

Branding, Marketing, and Communications Update Policy for Web and Institutional Print Publications

[prepared Sept. 26, 2025; revised Oct. 15, 2025]

I. UPDATING THE WEBSITE

Purpose

The purpose of this policy is to establish clear guidelines for requesting, reviewing, and implementing updates to Heidelberg University's primary website and its intranet. The primary website is an official communication tool that reflects the University's brand, mission, and values. Consistency, accuracy, and timeliness are essential to ensure a positive user experience for prospective students, current students, employees, alumni, and the community.

Scope

This policy applies to all University employees who request changes to pages housed within the University's primary website (www.heidelberg.edu) and its intranet (inside.heidelberg.edu). Department- or program-specific microsites, blogs, or third-party platforms may follow additional guidelines but are expected to align with this policy.

Policy

Ownership and Responsibility

- The Office of Branding, Marketing, and Communications is the steward of the University's websites.
- The office ensures that content aligns with University branding, accessibility standards, and website best practices.
- Departments are responsible for the accuracy of the content related to their area.

Requesting Website Updates

- All website change requests must be submitted through the designated [Marketing Work Request Form](#), found on Inside.heidelberg.edu
- Requests should include:
 - o URL of the page(s)
 - o Specific changes requested (text, images, links, documents, etc.)
 - o Desired timeline (if time-sensitive, such as an event announcement)
- Routine updates (e.g., adding a faculty profile, correcting typos, updating contact info) should be submitted at least **3–5 business days** in advance.
- Larger updates (e.g., new sections, design changes, or reorganizations) may require additional lead time.

Review and Approval

- The Office of Branding, Marketing, and Communications reviews all requests for accuracy, clarity, accessibility, and alignment with University style and branding.
- The office reserves the right to edit submitted content for readability, length, and compliance.
- Content that introduces new programs, policies, or major announcements must be verified with the appropriate department head or administrative office before publishing.

Accessibility and Compliance

- All website content must meet WCAG 2.1 AA accessibility standards and applicable legal requirements.
- PDFs, images, and videos must be properly formatted with alt text, captions, and accessible design.

Emergency or Time-Sensitive Updates

- Urgent updates (e.g., closures, safety alerts) will be prioritized and posted as quickly as possible in coordination with University leadership and/or Campus Safety & Security.

Content Maintenance

- Departments are expected to review their web pages at least once annually for accuracy.
- Outdated content (e.g., expired events, old staff directories, obsolete program info) will be removed or archived at the discretion of the Office of Branding, Marketing, and Communications.

Enforcement

Failure to follow this policy may result in delays, denial of requests, or removal of inaccurate/non-compliant content.

II. UPDATING INSTITUTIONAL PRINT PUBLICATIONS

Purpose

The purpose of this policy is to ensure that all university print publications (e.g. admissions brochures and materials, academic program sheets, catalogs, marketing collateral, and other public-facing publications) are accurate, up to date, and aligned with university branding.

Scope

This policy applies to all departments and programs that distribute printed materials for external audiences, including but not limited to prospective students, families, alumni, and community partners.

Policy

Annual Review

- All print materials must be reviewed and updated annually, typically before the new recruitment and academic cycle begins.

Timely Updates

- Information that changes midyear (e.g., tuition, leadership, program details) should be revised immediately by the Branding, Marketing & Communications Office.

Content Responsibility

- Each department is responsible for verifying the factual accuracy of all content that is representative of its area.
- To make updates, complete and submit Branding, Marketing & Communications' [Work Request Form](#) found on Inside.heidelberg.edu.

Brand & Design Approval

All print pieces require review and approval from Branding, Marketing & Communications to ensure consistency with brand and editorial standards.

Record-keeping

- Branding, Marketing & Communications will maintain an archive of approved print pieces and oversee the publication schedule and archive current and previous versions.

Branding and Compliance

- All print publications must align with the University's brand guidelines and accessibility standards.
- Departments producing materials outside this policy may be responsible for reprinting or related costs.

Contact

For questions or requests, please contact the Office of Branding, Marketing, and Communications.