

Distro Tool Standards

Office of Marketing & Communications | brand.sebts.edu



1. Logos

Use the applicable official Southeastern logo:

Seminary



College



Institution-Wide



*Your Office or Department
(when applicable)*

**KINGDOM
DIVERSITY**
AT SOUTHEASTERN



2. Fonts

Body Font:

Georgia Regular or *Italic*

Heading Font:

Georgia Bold
Georgia Bold Italic
Georgia Regular

3. Colors

Body text: Use **Black**

Use **White** on dark backgrounds

Headers/Accents:

Can use **Southeastern Blue**

Digital:

#002f7a

Ro G47 B122

Print:

C100 M81 Y0 K23

PMS 287

4. Photos

If using photos, use only
Southeastern-owned photos:



Flickr



Smugmug



General Email Guidelines

- Do not include attachments. Upload a shareable file on SharePoint and attach the link to the copy of the email.
 - Upload your file onto your Sharepoint OneDrive.
 - Right click the document and click “share”.
 - Select the option, **“People in Southeastern Baptist Theological Seminary with the link can view”**.
 - Copy Link.
 - Highlight the sentence or words you’d like to attach the link to and click on the button “Insert/Edit URL Link”.
- Do not oversend emails.
 - At most, send a single email per week to the same group.
 - People often take 3-7 days to open an email, so it is best not to flood inboxes.

Getting Started

- Fill in the boxes:
 Sender’s Email: **do-not-reply@sebts.edu**
 Sender’s Name: **Your Office Name**
- Enter a clear subject line.
- Check** “Send me a test email”.
- Uncheck** “Include Cabinet Members” and “Include All Faculty & Staff” unless previously approved.
- Check off your relevant boxes under “Recipient Filter”.
 - If no filters are selected, then all students will be emailed.
 - Checked boxes under subdivisions cross filter.

For example, if you check off “Resident Students” + “Advanced” you will be sending an email to advanced students who are residents. NOT advanced students *plus* resident students.

Your distro tool should look something like this:

Why? There is too much room for error.

- Sometimes our servers will be full and not have space to host the attachment but will still send the email out without the attachment.
- If you send a test email with an attachment you must re-attach the document when sending the actual email out. The test send gets rid of the attachment.
- You cannot have more than one attachment - the distro tool will let you attach more than one in the email builder but it will not send it out.



Compose Your Email

1. Attach both a header and a footer. The header should have an official SEBTS logo and colors. The footer should have contact information and any relevant hyperlinks. *See page 4 for details.*
2. You have two options in drafting your copy.
 - A. Write directly in the distro tool.
 - B. If you'd like to copy/paste, all formatting must be removed.
PC: Copy the text, Paste: Ctrl + Shift + V
Mac: Copy the text, Paste: Shift + Command + V
3. Keep the text to a maximum of 250 words when possible and break up your message where it makes sense. Using smaller paragraphs and bullet points helps with readability.
4. Separate the call to action from the main body text so that it is clear even to those who do not read the email.
 - Examples: "Sign Up Here", "Register Now", "First 30 to Attend Get..."
5. Do not include attachments. Instead, create a public shareable file on sharepoint and add a link to the call to action sentence.
6. Answer these questions when applicable: Who, what, when, where, why, what is the cost, how do I sign up?

Your email should look something like this:



Dear Southeastern Family,

As all of you are aware, the Spring 2021 semester is open for registration. In light of this, we are doing everything we can to prepare for another semester *on campus*.

[Watch this short video update from President Danny Akin to hear about the coming semester.](#)

We appreciate your flexibility this past semester, and we're looking forward to a wonderful Spring 2021 semester here on campus.

If you haven't yet, you can [register for classes here](#).

Blessings,

Office of Marketing and Communications

Southeastern Baptist Theological Seminary
919.761.2270 | www.sebts.edu | [visit us](#)



Distro Tool Standards

Office of Marketing & Communications



Email Header Guidelines

If using an email header image, use the official Southeastern branded header or department's official branded header (where applicable).

The general-use Southeastern header can be downloaded at brand.sebts.edu. Under "Resources" go to "Distro Tool Standards" for a download link. The password to access this page is "**sebts1950**". Please do not share this information with anyone outside the institution.

How to Use Email Headers

To insert an email header in the Distro Tool, follow these steps:

1. Open the Distro Tool.
2. Click this icon  to insert an image.
3. Select the image you want to use.
4. Click at the very top of the email body to highlight the header, and position it to be left-justified. → 

Keep in mind these tips:

- Your header image must not be resized after being downloaded from our site because it will appear blurry or skewed if it is not sized correctly.
- Make sure the Southeastern logo is not distorted.
- Make sure all text is below the header.

How to Use Email Footers

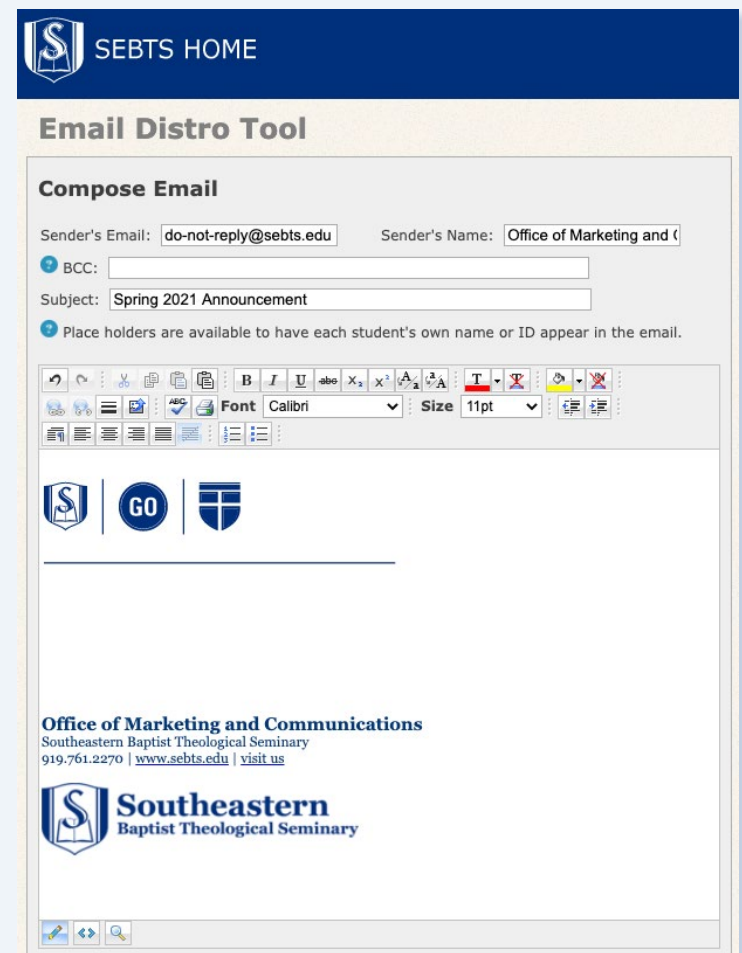
Copy and paste your official email footer from your outlook email.

- Do not remove formatting to keep the color and font style.
- Make sure you can see the Southeastern logo. If you have issues with the image, [download the logo](#) under "Distro Tool Standards" and insert the image like the header in step #2 above.

Official Header Example



Your header and footer should look something like this:



SEBTS HOME

Email Distro Tool

Compose Email

Sender's Email: Sender's Name:

BCC:

Subject:

Place holders are available to have each student's own name or ID appear in the email.

Font: Calibri Size: 11pt

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Southeastern
Baptist Theological Seminary



Questions to Ask Yourself

1. HAVE I FOLLOWED THE BRANDING GUIDE?

- Correct use of fonts, colors, logos, and photos
- Clearly from me/my office; clear who the intended recipients are
- Clearly from Southeastern

2. IS MY CONTENT UP TO DATE?

- Up-to-date information, names, dates, etc.
- Correctly-working links; URLs shortened to hyperlinks when applicable
- Contact information is included and up-to-date

3. IS MY MESSAGE CLEAR AND CONCISE?

- The email is easy to read
- No unnecessary paragraphs or long sentences
- Email's purpose is clear
- There is a clear call to action for recipients

Need help?

Visit our website, brand.sebts.edu, for more information about our institutional brand and the complete Southeastern Style Guide.

If you would like assistance in making your emails clear, concise and branded, please feel free to request a meeting with someone from our team by [clicking here](#).