

Communications Guidelines for Members

(4.13.2022)

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Attachments: USJC One-Pager, TOMODACHI One-Pager, Annual Conference One-Pager

Please contact USJC Senior Communications Manager Alison Aadland (aaadland@usjapanCouncil.org) or Communications Manager Alisa Tanaka (atanaka@usjapanCouncil.org) for questions about any of the following.

1. Logo Use

1) USJC Logo

a. When to contact us

Please do not use USJC logos unless USJC has agreed to support the event. We do not need to give permission for each logo use when they are for the same event, but please feel free to consult us if you are unsure.

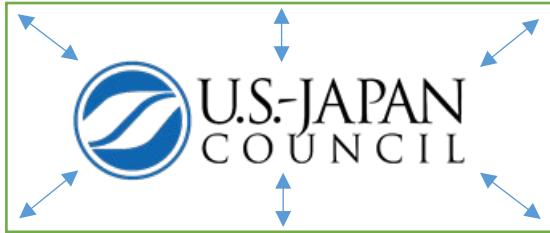
b. Different formats

Generally JPG or PNG files are fine for handouts, websites and presentations (the difference between the two is the background of the logo: it is white for the JPG, and transparent for the PNG), but if you need to print them onto banners or fancier publications, please contact us and we can send you high-resolution Adobe Illustrator files. Generally we use the horizontal logo (left) but do have a vertical logo (right) too in case that is more appropriate design-wise. We have more versions depending on the occasion (e.g. entirely white ones for use on black backgrounds) so please contact us as needed.



c. Logo Guidelines

We can provide you with either the colored (blue and black) or pure white version of the logo. When using the logo, please ensure that ample blank space surrounds the logo (so it is not too “tight” against other images or text).



Ample blank spacing around logo



Text/objects too close to logo

Please do not:

- Change the color of the circle or the letters
- Isolate the circle from the letters
- Edit the logo in any other way
- Add text or images tightly against the USJC logo (please leave ample space surrounding the logo)
- Send the logo to a third-party without first consulting us

2) TOMODACHI Logo

Please consult us first if you are unsure whether TOMODACHI logos should be used in addition to the USJC logo. Per request of its designers, the TOMODACHI logo has very strict guidelines, which are available at [this link](#). Please be sure to follow the guidelines closely.

3) JALD Logo

We also have a JALD logo in case the occasion calls for it.

4) Silicon Valley Japan Platform (SVJP) Logo

SVJP also has its own logo. Please contact Yumi Hiroshima (yhiroshima@usjapanCouncil.org), SVJP Executive Assistant and Program Manager, if you are interested in using it.

2. Signage

We have several pop-up banners and signs available. To borrow them, please contact us **at least three weeks prior** to the event. Please also consult us before sending them back, because: we keep banners in different cities, so they may not necessarily need to go back

to DC; we can provide you with our FedEx number for shipping; and if there are multiple events going on in the same city, we may ask that you hand them or mail them to other members instead of mailing them back to us. Below are the types of signage we rent.



Photo 1: USJC Podium Sign (Lower Left) and USJC Pop-Up Banner (Right)

1) USJC Pop-Up Banner

Dimensions: 31.5" X 83.25" (approximately 2.6' X 7')

See Photo 1 above for image.

2) Joint USJC & TOMODACHI Pop-Up Banner

Dimensions: 31.5" X 83.25" (approximately 2.6' X 7')

We have a joint USJC and TOMODACHI banner (see Photo 2 below for image) for events where the use of both logos is appropriate. On occasions when it is unavailable, we may send two banners instead, one USJC and one TOMODACHI.



Photo 2: Joint USJC & TOMODACHI Banner (Left) and TOMODACHI Banner (Right)

3) TOMODACHI Pop-Up Banner

Dimensions: 31.5" X 83.25" (approximately 2.6' X 7')

See Photo 2 above for image.

4) USJC Podium Sign

Dimensions: 18" X 7"

See Photo 1 above for image.

3. Pre-Event Promotion

If you would like support in promoting the event before it takes place, please send details to USJC. Please include:

- What, when, where
- USJC's role (host, co-host, supporting organization, etc.)
- How to register (link, email address, etc.), and if applicable, registration deadline
- Whether this is a members-only event or an event that is open to the public

Areas where we could promote the event are as follows:

1) Members-Only Events:

- a. Members-Only Newsletter: The USJC newsletter has two types—one is sent to members and includes information exclusive to members, and the other is sent to the general public (here is an [archive of the public newsletter](#)). Members-only events can be included in the former newsletter. Please be aware that newsletters are biweekly; last-minute notifications of events may not make it into the newsletter.
- b. Regional LinkedIn Discussion Groups: The [USJC LinkedIn Discussion Group](#) (open only to members) has various regional subgroups such as Southern California, Hawaii, New York, etc. We encourage you to post events directly into your subgroup.

2) Public Events:

- a. Both members-only and general public newsletters
- b. Regional LinkedIn Discussion Groups
- c. Social Media: USJC [Twitter](#) and [Facebook](#) (If we are one of the hosts of the event, we can also create a Facebook event page by request.)
- d. Website: The USJC website has an [event page](#)

If they are TOMODACHI-related events, they will be considered for the TOMODACHI website, social media or newsletter as well.

4. Event Media Coverage

If you would like media to cover the event, please notify the USJC Communications staff. You are free to contact local media on your own, provided that USJC knows about it.

If you would like staff assistance in any way, please consult us **at least two weeks in advance**. Please note that depending on the region, you and other members in your region may have stronger connections to local media than USJC, but we are happy to supplement media contacts or make any suggestions as needed. We would also be happy to work on press releases with you and/or review other language related to USJC.

After the event, it would be greatly appreciated if you can notify the Communications Team of any media coverage, especially since some local papers may not be readily available online.

5. Event Registration

If your region is hosting a USJC event that requires registration, there are three ways to register your guests.

1) "I am not collecting money"

If your event is not collecting any money, you are free to manage registration on your own using an existing third-party service (Google Forms, etc).

2) "I am collecting money online at the time of the registration / prior to the event"

If your event collects money at the time of registration (usually for tickets or donations), USJC has to track the money for tax purposes. You will be responsible for drafting the sign-up form and corresponding with any event invitees/attendees. USJC staff will be responsible for designing the form, managing payment, and sending weekly registration updates to you. For proper set-up, please contact us **at least six weeks before** the date of the event.

3) "I am collecting money at the door / at the event"

If your event collects money at the event, you are welcome to manage registration on your own, but please be sure to consult USJC in advance. Please contact us for guidance in collecting money at USJC events.

6. Handouts, Fliers, Publications, and "Swag" at the Event

There are several handouts and publications that are available for distribution at the event.

1) USJC One-Pager

Whenever possible, we would like to ask that you distribute a one-pager that has an overview of our organization as well as a list of sponsors. A sample is attached here, but information changes over time, so please contact us before the event to ensure that you have the latest copy. This is also available in Japanese.

2) TOMODACHI One-Pager

For events that have a TOMODACHI angle (e.g. receptions welcoming TOMODACHI program participants visiting the region), we would also like to ask that you distribute a one-pager with information and TOMODACHI sponsors. This is a bilingual document. Please contact us to ensure that you have the latest copy.

3) Other Publications

We have also have Annual Conference fliers (again with a list of sponsors), which may be of particular interest to the region hosting the Annual Conference that year. This is also available in Japanese.

We additionally have digital copies of the Annual Report, which you may refer to or print as needed.

4) Japan Festivals: TOMODACHI “swag”

If you are hosting a booth at a local Japan festival, we can provide TOMODACHI items like wristbands, pins and stickers. Please contact us at least **three weeks in advance**. Specific items may not be available, so please be sure to consult us on what we have.



Photo 3: The TOMODACHI Annual Report and TOMODACHI swag like buttons and social media cards are given out at the Cherry Blossom Festival in Washington, DC

7. Post-Event Recap for the Newsletter and Website

Recaps about events that happened are always greatly appreciated. Please be aware that newsletters go out on **every other Thursday**, and for inclusion in that newsletter, materials must be submitted **by the Monday before**. (e.g. If the newsletter goes out on June 23, we would need materials by June 20.)

Here are a few examples of recaps:

1) Full-fledged article

If it is a panel discussion, a lecture with Q&A or other long events, it would be wonderful to have an article about it. We would prefer a length of under 400 words. Please allow us to use our discretion to edit as needed.

Please also send at least 4-5 photos for the newsletter, ideally with captions. If you have a full album of photos, please send us a link and we will upload select photos to the [USJC Flickr site](#).

If you happen to take videos, please also send them to us, and we may post them on the [USJC YouTube channel](#).

2) A few photos with captions

For short events, events where we played a supporting role, or events that featured one or more members, a few photos with captions would be more than welcome.

3) Other options

Even if you don't have an article, multimedia are always appreciated, as are social media items like livetweets and Facebook photo albums.

Again, if they are TOMODACHI-related events, they will be considered for the TOMODACHI website, social media or newsletter as well.

8. Social Media

The use of social media is strongly encouraged before, during and/or after the event.






Please note the address of some of our social media platforms, and follow these accounts as you see fit:



USJC Facebook: <http://www.facebook.com/usjapancouncil>



USJC Twitter: <https://twitter.com/USJC>

-  USJC Instagram: <https://www.instagram.com/usjapancouncil/>
-  USJC LinkedIn: <https://www.linkedin.com/company/usjapancouncil>
-  TOMODACHI Facebook: <https://www.facebook.com/USJapanTOMODACHI>
-  TOMODACHI Twitter: <https://twitter.com/TOMODACHI>
-  TOMODACHI Instagram: https://www.instagram.com/tomodachi_initiative/

Here are some examples of ways social media, particularly Facebook and Twitter, might be used for events:

- 1) Before the event: Facebook can be used to drum up excitement or to create an “event page” where people can invite one another. You are welcome to post through your own account (please let us know and we would be happy to share it—but please ensure that your post is public) or work with us so that we may post it on our page.
- 2) During the event: Live-tweeting on Twitter is effective for panel discussions, lectures and other talk-heavy events. It is best if you could use your own personal account—we will retweet or favorite it accordingly. Please try to mention @USJC at least once. @TOMODACHI is the TOMODACHI handle. Program-specific hashtags like #USJCELP or #USJCJALD are also effective.

Sample tweet: At #USJCJALD Symposium in Hiroshima, discussing best practices in community development with local leaders. @USJC
- 3) After the event: Facebook posts are nice because they allow for a brief recap and can serve as a photo album. Again, please feel free to post on your own account and notify us or provide us with the content.

Instagram

Instagram posts show only one photo or video at a time, but can be used for any of the above occasions. Please “mention” @usjapancouncil in your caption so that we can find the post. You can also add #USJC.

LinkedIn

The LinkedIn discussion group can also be used to post information about events, particularly if there’s a link to a more detailed webpage.

Thank you very much. Please contact us if you have questions. We look forward to working with you!

Alison Aadland
 USJC Senior Communications Manager
aaadland@usjapancouncil.org

