

KFUPM Today Internal Announcement Submission Policy

Issued by: KFUPM Today Team

Effective Date: April 21, 2025

Applies to: All KFUPM departments, offices, and entities submitting announcements for internal circulation.

Last Updated Version: November 17th, 2025

1. Purpose

KFUPM Today “*previously known as KFUPM Daily Digest*” is an internal communication tool that provides important updates, announcements, and event details through email to the university community. To maintain clarity and professionalism, all submitted announcements must comply with this policy.

This document outlines the **submission process, formatting standards, language and spelling requirements, approval process, and prohibited content** to ensure consistency and efficiency.

2. Submission Process

To ensure smooth processing, all announcements must be submitted as follows:

- **Submission Method:**
 - All announcement requests must be submitted through the [Submission Form](#).
 - For inquiries or assistance **only**, please contact today-support@kfupm.edu.sa
 - The submission form must be filled in English only.
 - **Note:** Submissions sent by email will **not** be processed. All content must go through the form to ensure proper formatting, scheduling, and tracking.
 - **Deadline for Submission:**
 - Announcements must be submitted **at least 72 hours (3 working days) before the requested publication date**, to account for any required edits.
 - **Submissions received after 11:00 AM will be reviewed the next working day.**
 - Late submissions will not be prioritized under any circumstance.
 - For incomplete submissions, please refer to section 8.
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3. Required Submission Format

Each announcement **must strictly** follow this format for approval:

Category (Choose One)

Stay in the Know

For important announcements, updates, and operational alerts.

Example: System downtimes, facility updates, official circulars.

Knowledge Corner

For academic events, seminars, and research-related activities.

Example: Webinars, workshops, academic talks.

Community Connect

For student activities, social events, community outreach, and cultural programs.

Example: Student clubs, community events, or volunteer opportunities.

In Memoriam

For obituary notices and commemorations.

Example: Announcements of faculty, staff, community members', or first-degree relative passing away.

Submission Form

- **Category ***
(Choose one only)
 - Stay in the Know
 - Knowledge Corner
 - Community Connect
 - In Memoriam
- **Title *** (70 characters at max)
(Clear and concise headline of the announcement)
- **Event Start Date**
(The date the event or announcement begins. Leave empty if not applicable)

- **Event End Date**
(If the event spans multiple days)
 - **Start Time**
(Required even if the event is all day. Leave empty if not applicable)
 - **End Time**
(If applicable)
 - **Location ***
(Write "Online" if it's virtual)
 - **Announcement Publication Date**
(The date of which the announcement will be published in KFUPM Today. Leave empty if there's no preference)
 - **Offered By**
(Name of the organizing college, department, center, or unit)
 - **Description *** (150 characters at max)
(Brief overview of the event or announcement)
 - **Contact Email ***
(For the KFUPM Today team to reach out in case of necessary edits)
 - **Upload Thumbnail (1080x1920 Horizontal Image) ***
(This image will appear in the email; ensure it's optimized for web use)
 - **External Link / File (maximum of 2 pages)**
(Upload supporting materials or share a link, e.g., PDF, event registration form, etc...)
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4. Language, Spelling & Grammar Standards

All announcements must be **written professionally, with no spelling or grammatical mistakes.**

✓ Proper Language Use

- Ensure **correct spelling and grammar** before submission.
- **No typos, or unverified information.**

✓ Professional & Neutral Tone

- Avoid **promotional or exaggerated wording.**
- The text should be **clear, direct, and neutral**, with no subjective opinions or emotional tones.

✓ Proofreading Requirement

- Submitters must **proofread** all content **before submission.**
- KFUPM Today team **will not correct errors**; submissions with spelling or grammar mistakes **will be rejected.**

🚫 Common Mistakes That Lead to Rejection

- ✗ Misspelled words or grammar errors
 - ✗ Excessive capitalization or informal wording
 - ✗ Non-compliant bilingual format
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5. Content & Formatting Rules

To maintain professionalism and consistency, announcements **must** adhere to the following standards:

✅ Concise & Clear Content.

✅ **Factually Accurate** – Verify all dates, times, and URLs before submission.

✅ **Attachments** – Flyers, images, and documents must adhere to branding guidelines.

🚫 Prohibited Content

- ✗ External promotions, sponsorships, or non-university-related events.
 - ✗ General awareness messages
 - ✗ Personal sales, fundraisers, or classified announcements.
 - ✗ Overuse of bold text, emojis, or decorative fonts.
 - ✗ Department- or individual-specific news and highlights (only new appointments announced by the President's Office are permitted).
 - ✗ Posters containing general tips or advice.
 - ✗ Community surveys conducted for non-major events, including international days and restaurant weekend offers.
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6. Design Guidelines

- **Design Requirements:**

- **Thumbnail image:**

- Thumbnail size: **1920 x 1080 px**. Ensure there are no design elements, images, or text cropped or stretched in the thumbnail image.
 - **Acceptable formats:** JPEG/PNG
 - Ensure that all images are high quality, free from pixelation, and in their original aspect ratio

- **Logo usage:**

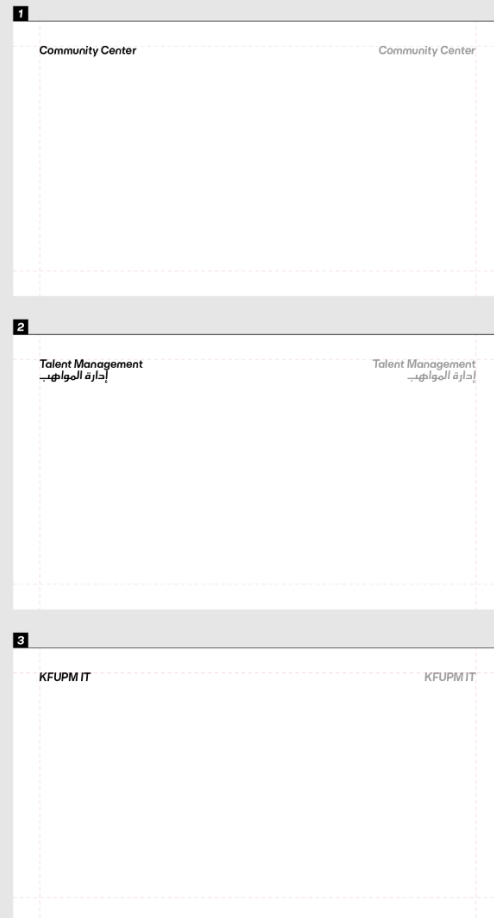
- Do not edit or alter KFUPM's logo in any way, *e.g.* colors different from the approved palette, distortions that alter the logo's proportions,

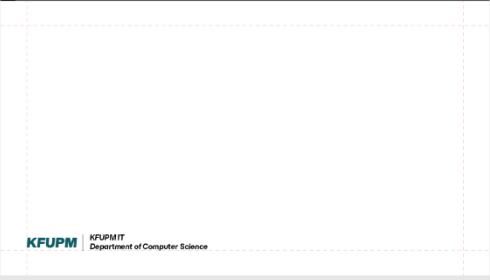
orientation, do not use gradients, do not add any effects and outlines, do not add text to the logo.

- Do not use KFUPM seal
 - Maintain a clear exclusion zone around the logo to ensure its visibility and clarity. The logo must never overlap, touch, or be obscured by any other graphic elements, text, or images.
 - When using the KFUPM logo, adhere to the [brand guidelines](#).
- **Logo placement:**

Internal announcement:

- 1- Do not use KFUPM's logo for internal circulations. Instead, add the department's name in writing only, positioned in one of the top corners of the design.
- 2- You may add the name in both Arabic and English
- 3- For departments that use an acronym for a name, add KFUPM in writing before the acronym.



Internal partnership: 4- The main organizer of the event adds their name in writing or their logo (only for departments that qualify for a logo according to the KFUPM brand architecture) in the top right corner of the design. Any acknowledgement or partners can be mentioned in writing with a clarifying text such as “In collaboration with:” 5- For joint events between KFUPM departments, list all the departments in writing only next to KFUPM wordmark in the bottom left corner. Do not use any logos.	4  5 
External partnership and conferences: 6- The KFUPM’s logo is always placed in the top right corner, while the external entity or the conference’s logo is placed on the top left corner. Any acknowledgement or partners can be mentioned in writing with a clarifying text such as “In collaboration with:”	6 

- **Content design:**
 - Include necessary information **only**
 - Create clean designs
 - Make it accessible, inviting, and easy to understand
- **Photography and images:**
 - Do not use culturally sensitive photos

Samples of acceptable designs & thumbnails:



7. Review & Approval Process

- **KFUPM Today Team Review:**
 - The team will **review all submissions** to ensure compliance.
- **Revisions:**
 - Only **two (2) rounds of feedback** will be provided if an entry does not meet the requirements.
- **Publication Schedule:**
 - The approved announcement will be published on available slot unless it is requested to publish on a specific date.

8. Rejection & Resubmission Process

If an announcement does **not meet the guidelines**, the submitter will receive a **notification email** outlining the issue(s). The submitter must **correct the errors and resubmit** using the format provided.

Rejection Notification Sample

Subject: Revision Required – Daily Digest Announcement Submission

Dear [Submitter's Name],

Thank you for submitting your announcement request for **KFUPM Today**. Unfortunately, it does not meet the required submission criteria and cannot be published in its current form.

To proceed, please review the issue(s) below and **resubmit your request using the correction form attached**.

Issue(s) Identified in Your Submission

- ☒ ☐ **Spelling or grammar mistakes detected**
 - ☒ ☐ **Missing required details** (title, date, contact info, etc.)
 - ☒ ☐ **Exceeds the word limit (100 words max)**
 - ☒ ☐ **Incorrect format** (does not follow the required structure)
 - ☒ ☐ **Unapproved flyer or image attached**
 - ☒ ☐ **Contains promotional or non-university content**
 - ☒ ☐ **Needs clearer or more professional wording**
 - ☒ ☐ **Other:** [Explain briefly]
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How to Correct & Resubmit

- You will receive an email from today-support@kfupm.edu.sa with the feedback.
 - Check the guidelines below and correct your submission accordingly.
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9. Contact for Questions

For inquiries, contact the **KFUPM Today team** at today-support@kfupm.edu.sa

 Important Notes:

- All approved submissions will be shared with **the entire KFUPM community**, including faculty, staff, and male and female students at the undergraduate and graduate levels.
- Failure to comply with these guidelines will result in **automatic rejection** of the submission. The **KFUPM Today Team will not apply design corrections, submissions with mistakes will be sent back for revision.**
- The KFUPM Today team reserves the right to modify content for clarity and alignment with KFUPM's communication standards.
- KFUPM Today is not intended for sharing critical or time-sensitive announcements. All content submissions must follow the established timeline, which requires at least three working days for review and publication.