

MARKETING & COMMUNICATIONS

WHO WE ARE

The Office of Marketing and Communications serves the university in numerous ways. We can help advertise an upcoming event, publicize an interesting story or personal accomplishment, create publications, and help faculty and staff enhance their presence on St. Bonaventure's website and social media channels.

CONTACTS

Tom Missel, Chief Communications Officer

(716) 375-2303 | tmissel@sbu.edu

University branding and marketing, media relations, graphic design

Susan Anderson, Web Content Manager

(716) 375-7637 | sanderso@sbu.edu

Website content (including faculty profiles) and SEO for www.sbu.edu

Danny Bush, Senior Multimedia Producer

Photography, video production

dbush@sbu.edu

Beth Eberth, Director of University Communications

(716) 375-2453 | beberth@sbu.edu

News and publications writing, Inside Bona's, Bonaventure magazine, Notice Board associate editor

Faith Gworek, Integrated Marketing Specialist

(716) 375-2045 | fagworek@sbu.edu

Social media, Notice Board editor

A FOCUS ON STORYTELLING

As we reinforce our brand, we focus on STORYTELLING as an avenue to showcase the authenticity, meaning and emotion of what it means to be a Bonnie.

Being a Bonnie is about more than a name — it's about action, heart, and community. We want to hear about the students, faculty, staff, and alumni who inspire others, as well as the events, programs, and initiatives that make campus life vibrant. Share your stories and help us showcase the belonging, growth, and commitment to service that define the Bonaventure experience.



ST BONAVENTURE
UNIVERSITY

Office of Marketing & Communications

BRAND IDENTITY

WE ARE A COMMUNITY

following our
HEARTS
enlightening our
MINDS

NURTURING **COMPASSION**

SEEKING
WISDOM

BUILDING
INTEGRITY

PALETTE*



FONTS*

PROXIMA **NOVA**

ABRIL

*See link to Brand Guide
on next page for more
information

HASHTAGS

#BONAS
#BONAFAMILY
#UNFURL*
#BONNIES*

*SBU athletics

RESOURCES AND HELPFUL TIPS

Tell St. Bonaventure's stories through consistent messaging, visuals and voice.

MESSAGING

St. Bonaventure University's Branding Guide and Writing Style Guide are valuable resources that ensure consistency, professionalism, and pride in how our university presents itself. The Branding Guide provides direction on proper logo usage, official colors and visual identity standards, helping every office, department, and program reflect a unified Bonaventure image. By following these standards, we strengthen the university's reputation and reinforce the values of our Franciscan tradition across all audiences.

The Writing Style Guide is a practical tool for anyone preparing print or digital content on behalf of SBU. Based on the Associated Press Stylebook but tailored to our campus, it answers questions specific to St. Bonaventure — such as the proper spelling of buildings, titles, and traditions — and ensures clarity and consistency in communications. (Can't recall how many n's in Plassmann or a's in Rathskeller? Check out the guide.) Together, these guides support our shared responsibility to present St. Bonaventure with accuracy, respect and distinction.

CONSISTENT VISUALS

LOGO USE

Use only approved, unaltered versions of the St. Bonaventure University logo or wordmark.

Faculty & staff: The Communications Office page on My.SBU.edu contains logos and other resources to download. The page is under the Employee Links icon, which is within the Employee tab.

DEADLINES

It's never too early to ask for our help in publicizing an event or speaker, especially if you would like a news release sent to off-campus media. **It often takes a week or more to have a release appear in a news outlet, so 3 weeks' notice to us helps us prepare the material and get the necessary approvals in time. Requests for printed publications should be made at least 6-8 weeks before materials are needed.**

FACULTY & STAFF PHOTOS ON THE WEB

The Office of Marketing & Communications holds a faculty and staff photo shoot each fall in order to get professional head-and-shoulders photos of employees. It's conducted by SBU photographer and videographer Danny Bush. It's free and held over two consecutive days in order to accommodate as many people as possible. Each attendee is given a free, high-resolution copy of their photo.

RESOURCES

[UNIVERSITY WRITING STYLE GUIDE](#)

[UNIVERSITY BRAND GUIDE](#)

UNIVERSITY LOGOS are available by contacting [Tom Missel](#) or [Beth Eberth](#). For copies of ATHLETICS LOGOS and use guidelines, contact [Scott Eddy](#).

COMMUNICATION VEHICLES

WEEKDAY NOTICE BOARD

Submit details to
notice-board@sbu.edu

EBLAST FROM SBU NEWS

We can send a graphic or text email to the entire campus or a segment — faculty, staff and students. Two blasts per month per event/topic.

PRESS RELEASES

All press releases are distributed to local, regional and campus media. They also appear on the university website news page and, if appropriate, on the corresponding academic program page.

INSIDE BONA'S

Bona's e-newsletter publicizing faculty and staff accomplishments.

SUBMISSIONS
www.sbu.edu/Insidebonas

SOCIAL MEDIA

We maintain the university's main social media accounts on Facebook, X, Instagram, TikTok, YouTube and LinkedIn. Contact us to suggest content for one of the social media platforms. Please contact our office prior to creating a new SBU social media account.