



2021 HOMECOMING

MEDIA KIT



INTRODUCTION

Gallaudet University is rallying all Bison for this year's Homecoming!

This year we are celebrating “Once a Bison, Always a Bison”. If you have set foot on campus - whether as a student, faculty, staff, or visitor - you embrace the Bison spirit because Gallaudet always has a place in your heart!

Homecoming is a time to reminisce. For so many of us, Gallaudet is home, and home is where the heart is. The golden buff heart in this year's Homecoming logo is a reflection of this sentiment.

Please join us in the weeks leading up to and Homecoming weekend by using the hashtag **#GallaudetUHomecoming** and tagging **@GallaudetU** across social media channels.

Share your favorite Homecoming memories, participate in our virtual events, and much more. You'll find our media kit has everything you need to share your spirit!



THEME/BRAND/TONE

Once a Bison, Always a Bison

This year, **Gallaudet University's Homecoming will be different and unique:** we will be hosting a hybrid celebration so our campus community can remain safe, and our alumni can share their spirit from afar. The theme, as voted by the committee, will be: Once A Bison, Always a Bison as the overall Homecoming theme, with a secondary homecoming theme for students on campus by SBG, "Disco Fever".

No matter your connection to Gallaudet: as a student, faculty, staff or visitor -- the Bison spirit will always welcome you as part of the "herd"!

The overall media kit will incorporate Gallaudet's main branding colors into the theme with metallic touches of gold and blue to create a sense of excitement about this year's unique approach to Homecoming.

VIRTUAL HOMECOMING SCHEDULE

Friday, October 22

Alumni Emeriti Club Induction Ceremony | 2-3:30 p.m. ET

Alumni Trivia | 6:30-7:30 p.m. ET

[Registration](#) | [Accommodations Request](#)

Homecoming Kickoff | 8-9 p.m. ET

[Registration](#) | [Accommodations Request](#)

Saturday, October 23

Coffee Chat with Bobbi | 10 a.m. ET

[Registration](#) | [Accommodations Request](#)

Class Reunions | 11 a.m.-1 p.m. ET

Livestreamed Football Game | 1-3:30 p.m. ET

Class Reunions | 3:30-7:30 p.m. ET

Alumni of Color Reunion | 7:30-9 p.m. ET

[Zoom Link](#) | [Accommodations Request](#)

This event is a safe space for BIPOC individuals, please respect their space.

Class Reunions | 9-11p.m. ET

Sunday, October 24

Brunch with the Bison - Q&A with Gallaudet Athletics | 11 a.m.-Noon ET

[Accommodations Request](#)

LGBTQ+ Reunion | Noon-1:30 p.m. ET

[Zoom Link](#) | [Accommodations Request](#)

This event is a safe space for LGBTQIA+ individuals, please respect their space.

Class Reunions | 1:30-8:30 p.m. ET

There will also be in-person Homecoming events, which are limited to students only.

MARKETING ASSETS AVAILABLE TO YOU!

This media kit will become a one-stop resource for you to better engage with the community.



Website for Event Information



QR Code



Email Signature



Social Media Templates



All logos/fonts/color codes



Overview of Communications Schedule

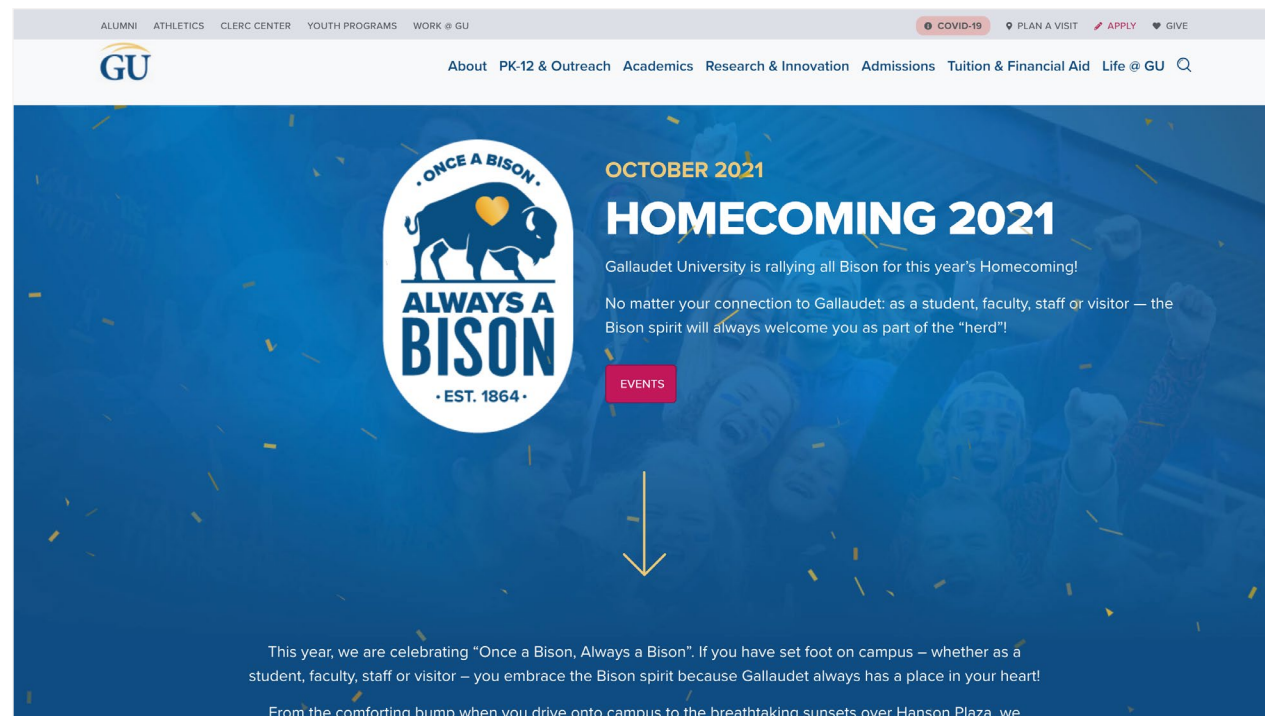


Simple E-mail Templates

Website

Website for event information can be found at this link:
gu.live/homecoming

We will continue to provide updates on this webpage with schedule of events, photos, etc.



QR Code

Here is the official QR Code for people to use when looking for the RSVP link for the Homecoming events:

This will also give us a sense of how many people we can expect to attend our Welcome Home events.

 [Download](#)



Email Signature

To help us to spread the word about the Homecoming 2021, you can embed this festive email signature:

Visit this [document](#) for instructions on how to add this to your email.



Once a Bison, Always a Bison!
Homecoming 2021

Please join us in the weeks leading up to and the Homecoming weekend by using the hashtag [#GallaudetUHomecoming](#) - Share your favorite Homecoming memories, participate in our virtual events, and more!
gu.live/homecoming

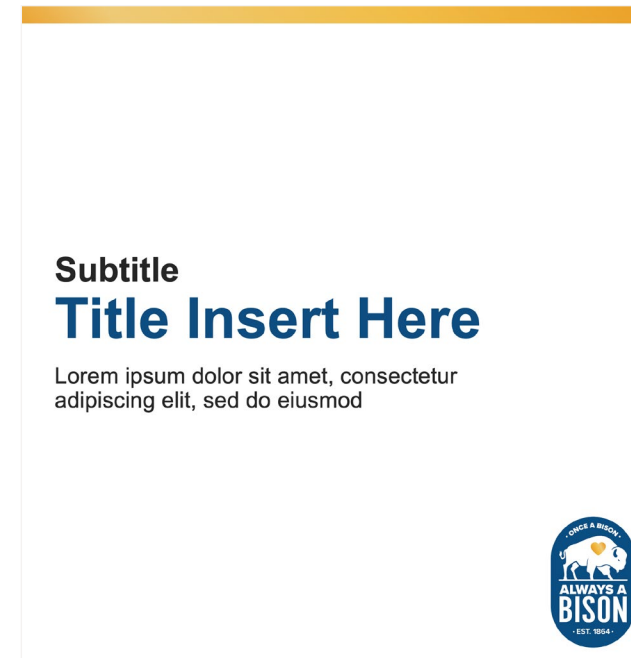
Social Media Template

We have created 4 social media templates for you to use. In these templates, you can update specific areas with your information.

 **Download**

@GallaudetU Instagram, Facebook, and Twitter accounts will share Welcome Home information all week! Do share our posts, and/or add “**@GallaudetU**” and “**#GallaudetU**” to your posts!



Our social media templates are 1080px x 1080px (squared formats) and it works as post for all social media platforms (Facebook, Instagram, etc).



Email Templates

If you would like to use this template, please download the code to embed it in your email platform.

 **Download**



October 1-24
Homecoming 2021
Once a Bison, Always a Bison

Homecoming 2021 begins on October 1 with a month of festivities held virtually and physically on campus for all of our Gallaudet Bison!

Interact with us online by using the hashtag #GallaudetUHomecoming across our social media channels. Share your favorite homecoming memories, participate in our virtual events, and more.

Whether you're an alumnus, staff, faculty, student, or volunteer... **Once a Bison, Always a Bison!**

Homecoming 2021 Schedule

Virtual Events
Friday, October 22

- Alumni Emeriti Club Induction Ceremony | 2-3:30 pm. ET
- Alumni Trivia | 6:30-7:30 p.m. ET | [Registration & Accommodations Requests](#)
- Homecoming Kickoff | 8-9 p.m. ET [Registration & Accommodation Requests](#)

Saturday, October 23

- Coffee Chat with Bobbi | 10 a.m. ET | [Registration & Accommodation Requests](#)
- Class Reunions | 11 a.m.-1 p.m. ET
- Livestreamed Football Game | 1-3:30 p.m. ET
- Class Reunions | 3:30-7:30 p.m. ET
- Alumni of Color Reunion | 7:30-9 p.m. ET | [Zoom Link & Accommodation Requests](#)
- Class Reunions | 9-11p.m. ET


Sunday, October 24

- Brunch with the Bison - Q&A with Gallaudet Athletics | 11 a.m.-12 p.m. [Accommodation Requests](#)
- LGBTQ+ Reunion | 12-1:30 p.m. ET | [Zoom Link & Accommodation Requests](#)
- Class Reunions | 1:30-8:30 p.m. ET

On-Campus Events (on-campus community only)
Further details to come

- October 1-8:** Pep Rally Kickoff, Spirit Week, Class Competition Launch
- October 8-15:** Minor Events, Bake Sales, Football Home Game
- October 18-24:** Major Events, Raffle, Organization Booths

Contact SBG@gallaudet.edu for further details and accommodation requests.



**Visit our Homecoming website**
[Homecoming 2021](#)

On campus for Homecoming 2021?
Capture moments of spirit and events going on around you at Homecoming and tag @GallaudetU!

At home?

How can you show your support?

- Post photos, videos, and information about Homecoming 2021
- Use the hashtag [#GallaudetUHomecoming](#) and





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Whether you're an alumnus, staff, faculty, student, or volunteer... **Once a Bison, Always a Bison!**




Streamed LIVE
October 24, 2021
12-1 p.m.
Hotochkiss Field
[watch now!](#)



Title Insert Here


Virtual Events

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**Visit our Homecoming website**
[Homecoming 2021](#)





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Want to change how you receive these emails? You can [update your preferences](#) or [unsubscribe from this list](#).

Logos, Fonts, and Color

GU Logo

 [Download](#)



Once a Bison, Always a Bison Logos

 [Download](#)



**ONCE A BISON
ALWAYS A
BISON**
— EST. 1864 —

Fonts | Proxima Nova  [Download](#)

Primary Font

Proxima Nova Family

The quick brown fox jumps
over the lazy dog
1234567890

Alternate fonts if primary is not available

Montserrat Family

The quick brown fox
jumps
over the lazy dog
1234567890

Arial Family

The quick brown fox jumps
over the lazy dog
1234567890

Color Codes

BLUE

PMS 301 U / C
C99 M76 Y24 K8
HEX #0f4d81

Metallic Buff


#ea9c24 #f1bd46 #efca77 #ea9c24

Metallic Blue


#0f4d81 #0f63a6 #0077bf #0f4d81

Disco Fever Theme

A separate Homecoming theme for students only. This should be only be used by students.

Logos



Color Codes

Purple

PMS P 90-15 C
C70 M100 Y30 K32
HEX #550055

Coral

PMS P 45-6 C
C0 M76 Y72 K0
HEX #f6644b

Yellow

PMS P 7-8 C
C0 M19 Y81 K0
HEX #ffcd4a

Tan

PMS P 7-11 C
C5 M10 Y34 K0
HEX #f2dfb1

Fonts

Title Font

Groovy Retro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz !? & "
0 1 2 3 4 5 6 7 8 9 + \$ *

Secondary Font

Cinder

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
1234567890