FACULTY OF COMMUNITY SERVICES SOCIETY

COMMUNICATION PLAN

Vol. I. MMXXII

Ammended January

FCSS

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Preamble

The Faculty of Community Services Society Communication Plan is a non-changeable document that mandates the marketing, branding and communication of the student society from 2021-2027. This plan outlines the priority access for our student groups, and third party groups, as well showcase the branding and toolkit for the Faculty of Community Services Society.

1.0 | Mission, Goals & Values

1.1 | Mission

The Communication Plan's mission is to support and enhance the student experience under the four pillars Unity, Professional Development, Mental Health, and Academic Advocacy. This plan is to ensure the communication of cross-program collaboration, student life opportunities, student social innovation initiatives, and those that are guided by the needs of our student community.

1.2 | Goals

The Faculty of Community Services Society (FCSS) key targets from 2023-2028 include:
- Growing Instagram followers from 1,500 to 5,000+
- Growing our Discord Community
- Showcasing our student society, services, clubs, and community through FCSS Branding
- Expanding the Hive Co. Apparel Line
- Showcasing opportunities to student body
- Expanding physical presence on campus

1.3 | Values
- Collegiality
- Collaboration
- Equity, Diversity, and Community Inclusion
- Friendly
- Inniovative
- Trends
- Fellowship

2.0 | FCSS Brand Colours

2.1 | Primary Colours

The Primary Colours will showcase each colour, the hex of each colour, and the RGB and CMYK number values associated with each. The primary colours shall be used in each graphic, banner, decal, signage, poster, and any means created.

2.1.1. Black:
- 2.1.1.1. HEX: #000000
- 2.1.1.2. RGB: 0, 0, 0
- 2.1.1.3. CMYK: 0, 0, 0, 100%
- 2.1.1.4. Colour: ███████

2.1.2. White:
- 2.1.2.1. HEX: #ffffff
- 2.1.2.2. RGB: 255, 255, 255
- 2.1.2.3. CMYK: 0%, 0%, 0%, 0%
- 2.1.2.4. Colour

2.1.3. FCS Yellow Lime:
- 2.1.3.1. HEX: #bfbe00
- 2.1.3.2. RGB: 191, 190, 0
- 2.1.3.3. CMYK: 0, 0, 75%, 25%
- 2.1.3.4. Colour: ███████

2.1.4. Yellow:
- 2.1.4.1. HEX: #ffee00
- 2.1.4.2. RGB:255, 238, 0
- 2.1.4.3. CMYK: 0, 7%, 100%, 0
- 2.1.4.4. Colour: ███████

2.1.5. Cyan:
- 2.1.5.1. HEX: #00a3ad
- 2.1.5.2. RGB: 0, 163, 173
- 2.1.5.3. CMYK: 68%, 4%, 0, 32%
- 2.1.5.4. Colour: ███████

2.1.6. Magenta:
- 2.1.6.1. HEX: #EB0072
- 2.1.6.2. RGB: 235, 0, 114
- 2.1.6.3. CMYK: 0, 92%, 47%, 8%,
- 2.1.6.4. Colour: ███████

2.1.7. Periwinkle Lavendar
- 2.1.7.1. HEX: #7474c1
- 2.1.7.2. RGB: 116, 116, 193
- 2.1.7.3. CMYK: 30%, 30%, 0, 24%
- 2.1.7.4. Colour: ███████

2.2 | Secondary Colours

The Secondry colours are used in coherence with the primary colours of the student society when creating graphics, and physical media (banners).

2.2.1. Green
      2.2.1.1. HEX: #009a44
      2.2.1.2. RGB: 0, 154, 68
      2.2.1.3. Colour:

2.2.2. Scrubs Pale
      2.2.2.1. HEX: #6bbfae
      2.2.2.2. RGB: 107, 191, 174
      2.2.2.3. Colour:

2.2.3. Purple
      2.2.3.1. HEX: #792082
      2.2.3.2. RGB: 121, 32, 130
      2.2.3.3. Colour:

2.2.4. Gold
      2.2.4.1. HEX: #FFC609
      2.2.4.2. RGB: 255, 198, 9
      2.2.4.3. Colour:

2.2.5. Sunset Golden Orange
      2.2.5.1. HEX: #FFA300
      2.2.5.2. RGB: 255, 163, 0
      2.2.5.3. Colour:

2.2.6. Dark Grey
      2.2.6.1. HEX: #666666
      2.2.6.2. RGB: 102, 102, 102
      2.2.6.3. Colour:

2.2.7. Lab Coat Grey
      2.2.7.1. HEX: #d9d9d9
      2.2.7.2. RGB: 217, 217, 217
      2.2.7.3. Colour:

2.2.8.Dark Blue
      2.2.8.1. HEX: #002D72
      2.2.8.2. RGB: 0, 45, 114
      2.2.8.3. Colour:

2.2.9. Blue
      2.2.9.1. HEX: #0077C8
      2.2.9.2. RGB: 0, 119, 200
      2.2.9.3. Colour:

2.2.10. Light Light Blue
      2.2.10.1. HEX: #5BC2F4
      2.2.10.2. RGB: 91, 194, 244
      2.2.10.3. Colour:

2.3 | Tertiary Colours

      2.3.1. Red

            2.3.1.1. HEX: #E40032

            2.3.1.2. RGB: 228, 0, 55

            2.3.1.3. Colour:

      2.3.2. Orange

            2.3.2.1. HEX: #FF7200

            2.3.2.2. RGB: 255, 114, 0

            2.3.2.3. Colour:

      2.3.3. Light Blue

            2.3.3.1. HEX: #00A9EF

            2.3.3.2. RGB: 0, 169, 239

            2.3.3.3. Colour:

2.4 | Faculty Colours

      2.4.1. FCS Yellow Lime

            2.4.1.1. HEX: #bfbe00

            2.4.1.2. RGB: 191, 190, 0

            2.4.1.3. Colour:

      2.4.2. Toronto Met Gold

`

            2.4.2.1. HEX: #FFDC00

            2.4.2.2. RGB: 255, 220, 0

            2.4.2.3. Colour:

      2.4.3. Toronto Met Blue

            2.4.3.1. HEX: #004C9B

            2.4.3.2. RGB: 0, 76, 155

            2.4.3.4. Colour:

3.0 | FCSS Brand Architecture

A brand's architecture is a way of organizing the different subsections of a larger brand. Brand architecture shows us how the sub-brands of a larger whole are organized, and how they all relate to each other. It can help marketers see how to keep parts of a brand separate when needed, and also how to allow them to work together to boost one another in the marketplace. An endorsed brand sort of meets in the middle of the other two brand architecture models. A parent brand does form an umbrella over a host of other related brands, much like in the house of brands, and the related brands aren't necessarily going to share a name with that parent like in the branded house. But in the endorsed brand model, the parent brand plays a much bigger role in the smaller brands lives than in the house of brands.

3.1 | Logo Lockup Setup

This Logo shall only be used on the website, horizontal banners, digital signage (TV, Billboards), posters, social media branding bars, and all forms produced by the student society.

This logo shall only be used on the website, vertical banners, animated digital signage endings, student society collaboration graphics, posters, club funding posts and frosh waivers.

This logo shall only be used on the icons for social media, website, animated digital signage endings, sponsorship graphics, posters, and board meeting posts.

This logo shall only be used in conjunction with the first logo listed above, on the website, animated digital signage, posters, and banners.

3.2 | Logo Symbology

The Faculty of Community Services Society Logo takes inspiration from a beehive. The honeycombs symbolizes the strength, the togetherness, and the richness the society brings to all the schools in-terms of student engagement, professional development, mental health, academic advocacy, and unity.

3.3 | The Colourful Honeycombs

The Faculty of Community Services Society Honeycombs has different meanings. The first is that it shows our

diversity, our differences, our strengths, and our vibrant community. The second is it resembles the purest of colours being Cyan, Magenta, and Yellow. CMYK are the "real primary' colours as they can make red and blue when you mix them, which then can create every other single colour, Furthermore hexagons are a symbology of professional hands on polytechnic institutions such as Toronto Metropolitan University.
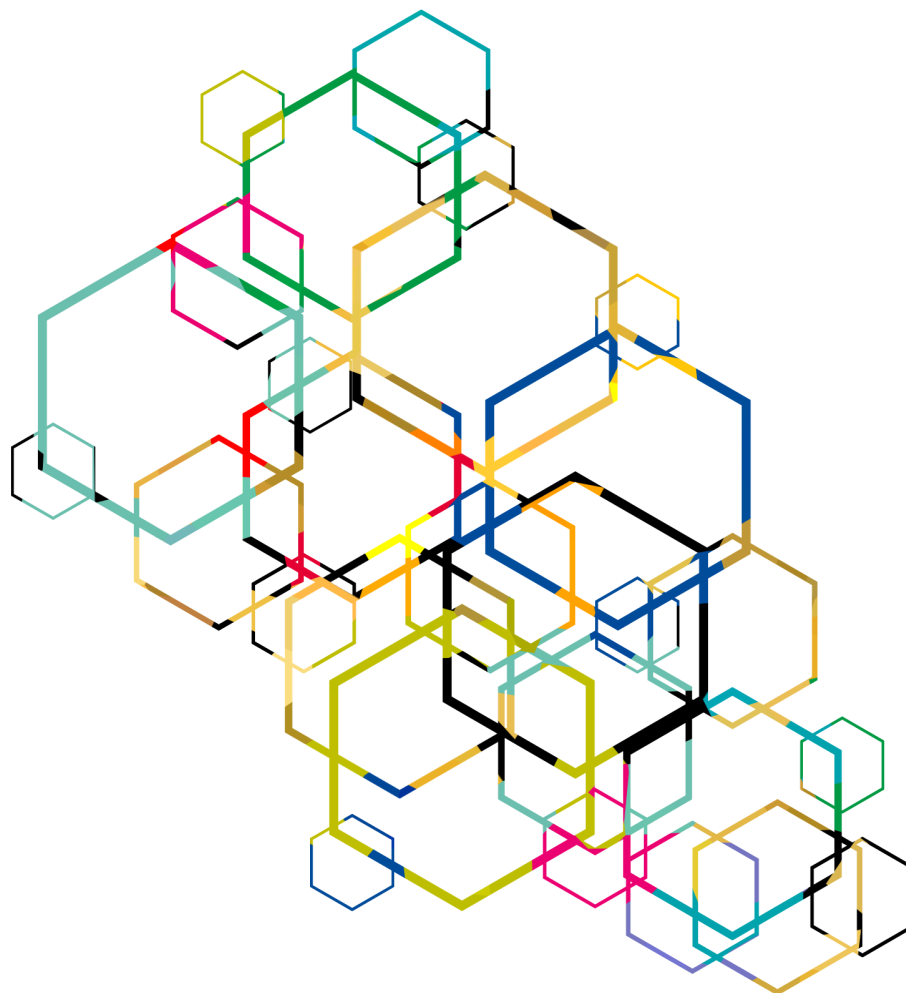
Make sure to scale the honeyombs appropriately, and add them to the top or bottom or two cornes when creating official student society publications, and graphics.

4.0 | FCSS Hive Co. TO

The Faculty of Community Services Society Hive Collective (HCTO) is the official apparel line of the student society. HCTO takes inspiration from the student society mascot and logo being honeycombs, and a honey bee. HCTO was created in partnership from community consultation from the student society board, community stakeholders, the Dean's Office, and all the course unions. All logos shall stay the same for this collective eternity.

4.1 | Mandate

Hive Collective TO is to ensure Community Services have a physical identity to be proud of that they can wear, use, and eat or drink. This brand was the first student society apparel line that led with example to just incorporate the brand's identity without using colonial inspiration from the university namesake, and colonial street intersection namesakes. Hive Collective TO is here to ensure FCSS undergraduate community is represented in style,

4.2 | Brand Colours

4.2.1. FCS Yellow Lime
4.2.1.1. HEX: #bfbe00
4.2.1.2. RGB: 191, 190, 0
4.2.1.3. Colour:

4.2.2. Toronto Met Gold
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4.2.2.1. HEX: #FFDC00
4.2.2.2. RGB: 255, 220, 0
4.2.2.3. Colour:

4.2.3. Gold
4.2.3.1. HEX: #FFC609
4.2.3.2. RGB: 255, 198, 9
4.2.3.3. Colour:

4.2.4. Sunset Golden Orange
4.2.4.1. HEX: #FFA300
4.2.4.2. RGB: 255, 163, 0
4.2.4.3. Colour:

4.2.5. Dark Grey
4.2.5.1. HEX: #666666
4.2.5.2. RGB: 102, 102, 102
4.2.5.3. Colour:

4.2.6. Lab Coat Grey
4.2.6.1. HEX: #d9d9d9
4.2.6.2. RGB: 217, 217, 217
4.2.6.3. Colour:

4.2.7. Black:
4.2.7.1. HEX: #000000
4.2.7.2. RGB: 0, 0, 0
4.2.7.3. CMYK: 0, 0, 0, 100%
4.2.7.4. Colour:

4.2.8. White:
4.2.8.1. HEX: #ffffff
4.2.8.2. RGB: 255, 255, 255
4.2.8.3. CMYK: 0%, 0%, 0%, 0%
4.2.8.4. Colour

4.3 | Collaborations

Hive Collective TO should try and do semestly collaborations once the Faculty of Community Services Society secures a levy. Collaborations may range from Community Services student local businesses, Bigger brands such as TTC, Blue Jays, etc, and or other student society apparel brands at Toronto Metropoliatn University.

4.4 | Logo Lockup

This Logo shall only be used on the website, horizontal banners, digital signage (TV, Billboards), posters, boxes, social media branding bars, and all forms produced by the Hive Collective TO.

This logo shall only be used on the website, vertical banners, posters, animated digital signage endings, collaboration graphics, posters, club apparel posts, and apparel tags.
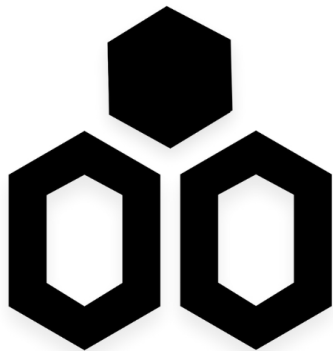
This logo shall only be used on the website, animated digital signage endings,sponsorship graphics, apparel, posters, and board meeting posts.

4.5 | Collection

The Hive Collective TO
Main Collection: shall consist of Quater Zips, Sweatshirts, T-Shirts, and Tote-Bags.

Specialty Collections: Take longer to produce, and secure are the Rugby Shirts, Caps, Bucket Hats, and Backpacks.

5.0 | FCSS Events and Initiatives Promotions

This section outlines the priorities of student society events, and initiatives posts compaped to member course union, course union, member clubs, external clubs, affiliated groups, and corporate hiring opportunities.

5.1 | Logo Lockup Setup

All graphics being posted must follow this exact lockup style. If posts do not line up accordingly, or are in different sizes the social media team shall not post it, until it is fixed accordingly.

5.1.1 Correct ways:

5.1.2. Incorrect Way One:

5.1.3. Incorrect Way Two:

5.1.4. Incorrect Way Three:

5.1.5. Incorrect Way Four:

5.2 | Social Media Post Branding Bar Placement

The Branding Bar always gets placed at the bottom, at the same level as every other single post. Use the preset branding bar in the Marketing Communications Drive for all graphics, and social media posts. This bar needs to be used even on non student society graphics. All graphics on FCSS social media must be done this way in order to get posted. Make sure you have the title of the event to the top right of the toolbar middle line. Then make sure to have the date of the event or initiative right below it. If it is a student society event you are able to to put the reminder feature on instagram, and put key student society hashtags below it too. #FCSSOCIETY #FCSinAction #FCSSUnity #FCSSMentalHealth #FCSSProfessionalDevelopment #FCSSAcademicAdvocacy

5.3 | Priority Scheduling For Posts

5.3.1. Student Society Posts:
All graphics for student society events must get posted at least a month or two in advance. Student society posts posted later or much closer to the event date get top priority on the release/posting schedule.

5.3.2. Recognized FCSS Services Posts:

Recognized Services within the FCSS umbrella who are in good standing by the Services Committee under the preview of the ED Administration and Operations, must use the FCSS Branding toolbar when publishing their posts on our student society feeds. Their posts get secondary priority.

6.0 | Student Groups

6.1 | Mandatory Branding bar Placement

All Student Groups must include a branding bar in all graphics made when looking to post their graphics on the FCSS Feeds. All student groups may find the branding bar located on the Marketing Services page of the FCSS website.

6.2 | Logo Locations on Branding bars

The FCSS Logo needs to be always visible on the left hand side of the Branding Bar. The student groups logo needs to be put on the right hand side of the branding bar.
6.2.1. Posters or graphics that do not meet this expectation will not be posted on the FCSS Feeds.

6.3 | Priority Scheduling For Posts

Below is outlined the priorities of the Faculty of Community Services Society social media feed for all Student Groups wanting spotlight.

6.3.2.1. All events that are funded by the Faculty of Community Services Society for any student group event or initiative must include the FCSS logo.
6.3.2.2. When there is consistently no FCSS logo posted on Student Groups graphics, then those student groups will be put on Student Group Probation or no longer recognized by the FCSS.
6.3.2.2.1. The Student Groups will lose access to funding, student offices, storage, email inclusion, and spotlight on our social media pages.

6.3.3. Corporate Job Hirings/Research Volunteers Needed:
Have third priority when it comes to posting on our social media feeds, their posts must also use the branding bar appropriately.

6.3.4. Non Member Course Unions and Clubs:
Have last priority when it comes to posting on social media. Their posts must also use the FCSS branding bar appropriately.

6.4 | Sponsorship Posts

All Student Groups who receive funding by the FCSS for the event they are putting on must include the FCSS logo in every single graphic, email, poster, and or promotional video. The FCSS Logo shall meet the requirements below;
6.4.1. Be visible on each graphic, email, poster, and or promotional video,
6.4.2. Be the same size as the student groups logo on the graphics, emails, posters, and or the promotional videos,
6.4.3. In a professional location on the graphics, emails, posters and or the promotional videos.

6.5 | Website Hosting

Recognized and in good standing Student Groups under the FCSS umbrella are allowed to request a webpage for their group on the FCSS website, or host a website under our plan.

6.6 | Newsletter

The FCSS has an official bi-weekly newsletter called 'FCSS Student Life and Opportunities' that gets sent to students within all the schools in the Faculty of Community Services.
6.6.1 Student Groups hiring or looking to include an event or initiative in this newsletter must email the ED Communications at fcssociety@torontomu.ca the Thursday before each posting on Monday of the following week.

6.7 | Poster Printing

The FCSS shall provide some form of subsidized printing for posters for the FCSS, Services it the FCSS, and recognized and in good standing student groups.
6.7.1. The ED Administration and Operations shall provide the ED Communications a monthly list of recognized student groups, to ensure we are being fair to our change management principles.

7.0 | Social Media

All Social Media pages shall only be accessed by The Executive Director, ED Communications and Marketing, and the Social Media Manager. No other person shall be granted access to the FCSS Social Media pages, including but not limited to; other FCSS EDs, FCSS Board of Directors, FCSS Commissioners, FCSS Committees, Dean's Office, recognized student groups, not recognized student groups, and third parties.

All Faculty of Community Services Society social media shall be the same across all social media platforms. Currently the FCSS uses @fcssonline.

7.1 | TikTok

The FCSS TikTok Page shall be used to post engaging content that showcases the ED Portfolios, services, committees, and student groups within the FCSS Umbrella. The Page shall also be used to do engaging segments.

7.1.1. The goal is to increase the TikTok following to 1,000 before 2028.

7.2 | Discord

The FCSS Discord Community shall be used to post opportunities throughout the terms. The FCSS Discord Server is the only social media page where non ED Communications members can be granted moderator privileges.
7.2.1. The goal is to increase the online community to 1,000 users by 2028.

7.3 | Instagram

The FCSS Instagram Page shall be used for all forms of communication and showcasing of the Board of Directors. Students use instagram more than any other social media app, so this is the page FCSS uses the most. The FCSS Instagram page must do FCSS Weekly Stories with the segments in the following order of Intro, Student Society Opportunities, Student Group Opportunities, External Group Opportunities, Student Society Events, Student Group Events, Free Toronto Events, and an engaging poll whether it's Community Consultation or Trivia.

7.3.1. The goal is to reach 5,000+ followers before 2028. In order to reach this goal the FCSS should be doing annual semester giveaways, and really engaging events and initiatives such as legacy dances, Formals, DCC Live!, OHSO, and FCSS Frosh Week. No student group orientation week events can be posted on the FCSS Instagram page.

7.4 | Twitter

The FCSS Twitter Page shall be used for small updates about events and initiatives. Showcasing the progress of the FCSS.
7.4.1. The goal is to reach 1,000+ twitter followers by 2028.

7.5 | Facebook

The FCSS Facebook Page shall be updated with all the student society events, and or initiatives. The FCSS Facebook Page shall host all the photo albums from legacy events such as FCSS Annual Frosh Week, OHSO, DCC Live! and Formals.

7.6 | LinkedIn

The FCSS LinkedIn page shall be updated with professional progress of the Faculty of Community Services Society Board of Directors including motions passed, and initiatives the society has done.
7.6.1. The goal is to have 1,000+ followers by 2028.

8.0 | Website

8.1 | Wix Website Plan

The Faculty of Community Services Society uses Wix for website development due to its simplicity, and creative adaptations. The FCSS shall not switch to using Squarespace or WordPress due to the complexities that come with website building and maintaining.

8.2 | Domain

The FCSS domain www.fcssociety.ca should get renewed and paid for in the first week of October each year.

8.3 | Payment Schedules

The FCSS shall pay the Wix plan every year in March when the plan sets to expire. The FCSS ED Communications and or The Executive Director is allowed to request special apps onto the website that needs additional purchases.

8.4 | Toolbar On Top PC View

The main menu shall include About, Student Life, Services, Support, Get Involved, and Hive Co.

8.5 | Toolbar On Side For Mobile View

The main side menu shall include About, Student Life, Services, Support, Get Involved, and Hive Co.

8.6 | Fonts, and Colours

The Faculty of Community Services Society uses Gordita Bold for Titles, Gordita Medium for sub headings or preambles, and Gordita Regular for text. The Faculty of Community Services Society shall renew the licensing to use Gordita Font family each year. The FCSS website uses the primary, and sub primary sets of colours. This includes the additional following;
8.6.1. Green: RGB Hex #
8.6.2. Dark Green: RGB Hex #
8.6.3. Dark Gold: RGB Hex #
8.6.4. Gold: RGB Hex #
8.6.5. Navy: RGB Hex #
8.6.6. Banana: RGB Hex #
8.6.7. Vanilla: RGB Hex #

8.7 | Governance, Student Opportunities, Minutes, and Events

All governance policies of the FCSS shall be readily available on our website under About Us the governance tab. All Student Opportunities shall be under the Get Involved tab. All meeting Minutes shall be under About Us the governance tab. All events shall be posted on the event calendar under the Student Life tab.

8.8 | Accessibility

Text of the website shall be in appropriate sizing. The website shall include an accessibility function if possible. The website shall always be updated with the correct information.

9.0 | E-mails

This section shall describe the general use of email communication of the FCSS and the collegiate relationship between student groups and the student society.

9.1 | Portfolio E-mails

Each Executive Director of the Student Society has an Email Address dedicated to the portfolio.
FCSS TED: fcssociety@torontomu.ca
FCSS ED AO: fcssociety@torontomu.ca
FCSS ED CM: fcssociety@torontomu.ca
FCSS ED FCR: fcssfinance@torontomu.ca
FCSS ED E: fcssevents@torontomu.ca
FCSS ED A: fcssacademic@torontomu.ca
FCSS ED CW: fcsswellness@torontomu.ca

9.2 | Where to post

The Executives shall redirect emails to the appropriate ED when a student, employer, student groups, or university sends it to the wrong email address. The ED's shall only communicate with the emails that are directed at them.

9.3 | General Email Conclusions Identity

Faculty of Community Services Society (FCSS)
We are all the Changemakers of Tomorrow

9.4 | Personal Email Conclusions Identity

First Name, Last Name *(Pronouns)*
Role
Faculty of Community Services Society (FCSS)
We are all the *Changemakers* of Tomorrow
Address:
Social Media:

9.5 | When to send Faculty-Wide E-mails

The Faculty of Community Services Society (FCSS) is only allowed to send Faculty-wide emails or year-wide e-mails for FCSS General Elections, and our Annual Frosh Week. Faculty-wide

emails must get approved from the Associate Dean of Undergraduate Studies and Pedagogy, and must be communicated two months in advance.

9.6 | Board of Directors Communication on meetings

The Faculty of Community Services Society (FCSS) ED Administration and Operations shall get approval at Executive Board Meetings to ensure all Executives especially the Executive Director are on board with the Board of Directors meeting agenda before publicly releasing it to the Board of Directors minimum five days advance notice.

The Faculty of Community Services Society (FCSS) ED Administration and Operations shall communicate with the ED Communications and Marketing on when they upload the agenda and minutes to the drive. Minutes shall be in great detail, and students shall be aware of what is going on. The membership must know that the minutes have been posted to our website within two weeks.

9.7 | Student Groups Communication with Student Society

Student Groups who are in good standing shall keep good positive collegiate relationships with the Student Society. Ensuring that student groups update the FCSS when they change their email addresses, respond back to the FCSS within a 48 hour period, and be kind to the FCSS. Failure to do any of this will result in a meeting with the Student Groups Committee, and or put on Student Group Probation.