VCU Technology Services
Marketing and Communications

Relaying the Message
Promotions and Marketing

Promote branding awareness through marketing and promotional materials including print, specialty imprinting, audio and video production, and web-based applications.

Publications

Informational guides are valuable tools in today's quickly changing technology landscape. While each publication is initially designed for print, most publications are also made available for download.
Brand Identity

Brand Identity provides the identifiable character of a service, product, or organization.

The Marketing and Communications team works closely with various groups and organizations within the VCU community, assisting with the development of numerous recognizable brands.

Direct Mail

We produce direct mail pieces to provide a targeted coverage for specific events, services, and promotions.
Digital Signage

Develop digital signage assets for more than sixty displays across campus.

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Photography

With Richmond as the backdrop, the urban campus of Virginia Commonwealth University is filled with an abundance of life, diversity, and inspiration.

This provides opportunities to capture the essence of the city and the commitment to excellence that VCU brings to Richmond.
We take great pride in sharing the story, services, and advancements of technology to VCU students, faculty, and staff.

We accept the challenge in delivering that content in a consumable means with a legible voice across various mediums and numerous events to reach and educate our diverse target audience.

Hope Adams  
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