that is well researched, informative, and entertaining."

CCP Name

At initial use within the text of advertising materials, the full CCP name should be spelled out. In subsequent text, "CorpCommPodcast" may be abbreviated as "CCP," as long as the initial use defines the acronym, as follows: **CorpCommPodcast (CCP)**.

Logos

Three logos must appear on all CCP advertising materials.

The CCP Logo:



The NJIT Logo:



The MSPTC Logo:



The CCP and NJIT logos should always be placed on a red background. If possible, *a single red field should serve as the background for both logos*, thereby visually articulating the connection between NJIT and the CCP product. This combination of visual elements forms the core and primary branding of the CCP. If it is not possible for the two logos to be placed on the same field, they may appear on two separate fields in the same advertisement, as long as those fields are both red.

The NJIT/CCP branding should be given visual primacy over any MSPTC branding. However, the MSPTC logo must also be utilized in all advertising tactics.

High-resolution files of all three logos are available from the CCP site administrator or project lead.

Language and Style Considerations

All advertising copy should be written in a clear, succinct manner, and be free of spelling and grammatical errors.

Style decisions should be applied consistently across all advertising tactics. In general, it is recommended that within-text section headings be red, and subsequent content (e.g., paragraphs, bullets) be black.

Visual Design Considerations

Approaches to CCP advertising format layout may vary, but should be developed with attention to the formal principles of effective visual design: unity, variety, visual hierarchy, and proportion (Evans and Thomas 2004). Most notably:

- Consideration of a unified visual experience for the user. In this case, CCP advertising will be both internally and externally “unified” through the consistent application of the specifications defined above.
- Maintaining visual interest through incorporation of variety into the design. Here, this can be accomplished effectively through the creative juxtaposition of contrasting foreground and background colors, and through the use of high-contrast designs.
- Conscious and thoughtful attention to the hierarchy of the user’s visual experience, i.e., the sequence in which a user will be drawn to individual design or content elements within an advertising tactic. The desired hierarchy for CCP advertising pieces will vary according to the goals, and formats, of individual advertising tactics.
- Consideration of principles of effective proportion, i.e., do the inner and outer dimensions of the advertisement layout support the goals of the tactic effectively?

In general, it is recommended that CCP advertising materials utilize thick horizontal black bands, with or without white text included, as a primary mechanism for establishing their internal composition.

CCP Product Accessibility:

All advertising materials should include clear information on how to access the CCP product. In advertising materials distributed in electronic format, the CCP URL should be hyperlinked to the CCP site to facilitate ease of access.

Website Usability:

In addition to adhering to the principles defined above, it is recommended that the CCP Website itself be evaluated on an ongoing basis for adherence to the current best practices in web-based usability.

In accordance with the principles defined above, the following checklist of criteria may be utilized to ensure the usability of current and future CCP advertising development:

CCP Branding and Identity Considerations

- Does document utilize approved color palette?
- Does document utilize approved font families?
- Is the CCP name appropriately presented as “CorpCommPodcast”?
- If the acronym “CCP” is utilized, is it defined upon initial use of the full name?
- Is CCP logo prominently displayed?
- Is NJIT logo prominently displayed?
- Are NJIT and CCP Logos placed in same red field?
- Is NJIT/CCP Branding given visual priority?
- Is MSPTC Logo present?
- Is CCP Identity Statement included?
- Is CCP Mission Statement included?

Language and Style Considerations

- Is document free from typos and spelling errors?
- Is document grammatically correct?
- Is document written clearly and succinctly?

CCP Product Accessibility

- Is link to CCP Website included?

Visual Design Considerations (Unity, Variety, Hierarchy, and Proportion)

- Is visual hierarchy of document reflective of desired user experience?
- Is document visually unified?
- Do textual styles and color combinations reflect visual variety?
- Do proportions (i.e., internal and external dimensions of document) reflect desired user experience?
- Are horizontal black bands employed to arrange internal composition?

Pre-Launch Web Usability Considerations:

- Are all links accurately labeled?
 - Do all links work?
 - Do all files download properly?
 - Is website compatible with multiple internet browsers?
 - Are all podcast titles, synopses, learning objectives, and Reference Lists included?
 - Are podcast files (MP3 and Supporting Reference List) available for download?
 - Are citations in Reference List appropriately formatted according to MLA requirements?
 - Does podcast content adhere to Best Practices as defined by the Product Development Team?
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Works Cited

Argenti, Paul. Corporate Communication. McGraw Hill: Irwin, 2007.

Evans, Poppy, and Thomas, Mark A. Exploring the Elements of Design: How Design Elements and Design Principles Work Together to Create Effective Communication. Thomson: Delmar Learning, 2004.