



BOLDLY BUFFALO

THE CAMPAIGN FOR UB

TABLE OF CONTENTS

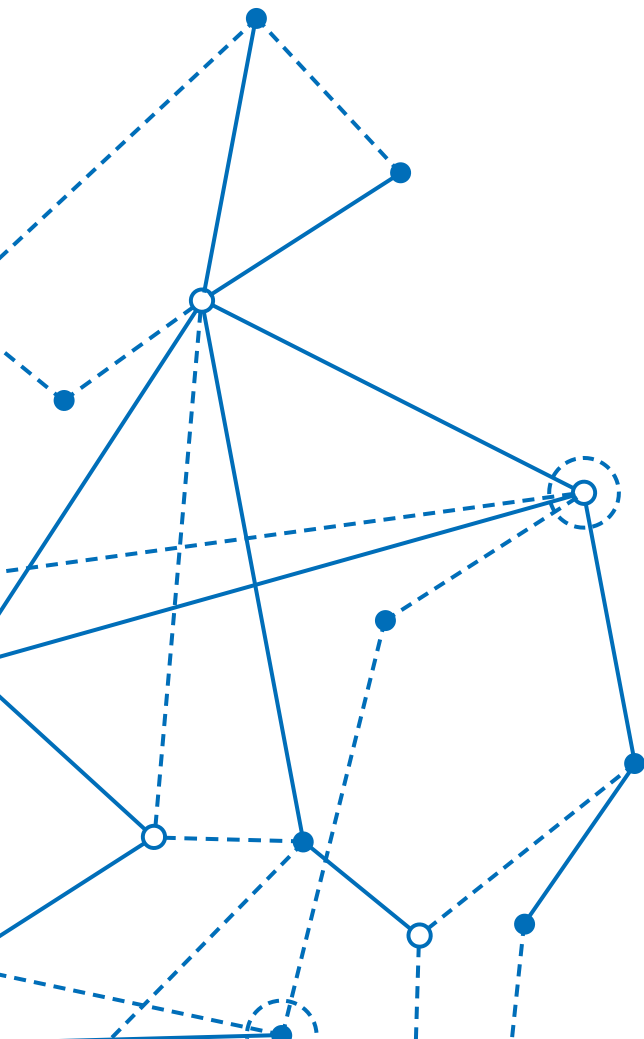
- Page 3** About the Campaign
- Page 9** Campaign Key Messages and Priorities
- Page 19** Campaign Nomenclature
- Page 21** Campaign Graphic Standards
- Page 30** Campaign Marketing Samples
- Page 45** Campaign Social Media Style
- Page 49** Need Help?



INTRODUCTION

HERE IS HOW WE CAN ALL BE **BOLDLY BUFFALO.**

Every member of the broader UB community is encouraged to talk about the campaign and show the impact of philanthropy. When the entire university works together toward a common goal with clear messages, and understands and respects the campaign style guidelines, our fundraising campaign will be stronger and more effective.



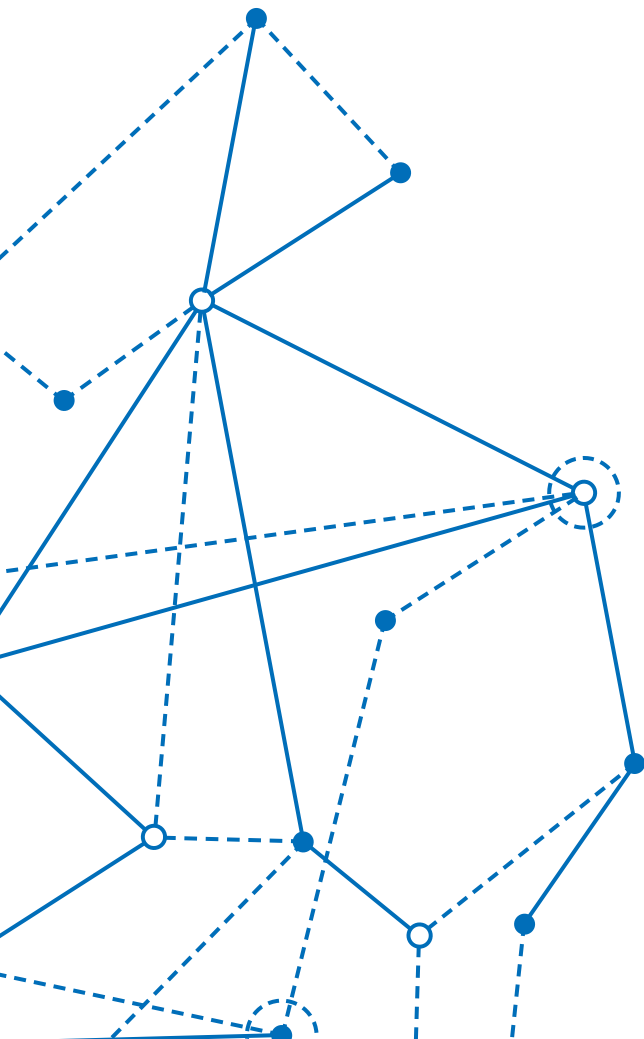
INTRODUCTION

HOW TO USE CAMPAIGN MATERIALS

These Boldly Buffalo materials work in concert with UB's brand standards (see pages 7 and 8 of this guide). Boldly Buffalo is not supplanting the broader university "Here is How" messaging; it works with UB's brand promise, and signals the university's aspirational goals.

The Boldly Buffalo campaign recommendations and graphics in this guide are to be used only when communicating about UB's comprehensive fundraising campaign.

Do **not** use the Boldly Buffalo name, title, tagline, lockup or graphics on publications or general marketing materials (i.e., admissions marketing campaigns) when projects are not tied to UB's fundraising and advancement efforts.

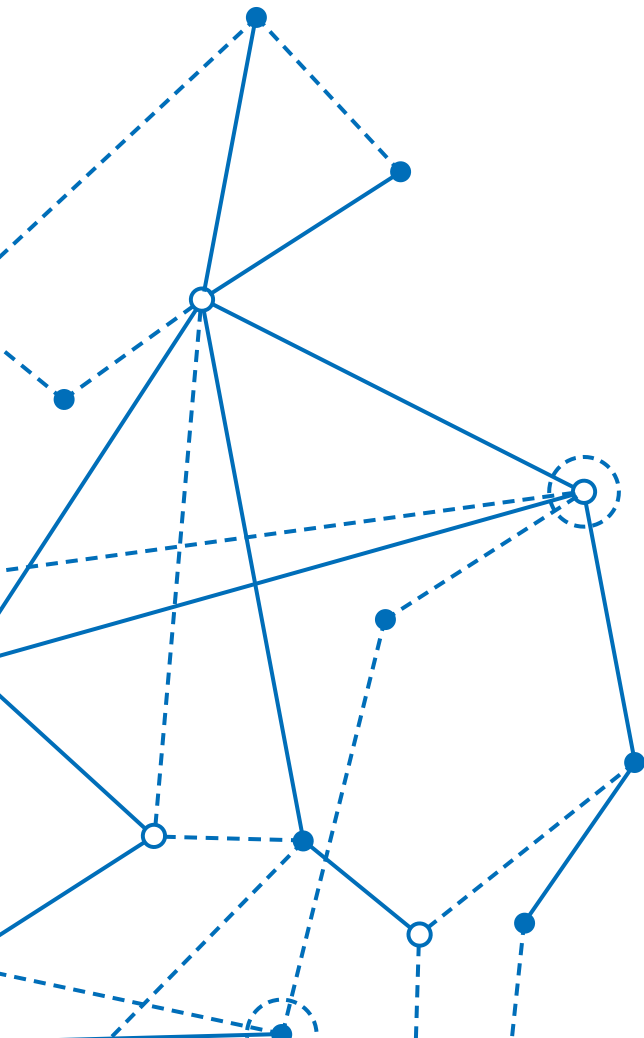


INTRODUCTION

WHO SHOULD USE THESE CAMPAIGN MATERIALS?

These materials can be used by:

- Staff members and administrators charged with advancement work
- UB senior communicators, affiliated staff members and other UB staff charged with communications efforts when communicating about the campaign
- Vendors working on campaign materials, as directed by senior communicators

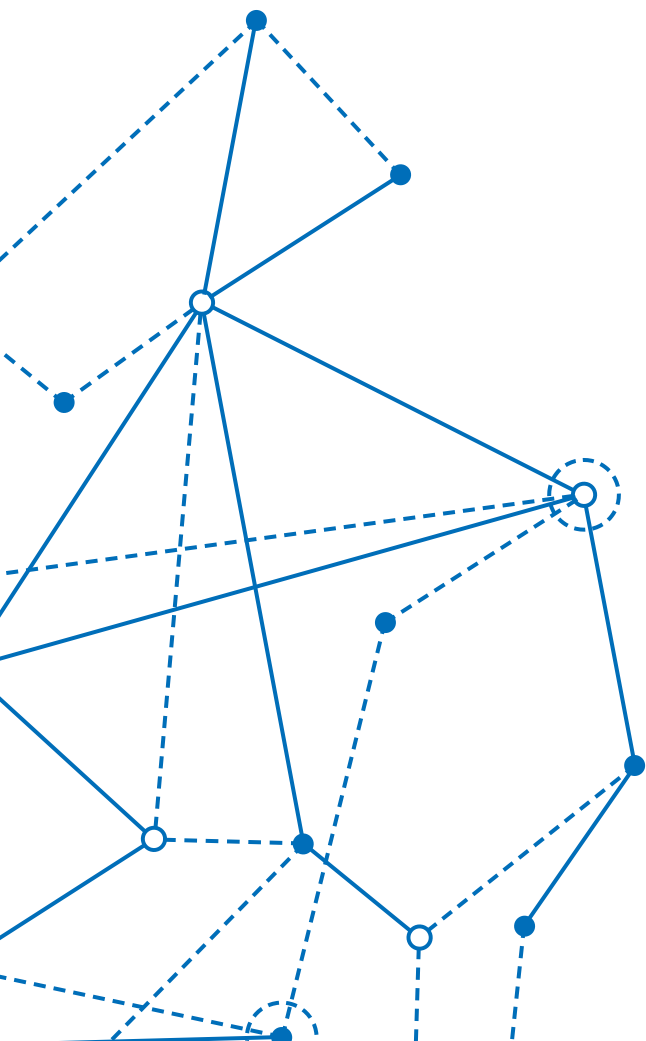


INTRODUCTION

WHY CAMPAIGN STYLE GUIDELINES?

Style guidelines for UB's campaign provide common standards that define and clarify the university's overall identity so we can represent our fundraising campaign effectively and consistently. This campaign is aimed at a variety of audiences: students and parents, alumni and donors, faculty and staff, community members and organizations. Please use the tools in this style guide appropriately to help spread the word.

Working within—and supported by—the framework of [UB's identity and brand](#), these guidelines provide graphic standards and key messages that promote the university and engage our potential donors.

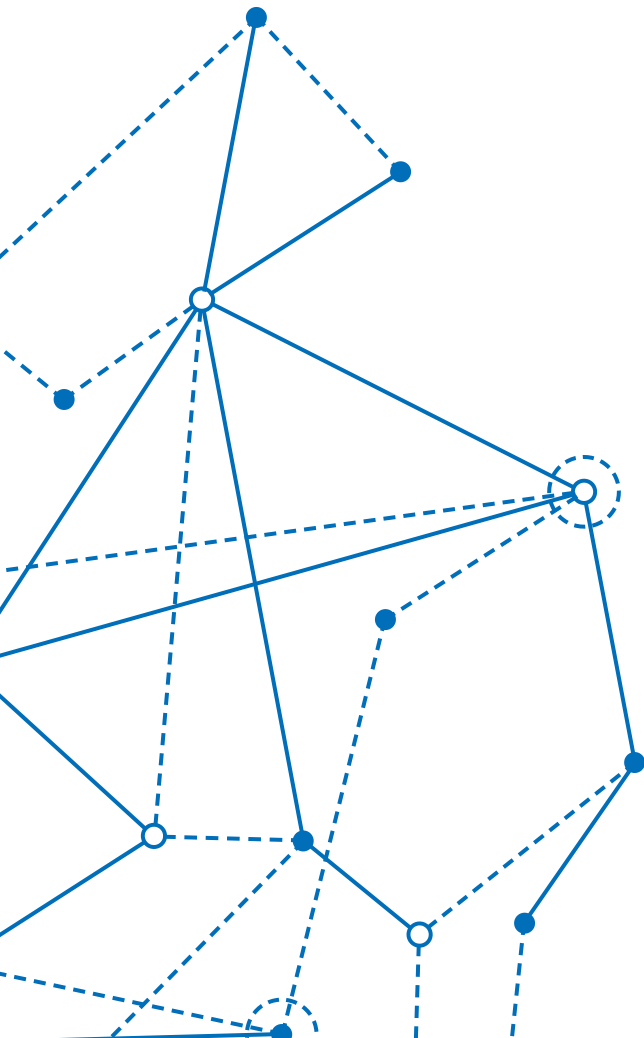


INTRODUCTION

HOW DOES THE CAMPAIGN **FIT** WITHIN UB'S BRAND?

The campaign, an extension of UB's brand, promotes brand attributes and benefits to potential donors.

- 1 PURPOSEFUL AMBITION
- 2 GLOBAL PERSPECTIVE
- 3 RADICAL EMPATHY
- 4 BOLD PARTICIPATION



UB BRAND POSITIONING STATEMENT

The University at Buffalo amplifies ambition for students, faculty, staff and the community, offering vast possibilities for achievement in a diverse, supportive and creative environment.

As New York State's most comprehensive public research university, we offer major opportunities for success in life, as well as learning. Our integration of disciplines, inclusion of people and ideas, and commitment to big thinking and creative freedom yield personal transformation, major discoveries and solutions for the world.

UB provides these broad opportunities within a vibrant and inclusive community. People from all backgrounds and cultures challenge and inspire each other to discover, learn and succeed. Our collegiality and determination propel us, as we reach together for new heights. The products of our environment are important new knowledge from an engaged faculty, a dedicated staff and tenacious graduates who are valued for their talents and their impact on global society.

Campaign Positioning Statement

Donors who invest in the University at Buffalo provide critical resources that fuel the untethered ambition of our students and faculty.

Donors are change agents. They become partners with UB in altering the lives of our students forever.

Donors' philanthropic investments in UB yield transformative returns to our students and have lasting, real-world global impact.

Donors invest in causes they deeply care about that make our world a better place.

Donors see the potential of UB research to change the world, and understand UB's role in making life and health better here in Buffalo and beyond.

CAMPAIGN KEY MESSAGES AND PRIORITIES

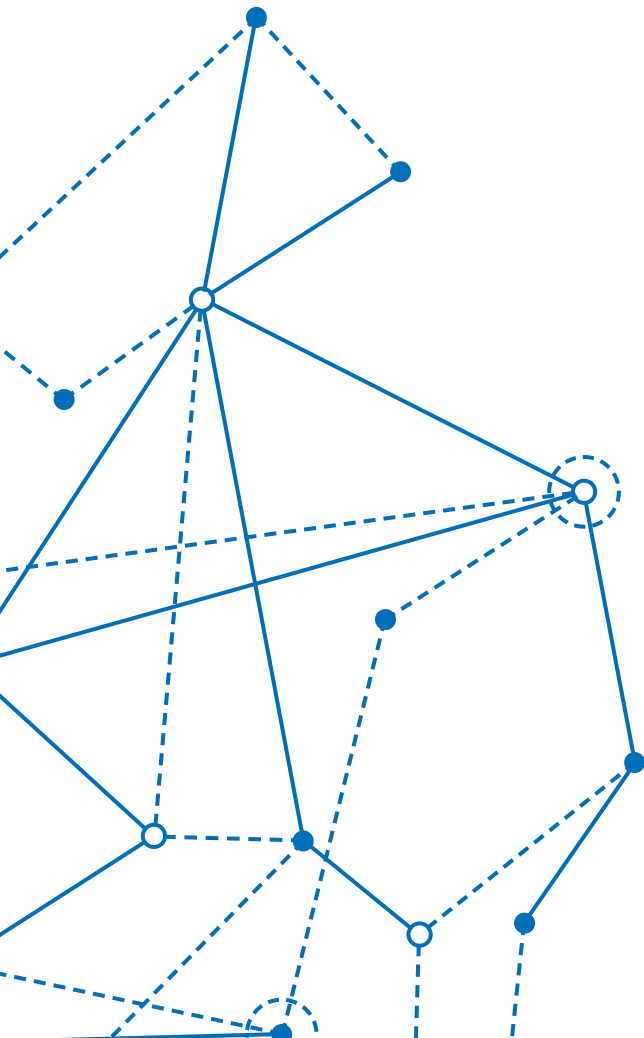


Here is how we talk about
the campaign within UB's
brand framework.

CAMPAIGN IMPACT STATEMENT

Boldly Buffalo.

At the University at Buffalo, being bold means discovering better medicines, inventing faster computers and smarter materials, inspiring world-class performances, and solving society's most complex challenges. It means turning hardworking students into thoughtful, global leaders—year after year—guided in each step by award-winning faculty. It means helping millions of citizens around the world improve their environment, their health, their prosperity and their communities, as we continue to make an immeasurable impact on Buffalo Niagara—and the world.

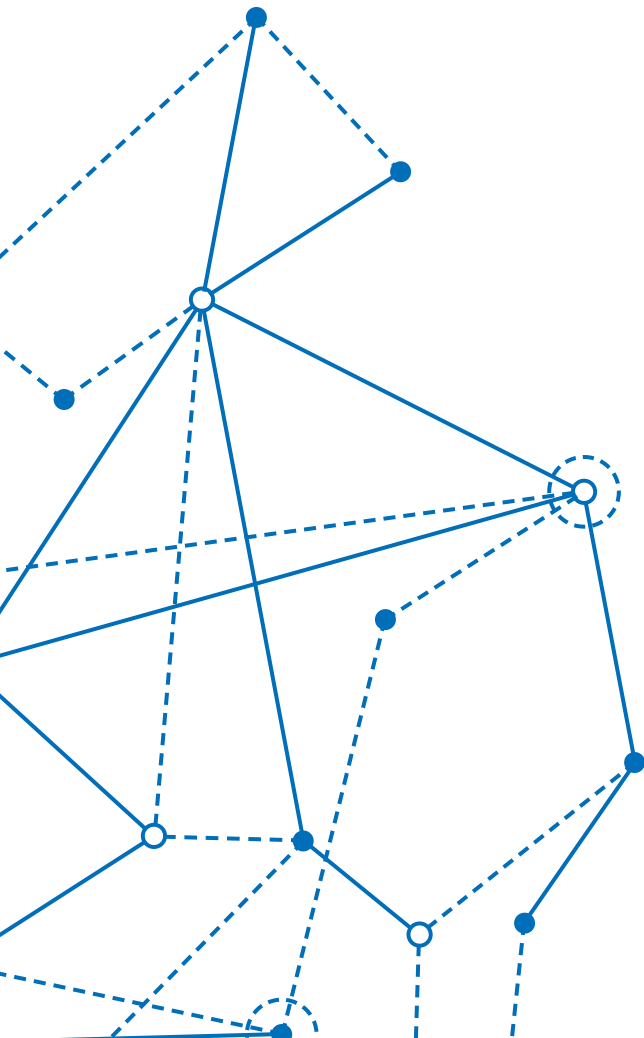


CAMPAIGN TAG LINE AND KEY MESSAGES

Our place. Buffalo is more than a city. It's a state of mind. And the University at Buffalo is more than a college campus. It's a commitment. To achieving more and demanding greater. To testing theories and proving ourselves. And to driving change and charging forward.

Our way. UB is as much a way as it is a place. Of seeing the world. Of engaging ideas. Of inspiring action and taking the lead. With people from all over, working together, lifting each other up and accomplishing amazing things. Because at UB, ambition is a virtue, tenacity is a given, and discovery happens in the lab, and in the lecture hall, in the studio and on the stage, in the field and on the field and everywhere in between. That's just how we do it here.

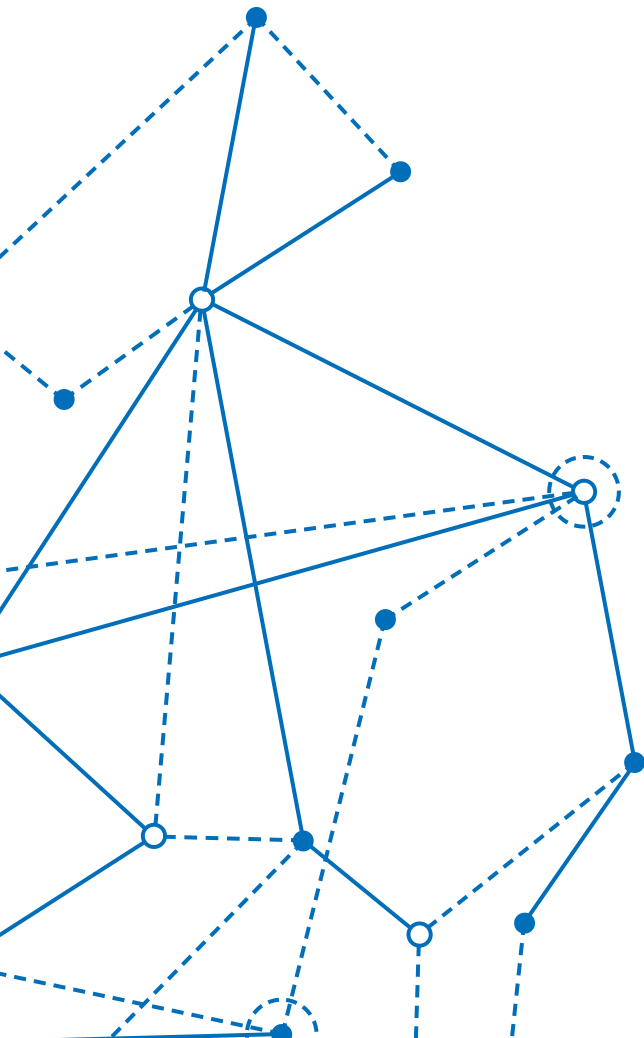
Our future. Now it is time to take the next bold step. By investing in UB, you will provide more scholarships and enhance the UB experience for the next generation of leaders. You will invest in life-changing research and bring the world's brightest faculty members to this university. And you will help address some of the world's most urgent needs. The UB of tomorrow is in our hands today.



CAMPAIGN KEY MESSAGES

By successfully completing the historic Boldly Buffalo campaign, the University at Buffalo will:

- Increase scholarship support so more deserving students from all backgrounds and countries can have their own UB experience.
- Support all of our students with transformative educational experiences on campus and throughout the city, region and world.
- Enhance and upgrade the classrooms, laboratories, recreational and study spaces where our students learn and where our faculty teach and discover.
- Create and endow faculty positions in high-impact areas to increase UB's capacity for research and scholarly pursuits that elevate UB's prestige in the upper tier of research universities and catalyze student growth and success.
- Empower the people of Buffalo to live dynamic, fulfilling lives by continuing to spearhead the city's urban growth and development.
- Lead the charge in key areas of research and scholarly pursuits to advance solutions to our world's toughest challenges.



CAMPAIGN SOUNDBITES

**Writing an article or a speech, or need ways to talk about the campaign?
Feel free to use these soundbites.**

Together, we take pride in our **place**, celebrate our **way** and build our bright **future**.

The University at Buffalo's Boldly Buffalo campaign, launched publicly in April 2018, seeks to raise \$650 million in private funds to support our students, our faculty and our world.

Given UB's philanthropic history, and the momentum that has been building over the past decade, UB has set an ambitious, yet realistic, goal for this campaign.

UB's Boldly Buffalo campaign represents incredible opportunities for donors to invest in critically important causes and ideals that can change the lives of our students and improve our world.

By investing in UB, donors will help keep the university affordable and accessible for the next generation of leaders. They will help solve some of the world's most complex problems. And they will help transform cities and communities around the globe.

Together, we take pride in our place, celebrate our way and build our bright future.

There has never been a better time to invest in UB. The university and the Buffalo region are on an upward trajectory.

As a major research university, UB offers unlimited opportunities to match donors' interests with investment opportunities, from the arts and sciences to technology and business to health care and education, and in new areas we are now discovering.

Keeping higher education affordable and accessible is one of the most effective ways to change a person's life for the better. Donor investments make this possible.

People in Western New York understand and appreciate UB's role in Buffalo's renaissance and want to support the university.

UB is well positioned to have the most successful fundraising campaign in its history. Alumni are engaged and excited by UB's progress. [Proof points: highest-ever national rankings (U.S. News & World Report, WSJ); medical school's move downtown, enhancements made to the student experience at UB; major national awards won by UB students and faculty.]

This campaign aims to secure more endowed faculty positions to increase UB's capacity for research and scholarly pursuits. This leads to new discoveries, enhanced student experiences and increased prestige for our university.

With support from everyone—alumni, friends, faculty, students, staff, parents and community partners—UB can and will succeed.

Campaign Goal



\$650 million

CAMPAIGN KEY MESSAGES AND PRIORITIES

Priority #1: **Our Students**

(Campaign Goal: \$350 million)

Investing in our students from the moment they apply to UB through graduation and beyond will ensure that we are creating leaders who can navigate an increasingly complex world.

- The heart of our educational mission is to prepare our students to lead in a globalized society.
- A more accessible UB, created by significantly expanding scholarship support for our students, creates a stronger UB of the future.
- Increasing the quantity, caliber and availability of experiential learning opportunities—including study abroad programs and transformative internships and externships—enables our students to grow and develop beyond what classroom experiences alone provide.
- By building and modernizing new facilities where our students learn, discover and interact, UB catalyzes the aspirations of our diverse student body and uniquely positions them for success.
- UB can do all of this while remaining committed to providing an education that is affordable and within the reach of all students.

Brand Attribute: **The University at Buffalo provides a culture of participation and motivation to seize opportunities.**

CAMPAIGN KEY MESSAGES AND PRIORITIES

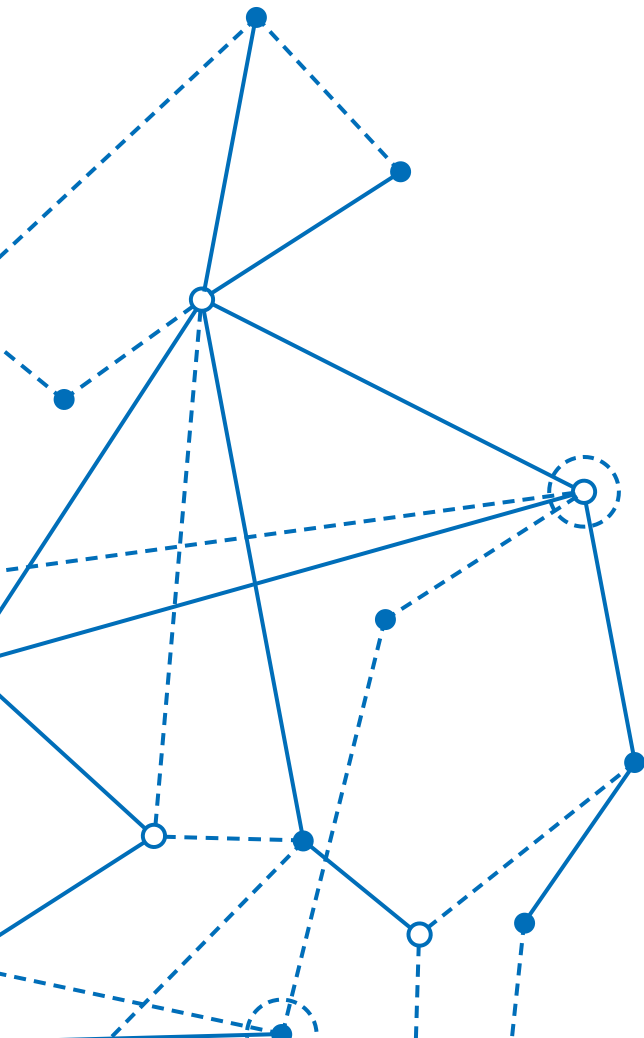
Priority #2: **Our Faculty**

(Campaign Goal: \$200 million)

Investing in research and scholarly activity will yield solutions to complex problems, unleash new discoveries and creativity, and make our world a better place.

- UB’s faculty are teachers, practitioners, researchers, artists, creators and problem-solvers. The cross-disciplinary and collaborative study that happens here—from arts and humanities through science and engineering—has the power to improve and influence our world in countless ways.
- UB’s faculty are committed to mentoring, collaboration, and the immersive involvement of students in all of their research and scholarly pursuits—a catalyst for student growth and success.
- Creating and endowing faculty positions in high-impact areas increases our capacity for the research and scholarly pursuits that elevate UB’s prestige in the upper tier of research universities.

Brand Attribute: **The University at Buffalo provides an inclusive environment that supports big thinking, creative freedom and vast possibilities for achievement.**



CAMPAIGN KEY MESSAGES AND PRIORITIES

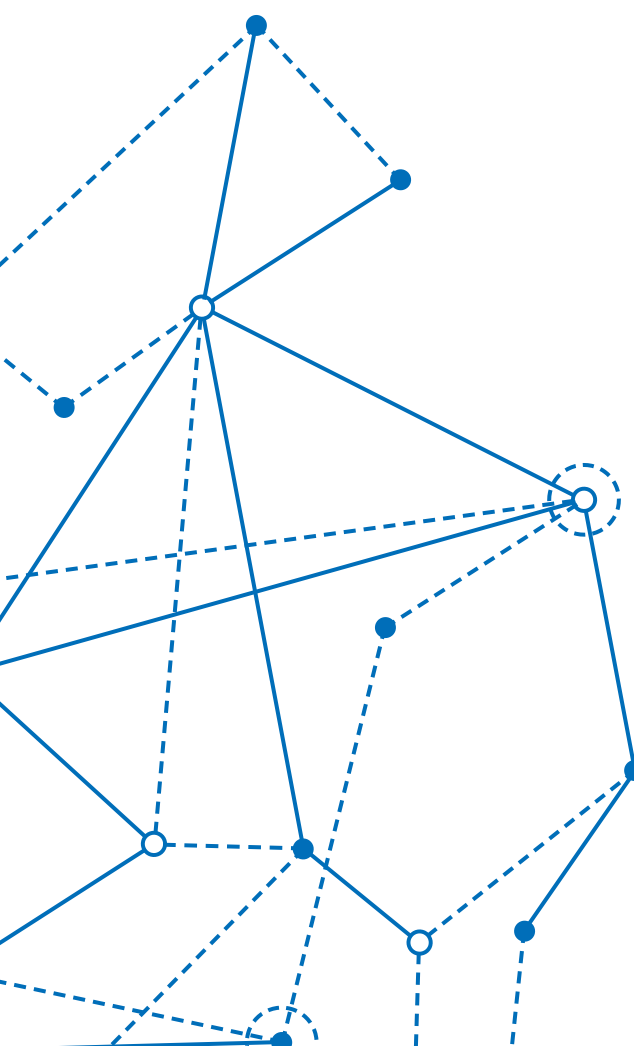
Priority #3: **Our World**

(Campaign Goal: \$100 million)

Investing in UB will help strengthen its partnership with the revitalized City of Buffalo and ensure that what we are learning and practicing here will lead to innovations that improve the world and solve societal problems.

- UB and its students, faculty and staff are an essential part of the social, cultural and economic vitality of the region. We work aggressively to continually deepen our outreach and impact across Western New York and beyond.
- UB aligns its many programs and partnerships across the region to improve local outcomes that in turn advance research and solutions applicable on a global scale.

Brand Attribute: **The University at Buffalo provides inspiration and determination to face new challenges.**



CAMPAIGN NOMENCLATURE





CAMPAIGN NOMENCLATURE

BOLDLY BUFFALO

Campaign name

THE CAMPAIGN FOR UB

Campaign title

OUR PLACE. OUR WAY. OUR FUTURE.

Campaign tagline

These are acceptable ways to use campaign name and title in text:

Headline example

○ Boldly Buffalo: The Campaign for UB

Text or narrative examples

- The University at Buffalo’s Boldly Buffalo campaign seeks to secure private funds to support our students, our faculty and our world.
- UB’s Boldly Buffalo campaign seeks to secure private funds to support our students, our faculty and our world.

Through context or in text, it should always be clear this is the University at Buffalo’s fundraising campaign. The campaign title must appear on fundraising materials.

The campaign tagline must be used judiciously on materials, and only to supplement campaign name and title, so it is abundantly clear it refers to UB’s fundraising campaign.

Capitalization

When used in text, the name of the campaign should appear in title caps.

CAMPAIGN GRAPHIC STANDARDS



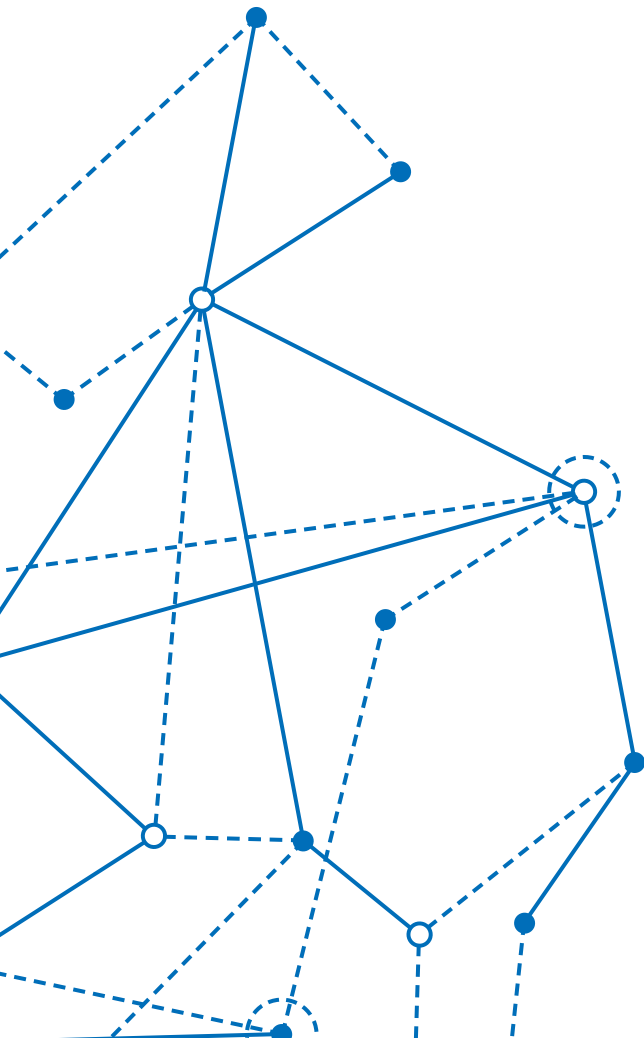
CAMPAIGN GRAPHIC STANDARDS

From fonts and colors to text and photography, campaign materials build on the creative attributes of UB's brand. With that said, the campaign intentionally—and boldly—pushes UB's brand to convey that this campaign is a game-changer for the university.

UB brand guidelines for [photography and videography](#) and [writing copy](#) serve as the foundation for campaign creative approaches. Campaign materials utilize UB [brand colors](#) and [brand fonts](#). Reference UB's [brand guidelines](#) and [editorial style guide](#) for further details.

An official UB logo should be used on all campaign materials so that it is abundantly clear this is the campaign for the University at Buffalo. Campaign graphics should not be locked into position with the UB logo. However, placement and position must follow UB branding [clear space rules](#). For ways campaign graphics can be used with official UB logos, see examples later in this guide.

Graphics standards for Boldly Buffalo are **intentionally flexible** to allow for conveying the bold aspects of this campaign. Please consult with the Office of Donor and Alumni Communications on usage and best options for representing the campaign in the marketplace.



CAMPAIGN GRAPHIC STANDARDS

There are two campaign graphic elements: name and title. Both must appear on campaign materials.

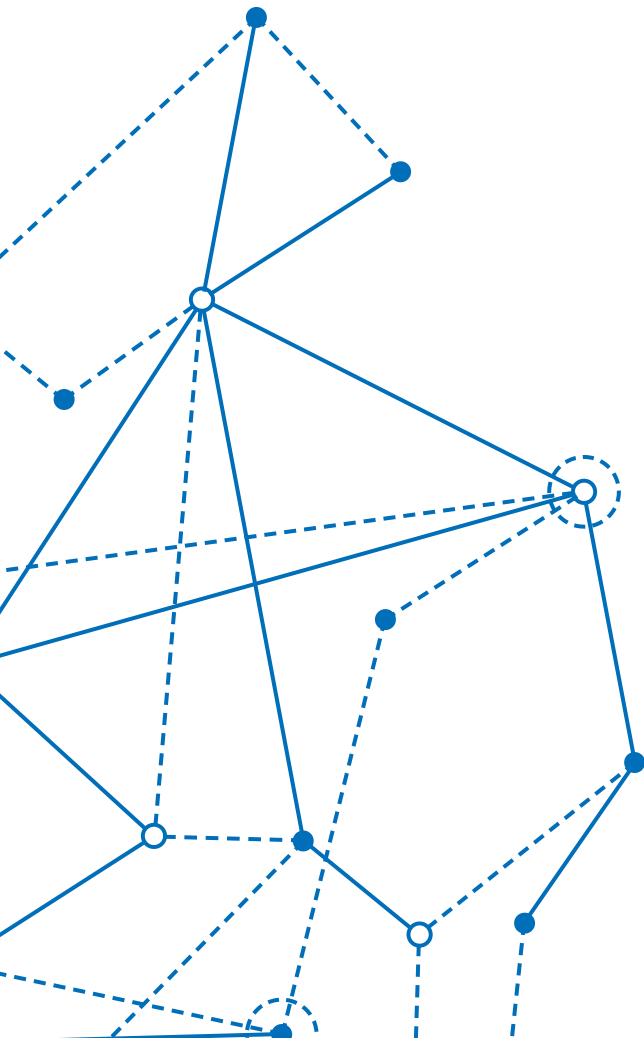
1 Campaign name: **BOLDLY BUFFALO**

In many cases, the campaign name will be the dominant graphic element on materials, and it will be used in conjunction with the campaign tagline, or with campaign title.

2 Campaign title: **THE CAMPAIGN FOR UB**

The campaign title, whenever possible, should be used graphically on campaign materials. When represented as a graphic, it does not have to be locked with the campaign name, but in many instances, the campaign name and title lockup—a graphic created with both elements—works best. See examples in this guide.

To request campaign graphics, please fill out [this request form](#).



COLOR PALETTE



UB Blue

CMYK: 100/53/0/0
PMS: 2935
RGB: 0/91/187
HEX: #005bbb



Hayes Hall White

CMYK: 0/0/0/0
PMS: White
RGB: 255/255/255
HEX: #ffffff



Lake LaSalle

CMYK: 66/0/39/0
PMS: 3265
RGB: 0/166/156
HEX: #00a69c



Putnam Gray

CMYK: 30/22/17/57
PMS: COOL GRAY 9
RGB: 102/102/102
HEX: #666666



Victor E. Blue

CMYK: 67/2/0/0
PMS: 298
RGB: 47/159/208
HEX: #2f9fd0

TYPOGRAPHY

Sofia Pro

Sofia Pro is our sans-serif face, and the workhorse of our typography collection. As pragmatic as it is friendly, Sofia is suited for headlines, subheads, body copy and captions. However, the Black, UltraLight and ExtraLight weights of the font work best in headlines, while the middle weights are better for body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+[]{}

Additional weights

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
UltraLight	ExtraLight	Light	Regular	Medium	Semi Bold	Bold	Black

Arial is the acceptable substitute for Sofia Pro.

TYPOGRAPHY

More Pro

The More Pro family contains our serif faces. The angles and curves of the character set creates a dynamic and modern font that can serve as a support or foil for Sofia. While its primary use is for longer-form copy and smaller captions, More can also add an air of sophistication and prestige when it's chosen for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+[]{}

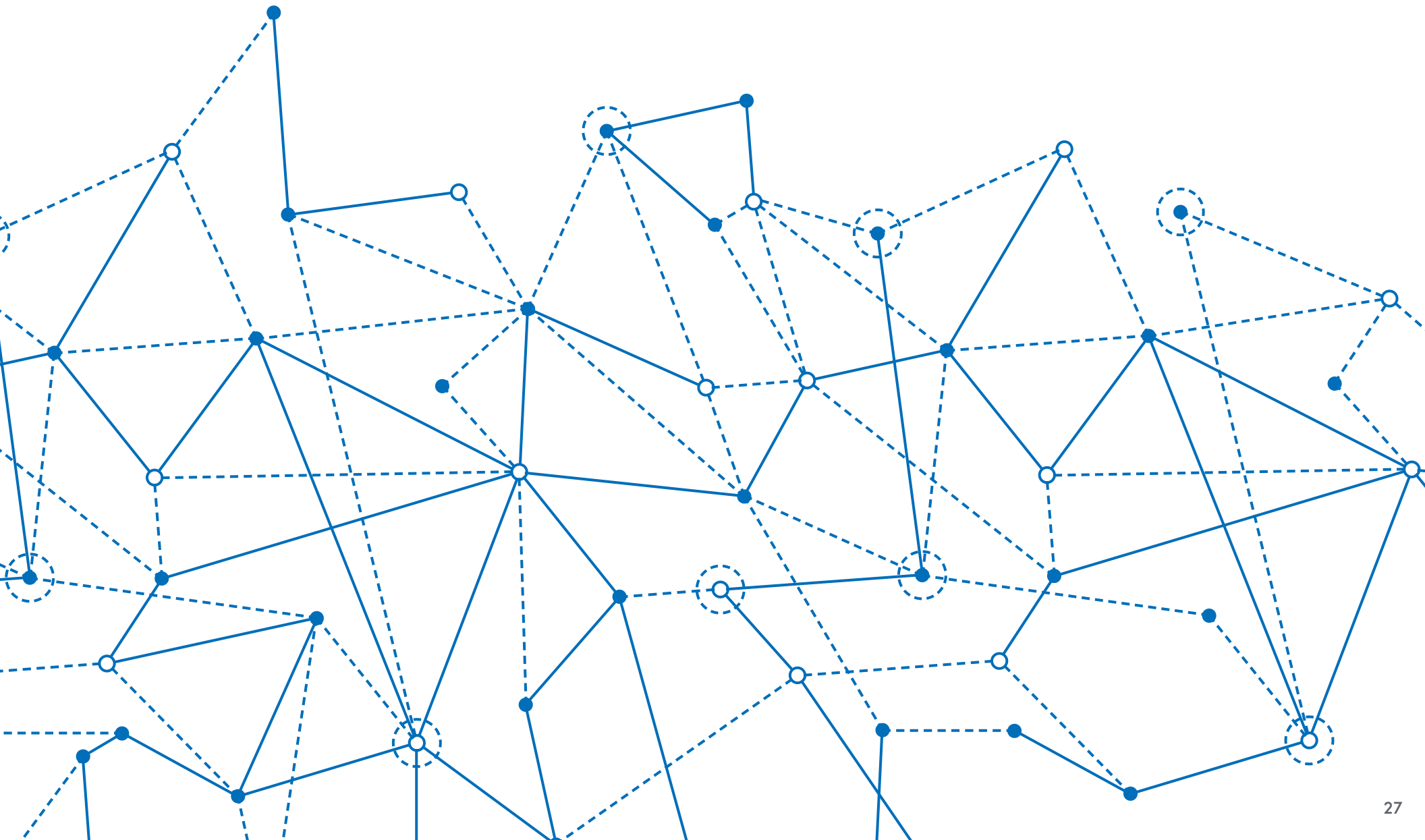
Additional weights

Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Light	Book	Medium	Bold	Black

Georgia is the acceptable substitute for More Pro.

PATTERN

The campaign uses “Pattern #8” from the UB brand style guide.



CAMPAIGN NAME AND TITLE LOCKUP STACKED

**BOLDLY
BUFFALO**
THE CAMPAIGN FOR UB



CAMPAIGN NAME AND TITLE LOCKUP ONE LINE

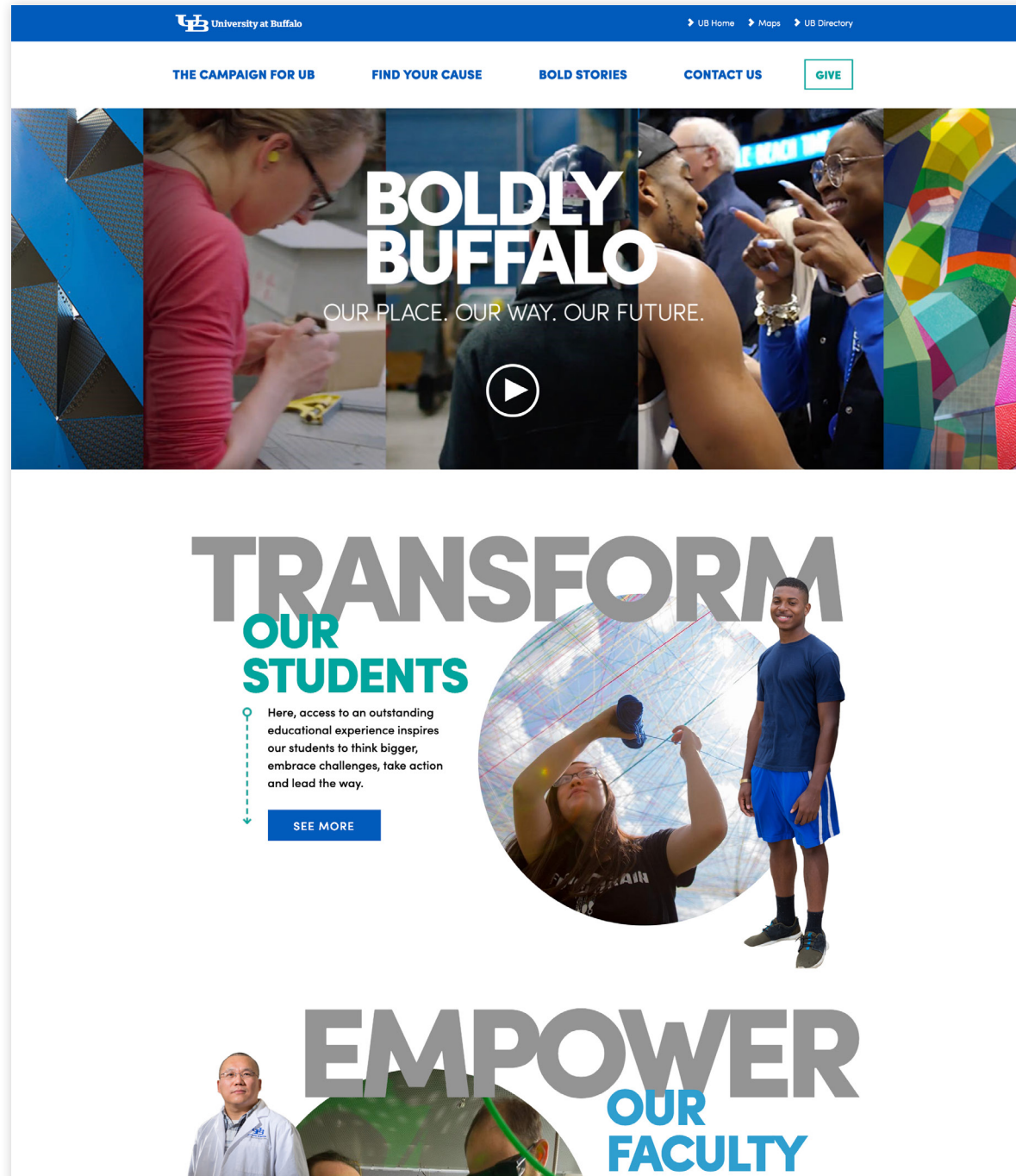
BOLDLY BUFFALO
THE CAMPAIGN FOR UB

BOLDLY BUFFALO
THE CAMPAIGN FOR UB

CAMPAIGN MARKETING EXAMPLES



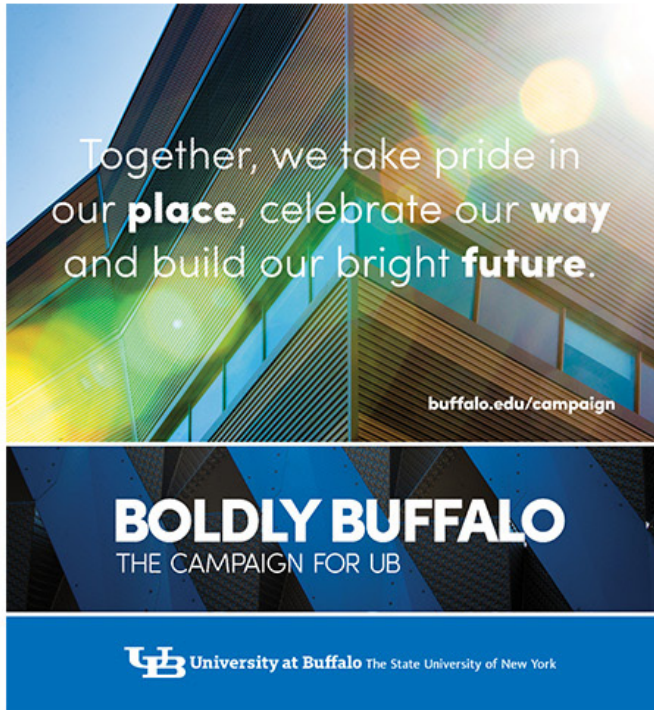
CAMPAIGN WEBSITE



DISPLAY EXAMPLES



33" Wide Banner



6' Wide Banner

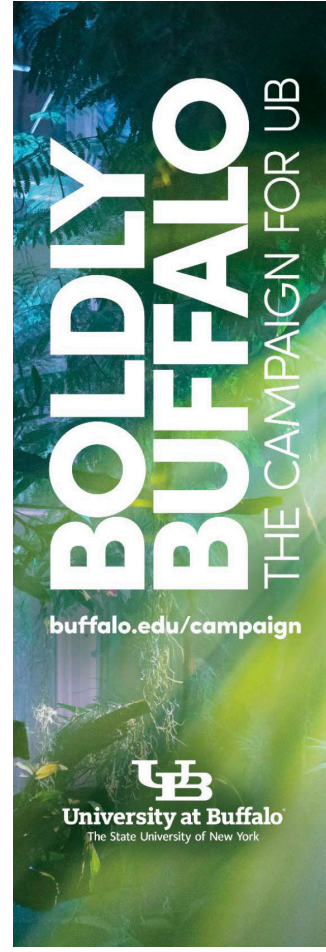
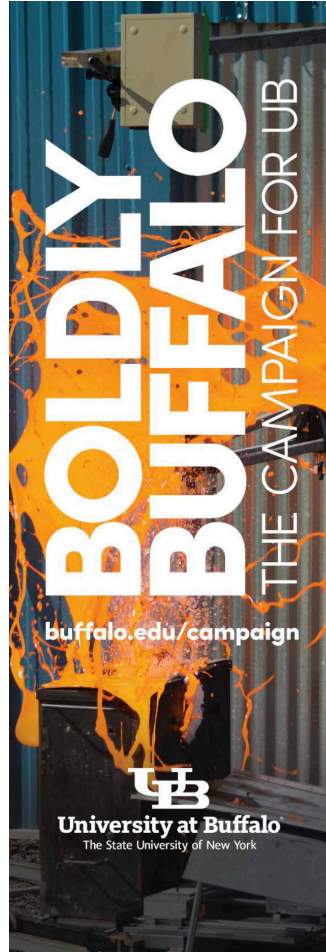
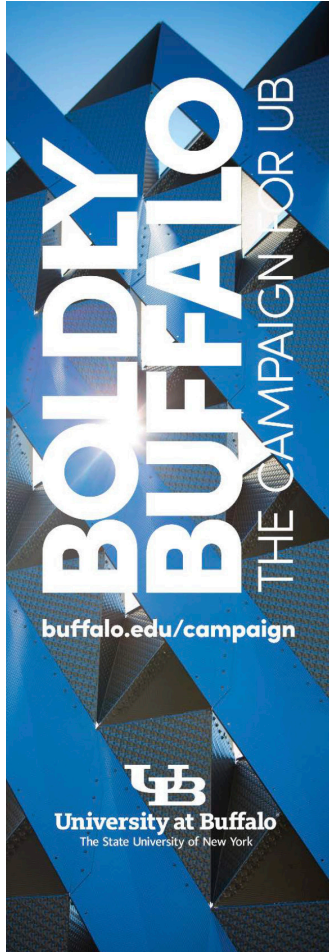


Table Cover



Flag Banner

DISPLAY EXAMPLES



POSTER EXAMPLES



**Our Place. Our Way.
Our Future.**

At UB, being bold means creating incredible works of art to share with our community. Discovering better medicines. Inventing smarter materials. And solving society's most complex challenges.

The Boldly Buffalo campaign represents countless opportunities to invest in critically important causes and ideals that can change the lives of our students and improve our world.

buffalo.edu/campaign



This colorful 17-foot sculpture welcomes passersby in Buffalo's Allen-Medical Metro Rail station, located within the Jacobs School of Medicine and Biomedical Education. Shasti O'Leary-Soudant, MFA '11, a faculty member in the UB Department of Art, designed *Gut Flora*.



**Our Place. Our Way.
Our Future.**

At UB, being bold means transforming society. Discovering better medicines. Inventing smarter materials. And solving the world's most complex challenges.

The Boldly Buffalo campaign represents countless opportunities to invest in critically important causes and ideals that can change the lives of our students and improve our world.

buffalo.edu/campaign



With your philanthropic support, we will lead a re-envisioning of social work—a rekindling of its relevance, passion and power. We will equip social workers everywhere to be agents of social change, advancing progress on many fronts: sustainability, affordable housing, health equity and more.



**Our Place. Our Way.
Our Future.**

At UB, being bold means learning how materials interact during natural disasters. Discovering better medicines. Inventing faster computers. And solving society's most complex challenges.

The Boldly Buffalo campaign represents countless opportunities to invest in critically important causes and ideals that can change the lives of our students and improve our world.

buffalo.edu/campaign



UB geologists make lava for experiments at the Center for GeoHazards Studies in Ashford, NY. The facility provides a rare venue for research on why the interplay between molten rock and water sometimes generates huge explosions and at other times, no damage at all.

COLLATERAL EXAMPLES



COLLATERAL EXAMPLES

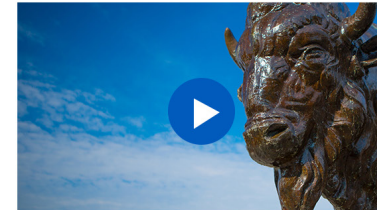


EMAIL TEMPLATE



HEADLINE FOR COPY GOES HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis



HEADLINE FOR COPY GOES HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

[LEARN MORE](#)

SPOTLIGHT AREA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit



HEADLINE FOR COPY GOES HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in

[LEARN MORE](#)

OUR PLACE. OUR WAY. OUR FUTURE.



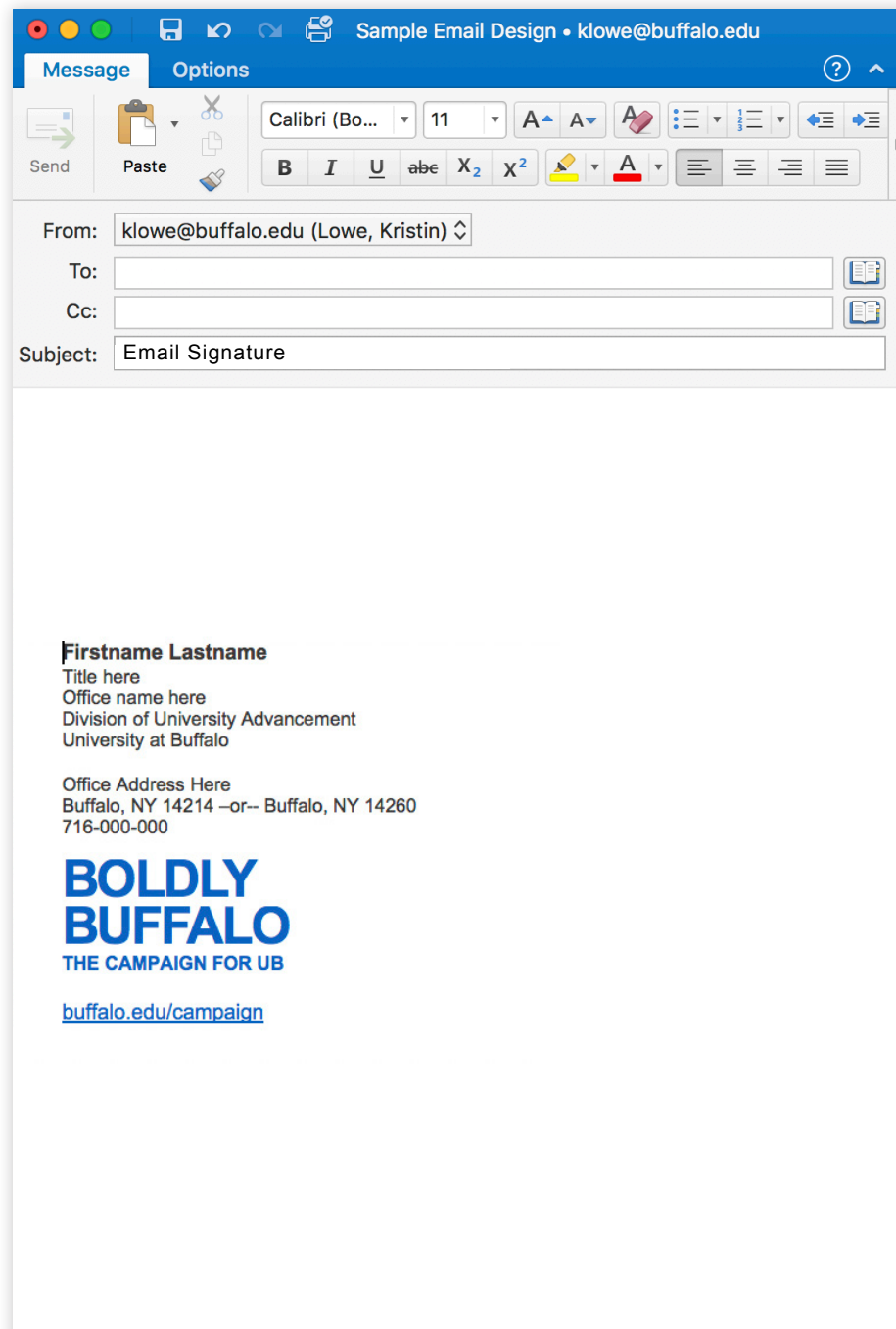
If you believe you have received this message in error, please forward it to ub-alumni@buffalo.edu and let us know. If you wish to be removed from this group's mailing list, [click here](#).

EMAIL SIGNATURE

University Advancement staff can find instructions and a downloadable file to copy and paste into email signatures on the division’s intranet. From the home page, go to Services and Support/ Network and User Support/Office Suite/Outlook signature template for University Advancement.

UB faculty and staff may use this email signature on correspondence for university advancement purposes.

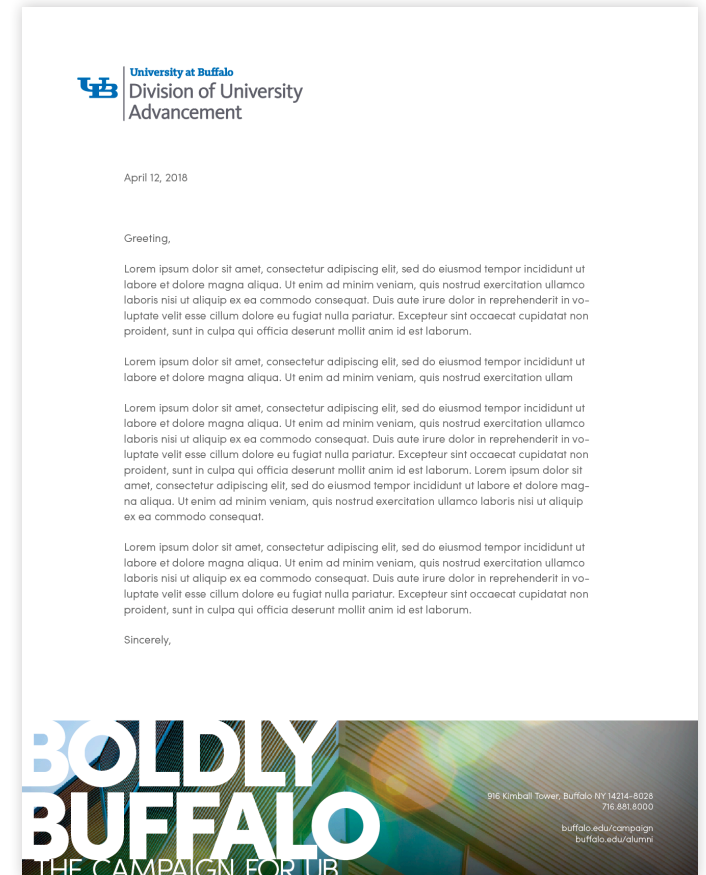
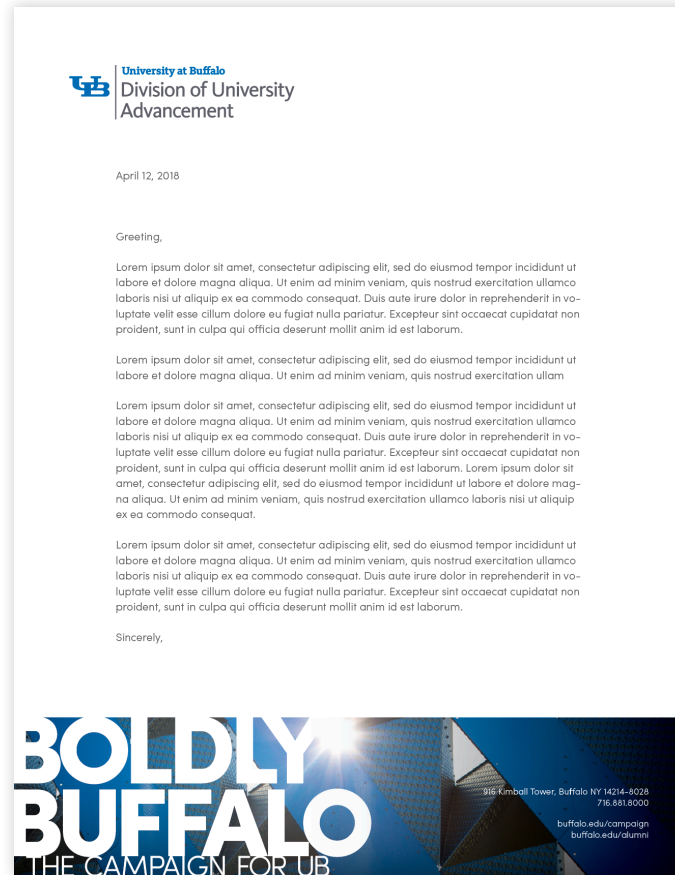
UB faculty and staff should not use this email signature on general correspondence unrelated to advancement or fundraising efforts.



LETTERHEAD EXAMPLES

University Advancement staff should use Boldly Buffalo letterhead for official correspondence. School and unit lockups are placed at the top of Boldly Buffalo letterhead. Other UB faculty and staff may use this letterhead for university advancement purposes only.

Special Boldly Buffalo letterhead and business cards may be ordered from [UB Print Services](#).



BUSINESS CARD

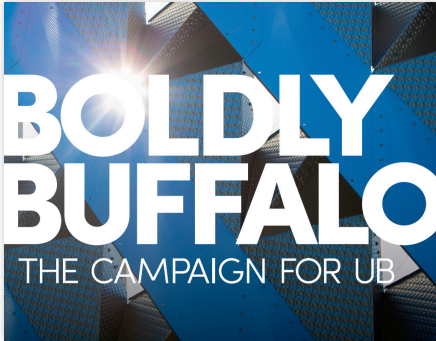


Front



Back

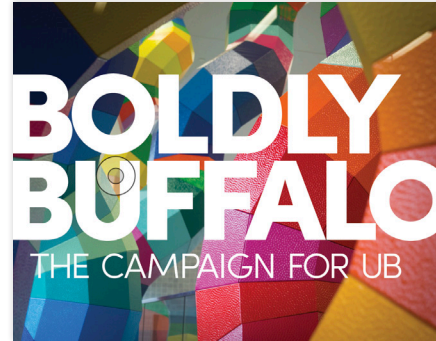
NOTECARDS



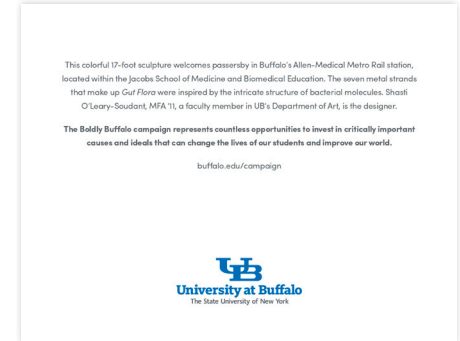
Front



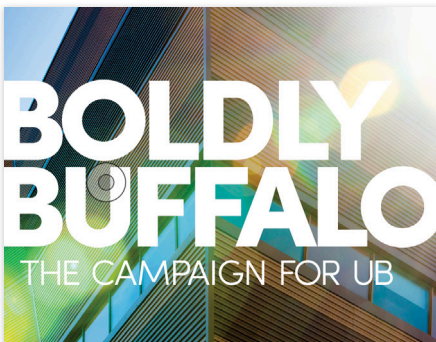
Back



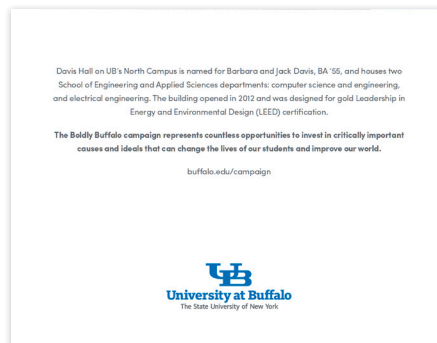
Front



Back



Front



Back

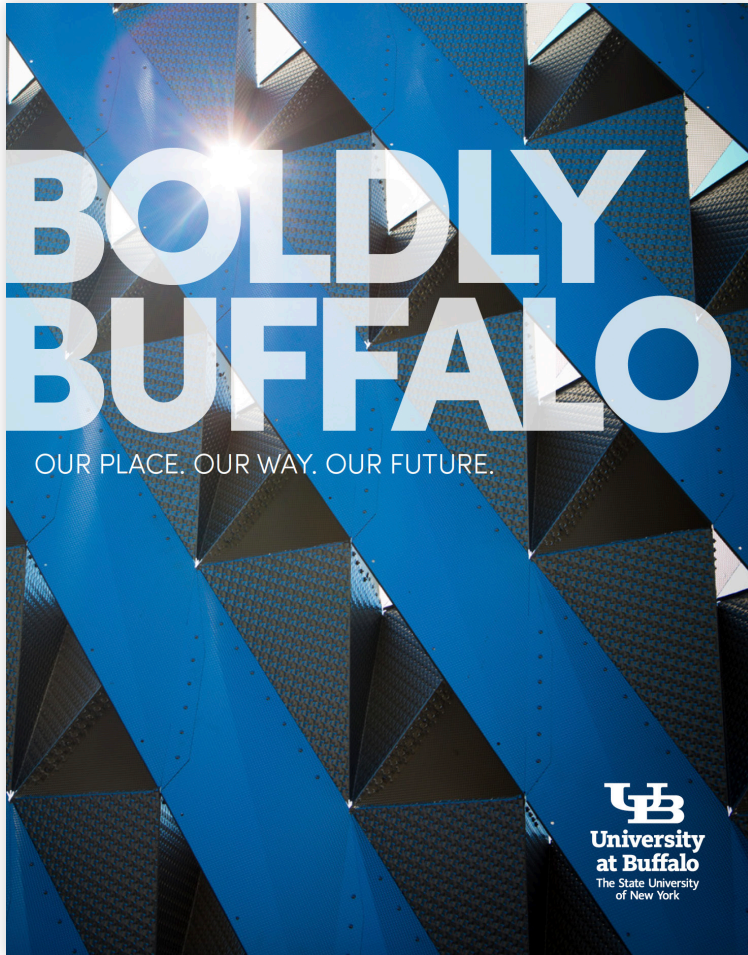


Front

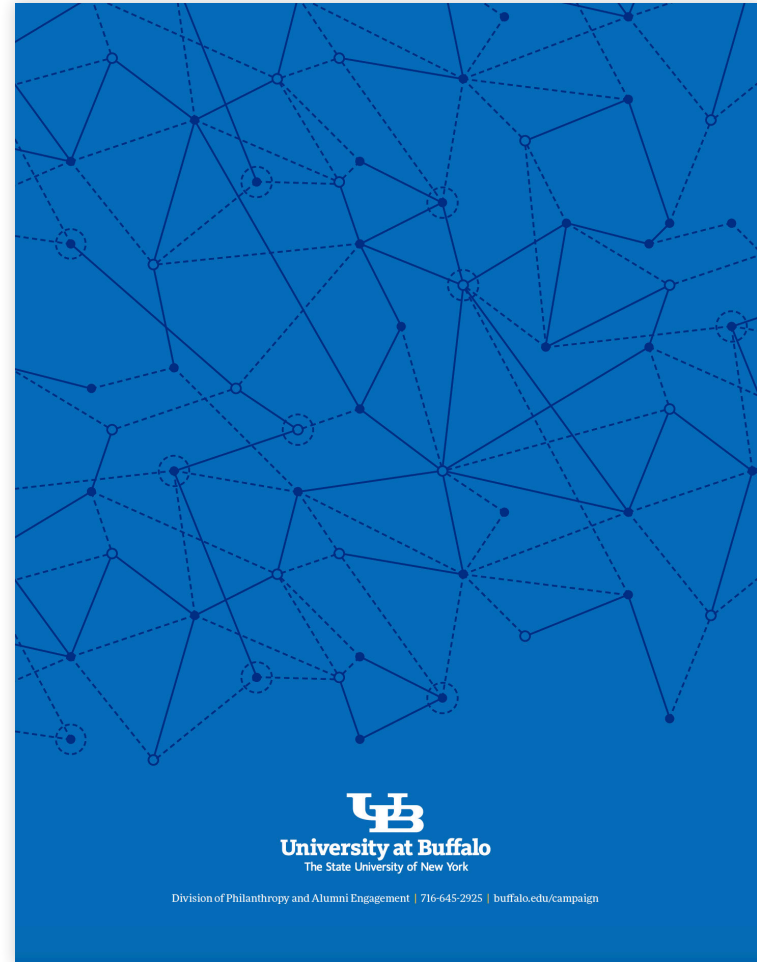


Back

UNIVERSITY CASE



Front



Back

UNIVERSITY CASE SPREADS

WHAT DOES IT MEAN TO BE BOLD?



At the University at Buffalo, being bold means discovering better medicines, inventing faster computers and smarter materials, inspiring world-class performances, and solving society's most complex challenges. It means turning hard-working students into thoughtful, global leaders—year after year—guided at each step by award-winning faculty. It means helping millions of citizens around the world improve their environment, their health, their prosperity and their community, as we continue to make an immeasurable impact on Buffalo-Niagara—and the world.

170 YEARS BOLD

UB continues to make life better every day, just as we have since 1846.

Now it is time to take the next bold step. By investing in UB, you will provide more scholarships and enhance the UB experience for the next generation of leaders. You will help address some of the world's most urgent needs. And you will help transform cities and communities around the globe. The UB of tomorrow is in our hands today. Together, we take pride in our place, celebrate our way and build our bright future.

UB 100 CROWN "Proud 170th" are award-winning original art pieces, not by UB professors and students in Buffalo, NY City.

THE CAMPAIGN FOR THE UNIVERSITY AT BUFFALO 3

HERE IS HOW WE IMPROVE OUR WORLD



Well, down any street in Buffalo, and you will quickly see evidence of UB's unrelenting impact—then new buildings and jobs to healthier children and stronger families. By focusing our strategic programs and partnerships on the needs of the community, we continue to deepen our outreach and impact. UB Buffalo is only the beginning. As we improve local outcomes, we create global change. Heat By

talking what we learn here, then scaling it up to share around the world. This is how we advance research, promote discovery and deliver solutions for a growing global society.

HERE IS HOW YOUR INVESTMENT WILL CHANGE BUFFALO AND THE WORLD BEYOND.

- Play a critical role in Buffalo's urban growth and development that lead to economic prosperity.
- Contribute to clean, high-tech jobs and a healthier environment by providing access to experts and facilities.
- Support businesses—and enhance the student experience—by matching talented student interns and capable graduates with placements where they can make a meaningful difference.
- Grow local and regional start-ups by devoting and promoting more effective ways to source and transfer UB discoveries and innovations.
- Produce additional advances in child survival, growth and development, noncommunicable diseases and disabilities, and refugee health and well-being.
- Prevent and cure infectious diseases and more by developing new drugs and vaccines.
- Improve community health care by expanding our free dental care in Buffalo—and abroad.

What will it take?

\$100 MILLION

\$100-million invested in our programs will mean more of the innovation, discovery and culture that makes life better in Buffalo, and across the globe.

Thinking beyond the energy around the globe, progress students in UB is the world.

THE CAMPAIGN FOR THE UNIVERSITY AT BUFFALO 15

HERE IS HOW WE ARE BOLDLY BUFFALO



Here, access to an outstanding educational experience transforms the lives of our students, inspiring them to think bigger and lead the way.

Here, we boldly tackle research and scholarly pursuits that improve the quality of life, elevate the human condition and deliver sought-after answers.

Here, we proudly fuel the creation and growth of vibrant, modern, healthy and inclusive communities in Buffalo and around the globe.

Boldly Buffalo: The Campaign for UB

This transformative campaign—\$400 million bold—will make UB even stronger, more accessible and more impactful.

THE CAMPAIGN FOR THE UNIVERSITY AT BUFFALO 5

HERE IS HOW WE SHINE BRIGHTER



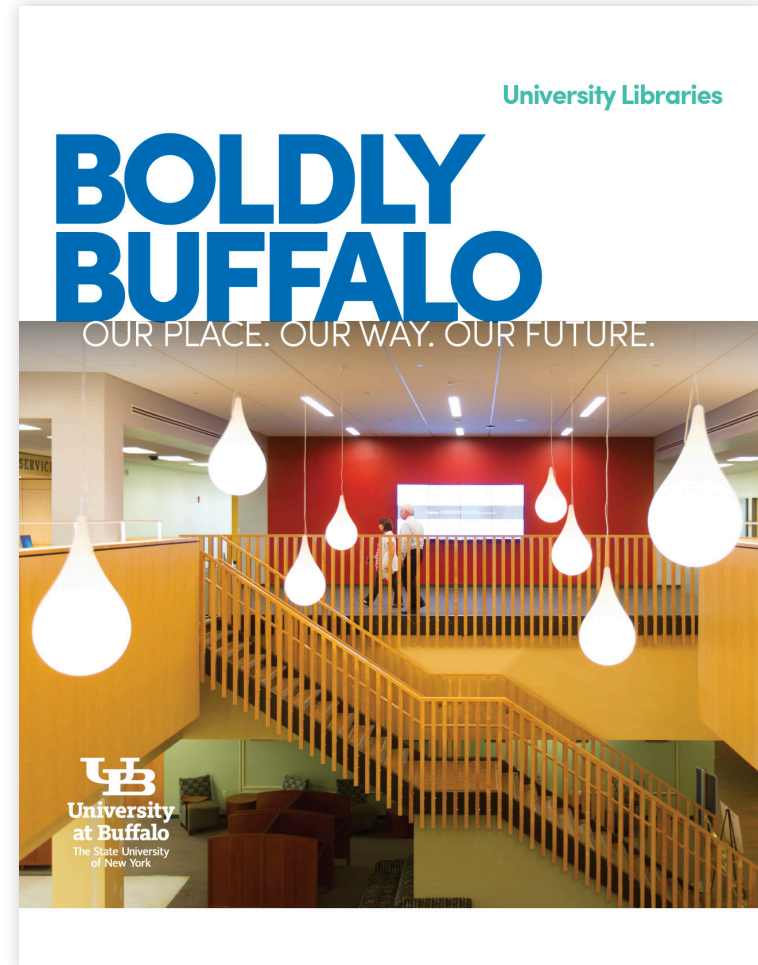
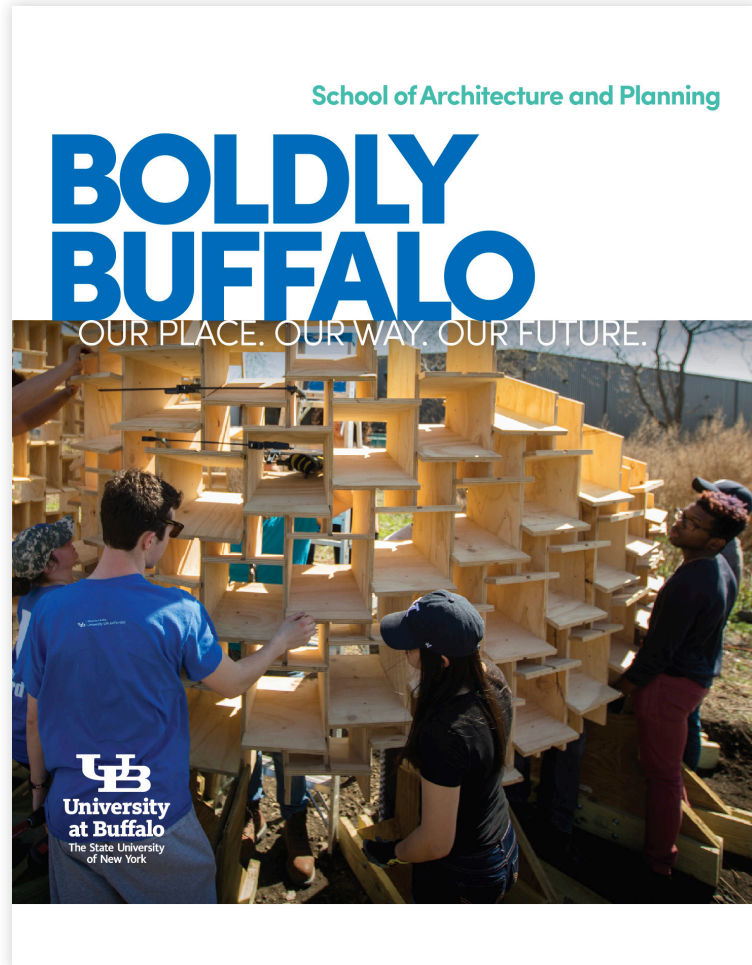
At UB, we transform our students by expanding their horizons, nurturing their capacity to collaborate and guiding them as they go forward to lead and succeed.

We empower our faculty as they address society's challenges—from the arts and humanities to medicine and engineering—through groundbreaking research and discovery.

And we improve our world, making life better in Buffalo and Western New York, as we share the lessons learned here, with communities around the globe.

The glowing lights of UB's Education Center for the Arts are reflected in Lake Ontario in North Campus.

SAMPLE UNIT CASE COVERS



CAMPAIGN SOCIAL MEDIA STYLE



OFFICIAL CAMPAIGN HASHTAG

#BoldlyBuffalo

Use the official campaign hashtag when talking about the campaign.

Use **#BoldlyBuffalo** as a supplemental hashtag alongside some of UB's established hashtags, such as #UBuffalo, #ForeverABull and #Good2BeBlue. We encourage you to use the campaign hashtag when talking about the inspiring and bold things UB's people—students, alumni, donors, faculty and staff—do every day.

Example:



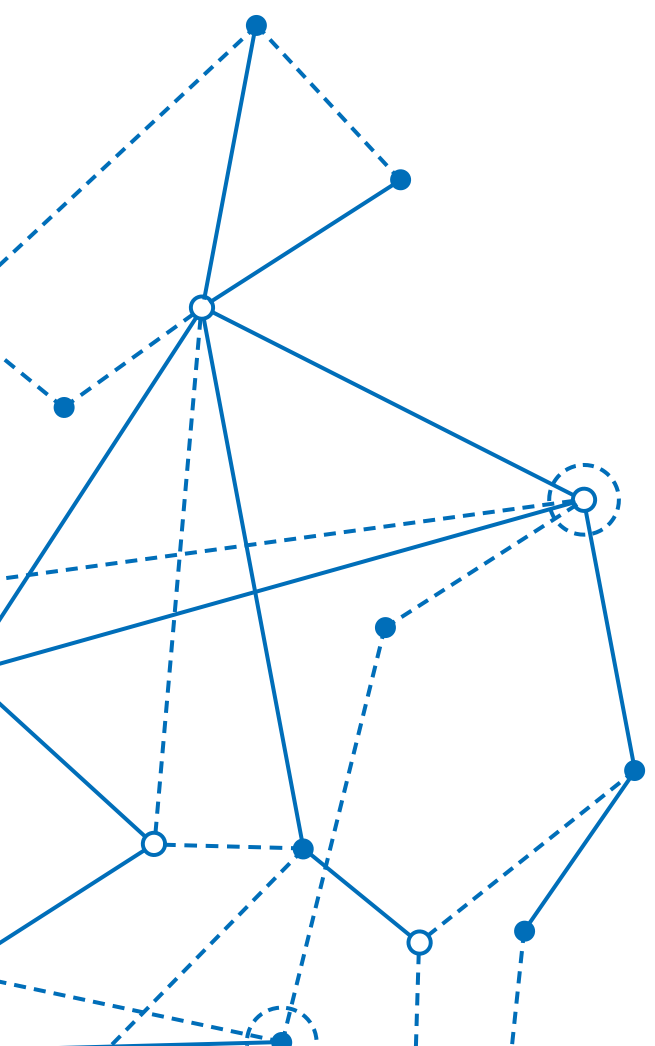
UBuffalo  @UBuffalo · May 24 

Today and every day, we celebrate powerful women at [#UBuffalo](#) including these prominent figures [#InternationalWomensDay](#) [#BoldlyBuffalo](#)

 1

 61

 203



WEBSITE AND SHARED CONTENT

buffalo.edu/campaign

Official Boldly Buffalo campaign website

Updating Links

Links to buffalo.edu/giving should point to new pages on buffalo.edu/campaign.

buffalo.edu/giving

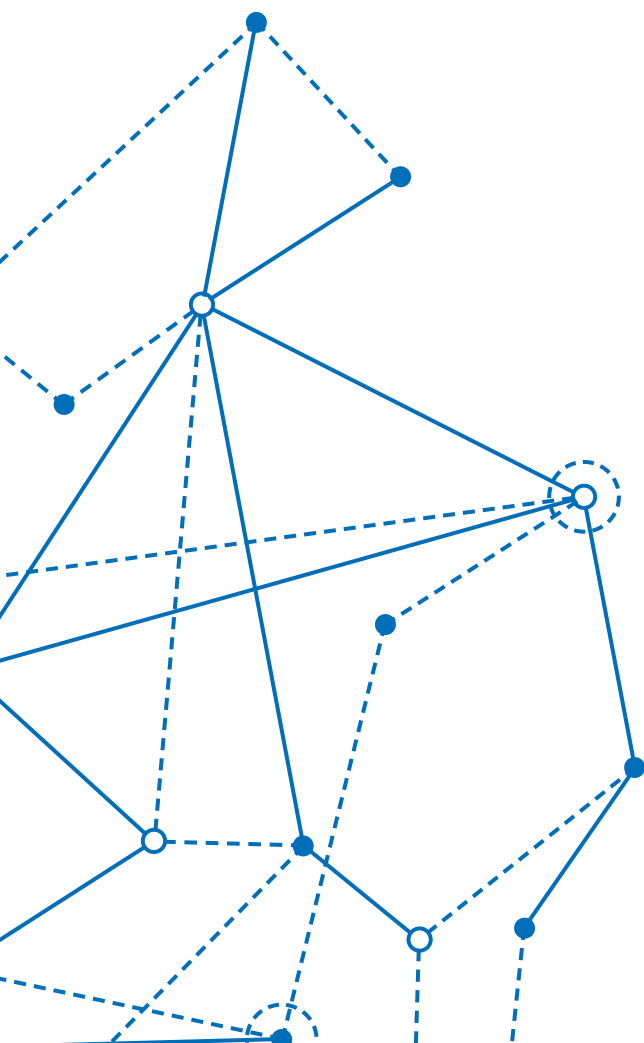
UB's giving site will quietly hibernate during this campaign. Entering buffalo.edu/giving redirects to buffalo.edu/campaign. All redirects and vanity URLs related to the /giving site will remain unchanged.

Online Giving Forms

Online giving forms will remain unchanged.

Homepage Sliders

A slider graphic and accompanying text is available for unit homepages. We recommend keeping the slider active as long as content structures allow, and working with the Office of Donor and Alumni Communications to update and adjust as necessary.



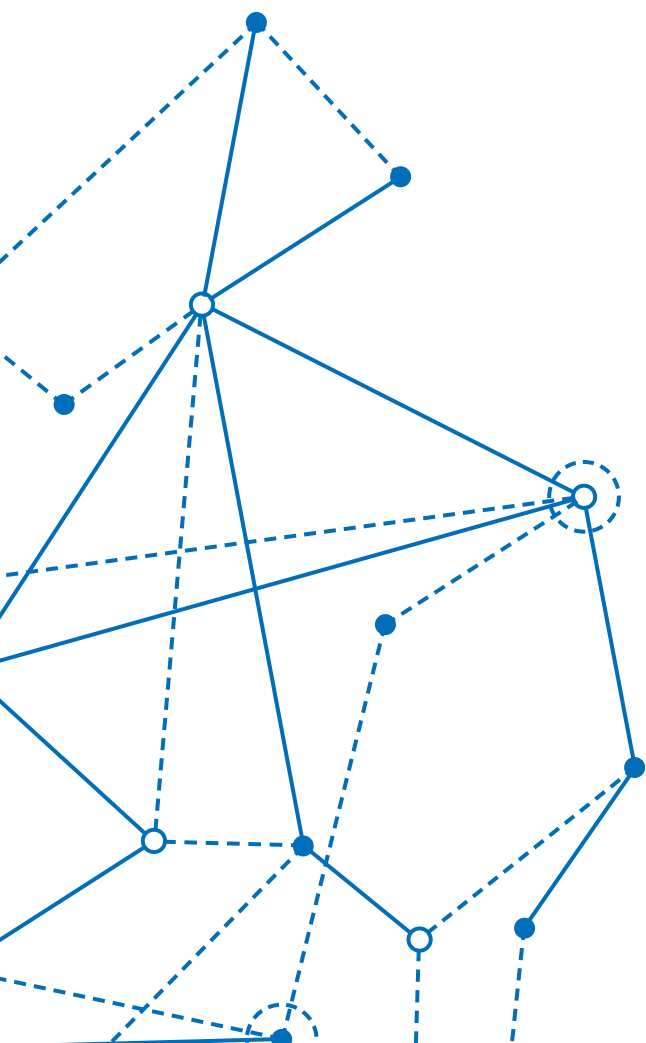
WEBSITE AND SHARED CONTENT

Carousels and Flex Modules

Carousels and flex modules with campaign content are available to deploy throughout the UBCMS. Custom modules related to the campaign can be created upon request. Campaign-related shared content will be stewarded by the Office of Donor and Alumni Communications, and collaboratively updated with subject matter experts in units.

Tags

Content updates from units and campus news sources to the site use a new set of University Advancement tags in the UBCMS to populate lists. Appending the “campaign” tag to content pieces with your unit tags will help keep your pages current. We encourage you to use this tag whenever your content has any connection to philanthropic or volunteer-related activity of our students, alumni, donors, and faculty, staff, and community members.



NEED HELP?



NEED HELP?

Campaign templates and tools are located in the UB [Fundraising Campaign Toolbox](#).

Contact the Office of Donor and Alumni Communications for assistance.

Carrie Smith

Project Coordinator

716-881-8205

cesmith@buffalo.edu

