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SPRING HILL COLLEGE

*Videography, Photography & Social Media
Brand Guidelines*



Introduction

The purpose of this guide ensures all visual storytelling through video and photography will consistently reflect Spring Hill College's brand identity, values and character.

All college publications (any communication produced using the college's name and/or with a college budget) should adhere to the guidelines in this manual. Publications for external audiences must be approved by the Office of Marketing and Communications. Copies of all graphic files are available upon request from the Office of Marketing and Communications.

Our History

Spring Hill College, founded in 1830 by the Society of Jesus, is the oldest Catholic college in the Southeast and the third oldest Jesuit college in the United States. Located in Mobile, Alabama, it has a rich tradition of academic excellence grounded in Jesuit values of service, justice and holistic education. Over nearly two centuries, Spring Hill has cultivated a close-knit community focused on forming leaders of character, conscience and compassion, while embracing innovation and inclusivity in the pursuit of knowledge.





Our Voice

Our voice is central to all of our outreach efforts. It is how we relate to our audiences. It is how we connect with and communicate to our audiences. It embodies the tone we take when we speak or write, enabling what we share to be both conversational and relatable, ensuring we are able to pack a punch when we embark on our storytelling efforts.

*At Spring Hill College,
our voice is...*

Aspirational

Confident

Inclusive

Compassionate

An aerial photograph of a university campus, heavily tinted with a dark purple color. The central focus is a large, multi-story building with a prominent central tower and a large lawn in front of it. The campus is surrounded by dense trees and other smaller buildings. The word "Videography" is written in a white, cursive font across the center of the image.

Videography

Best Practices for Video

For most videos, the highest possible production standards should apply

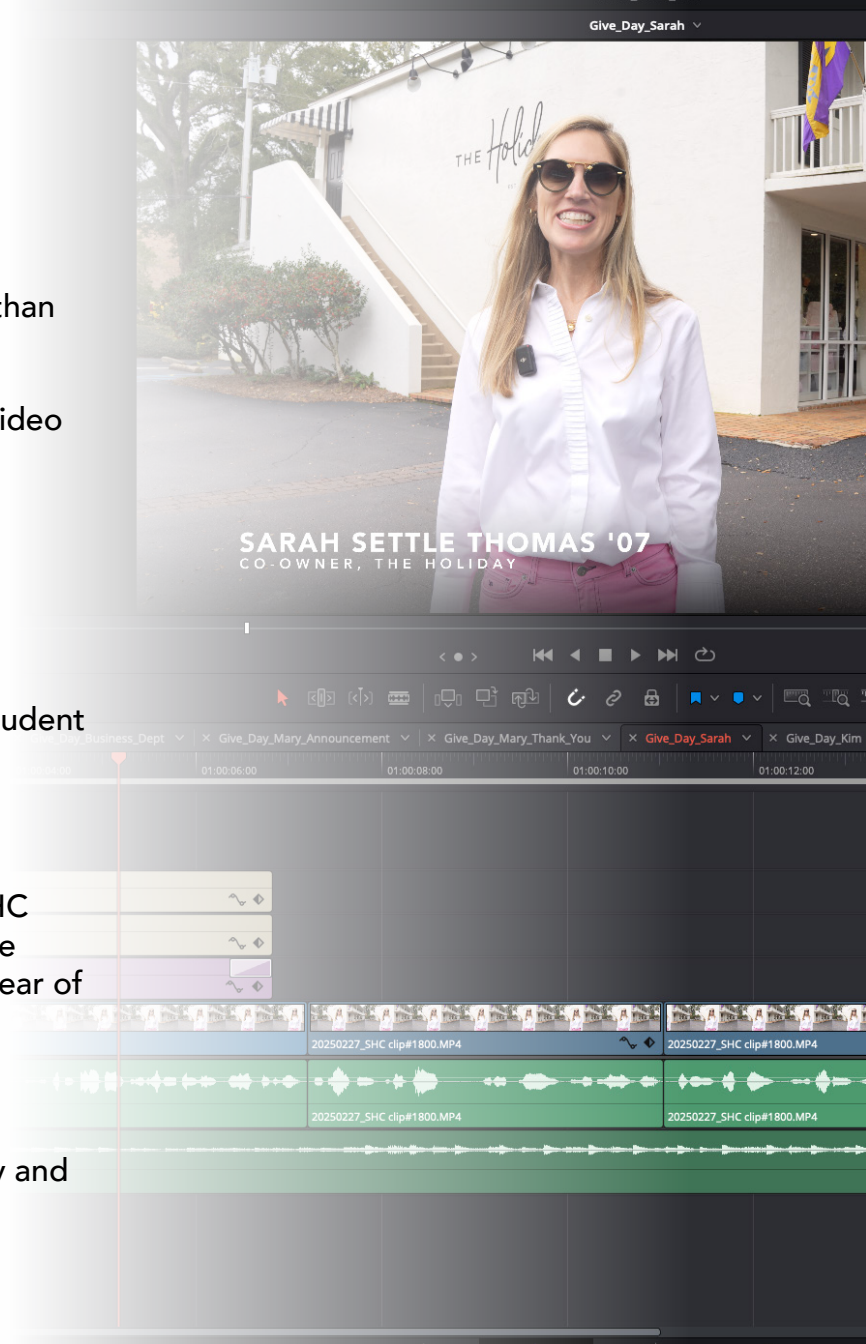
- Videos should be shot in 4k whenever achievable but nothing lower than 1080p.
- A tripod or stabilizing equipment should be used to avoid unstable video shots.

Tone & Storytelling

- Authentic storytelling: Capture real voices and unscripted energy, interviews, testimonials, classroom moments and service projects.
- Emotive pacing: Blend slower cinematic B-roll with upbeat cuts for student life or admissions videos.

Visual Elements

- Lower Thirds: Use Avenir Next. Background color can incorporate SHC Purple (#3D1951) with white or a gradient of black. Top line should be their name, degree (if applicable), and if they're an alumni put their year of graduation. Bottom line should show their title.
- Transitions: Clean cuts or subtle crossfades. Avoid gimmicky effects.
- Graphics: Use minimal motion graphics styled with brand typography and color palette.



Best Practices for Video (continued)

Audio & Music

- Voice: Narration should be clear, warm and confident. Avoid overly corporate or promotional tones.
- Use light, inspiring and modern music. Styles like acoustic, orchestral or ambient pop are permissible. No distracting lyrics unless artistically intended.

Technical Guidelines

- **Video Resolution:** Full HD (1920x1080) minimum; 4K preferred
- **Aspect Ratio:** 16:9 (standard), 1:1 (social), 9:16 (reels/stories)
- **File Formats:** .MP4 or .MOV
- **Captions/Subtitles:** Required for all videos; use brand typography

Review & Approval Process

- All content must be reviewed by SHC's Office of Marketing and Communications before publication.
- Faculty and staff are encouraged to coordinate any photo/video efforts with the marketing team to ensure brand consistency.





Photography

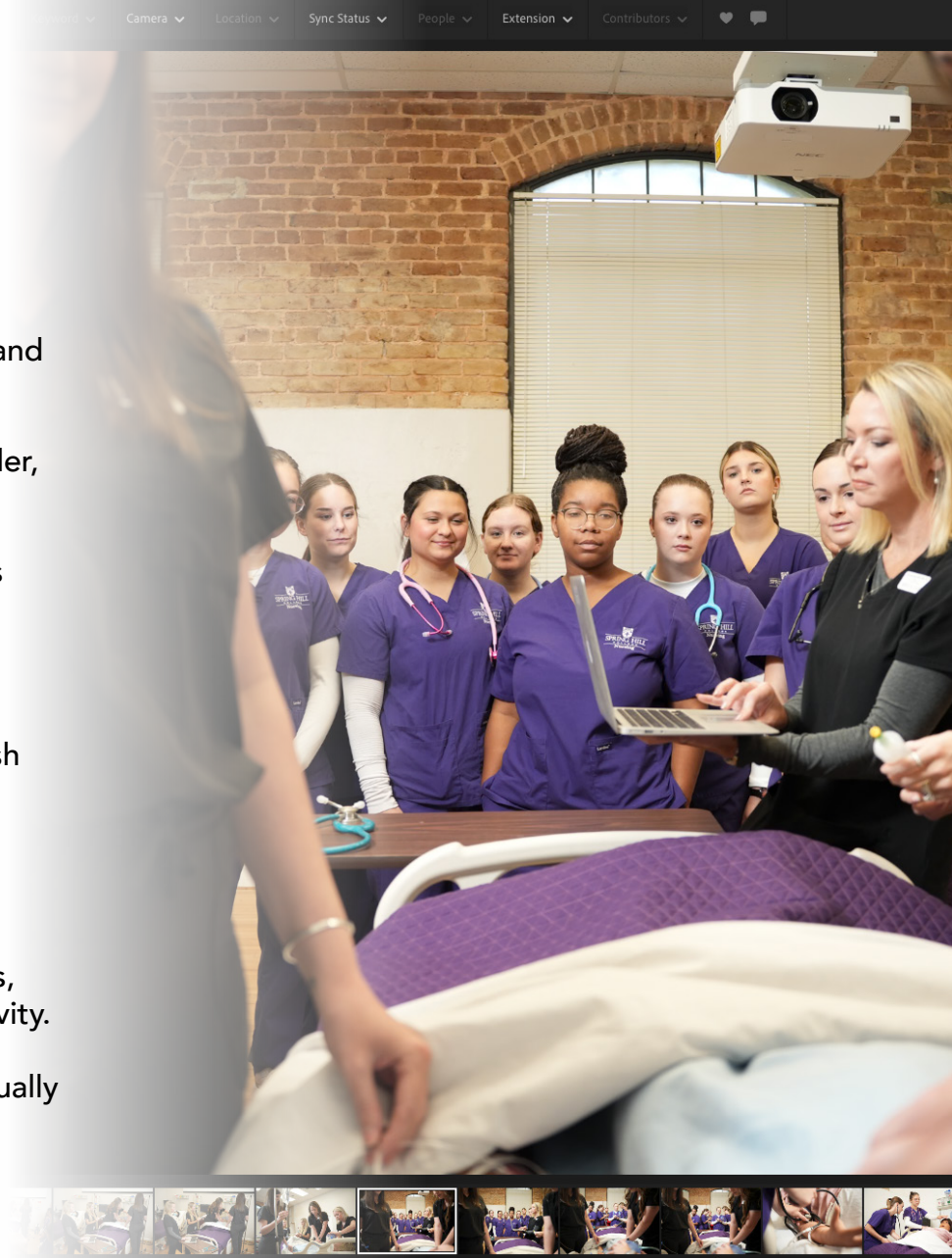
Best Practices for Photography

Focus & Subjects

- People-centered: Prioritize candid shots of students, faculty, and community in real-life, emotional and engaging moments.
- Diversity & Inclusion: Ensure representation across race, gender, age and background.
- Environments: Make sure the backgrounds are presentable as much as possible.

Style & Composition

- Lighting: Favor natural light or warm, soft lighting. Avoid harsh shadows.
- Depth & Dimension: Use shallow depth of field to emphasize subjects and blur backgrounds.
- Angles: Varying angles from low for empowering student shots, wide for campus beauty, over-the-shoulder for classroom activity.
- Tone: Aim for an aspirational yet approachable tone, intellectually curious, lively and warm.



Candid shots

Candid photos of people at SHC should primarily use natural lighting to tell the story. Photos shouldn't be cluttered with people or objects and should have a clear focal point. Photograph subject(s) in a setting that helps tell a story visually, such as a part of campus or a classroom to establish depth.

Portraits & Headshots

- Use natural light (or soft artificial lighting) to portray the subject in a setting that helps tell a story visually and feels authentic and natural to the subject.
- Headshots should use direct studio lighting that is not too harsh to photograph subjects on a solid background or background that does not distract from the subject. Make sure to include the subject's shoulders and up and should maintain adequate spacing above the subject's head.



A group of five people are walking up a stone staircase with a metal railing. The scene is overlaid with a purple tint. The text "Social Media" is centered over the image in a white, italicized serif font. The people are dressed in casual attire, and the background shows trees and a building.

Social Media

Best Practices for Social Media

Brand Voice & Tone

- Speak with sincerity. Showcase real stories and people from the SHC community.
- Keep messages empowering and purpose driven.
- Be inclusive and respectful. Embrace our diverse community with warmth and positivity.
- Integrate Jesuit values, highlight leadership, service, and academic growth.

Privacy, Safety & Permissions

- FERPA Compliance: Do not post identifiable student info without permission.
- Media consent form required for any featured individuals in close-up or storytelling content.
- In emergencies or crisis events, defer to the Office of Communications before posting.



Strategies for Social Media

These strategies do change as the algorithm changes per platform. So it is best to stay informed by the new information that each platform releases.

Posting Frequency & Best Times

- **Instagram & Facebook:** 3–5x per week | Best: M-F, 11 AM–2 PM
- **X (twitter):** Daily updates | Best: M-F, 10 AM–1 PM
- **LinkedIn:** 2–3x per week (alumni & academics) | Best: Tu-Th, 9 AM–12 PM
- **TikTok:** 2–4x per week | Focus on trends with purpose & SHC flavor
- Check out your analytics to gain more detailed information based on your audience on that specific platform.

Content Strategy

- Showcase student life, events, academic excellence and service projects.
- Tag relevant departments, @springhill_college and use branded hashtags (#TheHill, #SpringHillCollege).
- Include ALT text and captions for accessibility.
- Use engaging formats: Reels, Stories, Carousels and Behind-the-Scenes.
- Maintain a balance of promotional and community-centered content.

Square feed post

Best for posting in Instagram feed.

1:1

Landscape feed post

Best for posting on most feeds of most social media platforms.

16:9

Portrait feed post

Best for posting in Instagram feed.

4:5

Reels & Stories

Best for posting on platforms that offer Stories and Reels.

9:16

An aerial photograph of a golf course and university campus, overlaid with a semi-transparent purple filter. The image shows a large, multi-story university building with a central tower, surrounded by dense green trees. In the foreground, a golf course with several green fairways, sand traps, and a winding path is visible. The text "Compliance, Resources & Approvals" is centered over the image in a white, italicized serif font.

Compliance, Resources & Approvals

Compliance, Resources & Approvals

Model Releases: Obtain signed consent forms from individuals featured in videos and photos. Use this link to download the form: <https://rb.gy/a9x6vj>

Review Process: Submit videos to the Office of Marketing and Communications for approval before public release.

Access branded templates, logos and other assets through the college's marketing portal.

If you need assistance, please consult with the marketing team for guidance on video and photo production best practices.

Office of Marketing and Communications

Spring Hill College

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This guide serves as a foundation for creating video and photo content that reflects the values and identity of Spring Hill College. Adhering to these standards will ensure a cohesive and professional representation across all media.



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