**Paradox 24 PR, Design & Media Guidelines**

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# **General Provisions**

## 1.1 Role of Paradox Multimedia Team

* The Paradox Multimedia team is solely responsible for creating and distributing all design, content promotions, and related materials.
* Event promotion posters, exclusively crafted by the Multimedia team, are designated for one-time use specifically in PR and publicity efforts.
* The Paradox Multimedia Team is tasked exclusively with generating all written content for the IITM Paradox Fest. This includes social media posts, blog articles, website copy, and various promotional materials.

## 1.2 Role of Multimedia Team Members

* Multimedia Team members are prohibited from disclosing or sharing links, materials, or any confidential information without prior notification to the cores or respective super coordinators.
* Ensuring the privacy and confidentiality of information is imperative for all Multimedia Team members.
* Members of the Multimedia Team are not permitted to assume any Position of Responsibility (POR) in the Upper House Council or any club or society, irrespective of their involvement in other teams, events, or departments within Paradox.

## 1.3 Guidelines for Event Organizers

* All Societies or Houses or Event organizers are authorized to promote their respective events on their social media platforms, contingent upon obtaining prior written consent from their heads (Cores).
* Organizers are obligated to share only Paradox Multimedia team-designed posters after the official release from the Paradox handle.
* All promotional materials, including contents, presentations, rule books, and guidelines, must undergo approval by the Multimedia team.
* Before disseminating any materials to participants, event organizers are required to seek confirmation from the Multimedia team.
* Designs and contents must align with the specifications outlined in the "Paradox Event Starting Package."
* Event Cores, Organizers, and other departments are prohibited from independently generating or altering materials from the Paradox Multimedia team.
* External designers, excluding Multimedia team members, are not permitted to create any designs. All design requirements must be communicated and discussed with the Multimedia team by the cores.

## 1.4 Logo Usage

* House/Societies’ logo will be added to the posters designed by the Multimedia team of Paradox, for promotion on Paradox social media platforms and any other purpose.
* Clubs operating under a house - for entities like these, logos will NOT be added to the posters. Moreover, house logos can be used for the same.
* The usage of the IITM logo is allowed as per specific requirements and with prior permissions from the IITM BS team.

## 1.5 Tagging and Sharing Protocol

* For reshared posts on any social media platform: Tag the Paradox official account.
* For reposted content on any social media platform: Tag the Paradox official account.
* If screenshots are captured for resharing, subsequent edits to the poster are not allowed.
* Strict prohibition against copying or reproducing any content designed by the Paradox Multimedia Team.
* Google forms must not be distributed to potential participants before the event. All registrations are to be conducted solely through the Paradox/Margazhi/Saavn website.

## 1.6 Ownership

* Every Paradox event is a vital component of both Paradox and IITM BS, conferring inherent rights over associated content to Paradox and IITM BS social media.
* The exclusive responsibility for promoting events, guests, and sponsors is vested in the Paradox Multimedia Team.
* All content must be original and free from plagiarism. Duplication or unauthorized use of existing content is strictly prohibited.
* Prohibiting any other social media platform, entity, or individuals from benefiting through the utilization of Paradox's events is a key directive, without prior information.
* Upholding the integrity of the IITM Paradox and IITM BS brands mandates meticulous alignment of all posts with established brand values and guidelines.
* Consistent alignment with overarching brand values ensures the preservation of the reputation of both the IITM Paradox and IITM BS brands.

## 1.7 Legal and Ethical Compliance

* All designs, contents must not contain any offensive, discriminatory, or defamatory content. Immediate removal will be enforced for posts violating this guideline.
* All designs, contents should refrain from promoting any illegal or unethical activities to uphold the brand's reputation.
* To adhere to relevant laws, including copyright and data protection laws, all designs, contents must align with these guidelines.
* All designs, contents are restricted from containing any confidential or proprietary information to ensure data security and compliance.
* In the case of paid promotions or sponsorships related to the event, disclosure in all designs, contents is mandatory. This practice ensures transparency and fosters trust with the audience.
* External interference in the Multimedia team's work, except from Paradox Secretaries and PODs, is strictly prohibited under all circumstances.

## **1.8** **Communication Protocol**

* Proper upkeep of the communication channel is imperative. Direct communication or instructions to multimedia team members from other teams, event organizers, or cores is not permitted. All communication should exclusively occur through Cores, respective super-coordinators, or any appointed Point of Contact (POC) designated by the Multimedia team for specific departments.
* In cases where urgent posts need to be made, the Multimedia team should receive notification at least 24 hours in advance, communicated exclusively through Event Cores. This advanced notice allows the team to review the content and ensure its alignment with the established brand guidelines.

# **Posts and Content Guidelines**

## 2.1 Writing Style

* Employ a clear and concise style with an active voice, utilizing strong verbs.
* Vary sentence length for engaging content.
* Maintain a conversational tone, using humor sparingly.
* Limit the use of contractions.

## 2.2 Content Format

* Posts should ideally range between 100-300 words, while blog articles aim for 500-1000 words.
* Website copy should be concise, ranging from 100-200 words.

## 2.3 Target Audience

Content should cater to IITM students, faculty, staff, alumni, parents, prospective students, and the general public.

## 2.4 Social Media

* Leverage social media for content promotion, incorporating relevant hashtags.
* Actively engage with followers.

## 2.5 Measurement

* Track content performance using analytics.
* Use insights to enhance content effectiveness.

## 2.6 Additional Guidelines

* Maintain a consistent tone of voice.
* Proofread all content before posting.
* Utilize visuals to enhance content.
* Craft headlines to grab attention.
* Use subheadings to break up content.
* Employ bullet points for readability.
* Include links for additional information.

## 2.7 Posts

* The Multimedia team reserves the right to edit any Paradox-related post for clarity and compliance with brand guidelines. All decisions taken by the Multimedia team are final.
* Welcome comments on official posts; users are encouraged to refrain from offensive language.
* Ensure sponsors receive due acknowledgment in all fest and event-related content. Incorporate logos and phrases like 'Sponsored by' or 'Official sponsors'. This not only credits sponsors appropriately but also enhances potential opportunities for future sponsorships.
* Approval from the Multimedia team is required before posting captions and descriptions accompanying multimedia designs. Event organizers can modify descriptions when posting on social media, but it must be preceded by 'Paradox presents.'
* Prioritize consistency by introducing the text 'Paradox presents' before all event names. For instance, maintain uniform font size throughout, such as "Paradox presents - X marks the spot", conducted by XYZ Society".
* Follow these guidelines to maintain the integrity of the IITM Paradox brand, creating a positive image for sponsors and attendees.
* To enhance visibility and minimize spam, we will adopt a carousel format for posts, categorizing them across all platforms. For instance, posts will be structured as "Paradox presents - Literary Events," consolidating all literary events within a single post.
* Ensure all content aligns with IITM Paradox brand values and vision.

## 2.8 Copyright and Legal Compliance

* Obtain prior consent for copyrighted material use, including images, music, or videos.
* Ensure proper licensing and authorization for copyrighted material in Paradox promotions.
* Content should be factually accurate, and efforts must be made to ensure that information is up-to-date. Providing reliable and current information is crucial for maintaining the credibility of the content. The Multimedia team may take action against individuals/teams.
* Written consent is required for user-generated content use.
* Adhere to relevant laws and regulations, including copyright and data protection.

## 2.9 Mascot Usage

* Prior approval from Multimedia Productions is necessary for mascot usage.
* Requests for new designs or modifications should be made at least 3 days in advance.
* Any modifications or alterations to the mascot design must be approved by Multimedia Productions.
* The base concept of the mascot should not be changed under any circumstances.
* Maintain consistency in using mascot designs across all platforms for promotional content related to the event.
* Refrain from using the mascot design in offensive, discriminatory, or unethical ways.

# **Guests/ Artists/ Judges/ Mentors**

## 3.1 Immediate Notification

* The Multimedia team requires prompt notification of invited guests for any event.
* Event organizers must inform the Multimedia team about Guests/ Judges, providing their profiles through event cores. While event teams are allowed to initiate contact, confirmation details must be communicated to the Multimedia team.

## 3.2 Guest Package

The Multimedia team will furnish an exclusive "Guest Package" to all event cores, comprising the Letter of Invitation, Thank You Note, and Certificates. Event cores are responsible for sending these materials from the Paradox domain ID.

## 3.3 Promotions

* Unauthorized creation and posting of guest-related promotional material, including posters and videos, are strictly prohibited without prior information to the Multimedia team.
* For Artist hospitality & promotions deliverables must be promptly sent to the Multimedia team upon the signing of the MoU.
* Guests are encouraged to share event-related content on their personal social media, tagging Paradox & IITM BS official handles.
* The Multimedia team will designate a guest coordinator to facilitate coordination with other teams and streamline promotional efforts.
* Guests should ensure that their promotional content aligns with the IIT-Madras brand values and guidelines.
* Any paid promotions or sponsorships related to the event must be transparently disclosed in the post.
* Guests are strictly prohibited from posting offensive, discriminatory, or defamatory content.
* Guests are expected to promote the event in a positive and professional manner, both online and offline.

# **Sponsors/ Collaborators/ Partners**

## 4.1 Sponsorship Deliverables

* All PR-related sponsorship deliverables must be promptly sent to the Multimedia team upon the signing of the MoU.
* Sponsors are urged to avoid making false or misleading claims about the event or the organizers.
* Sponsors should ensure that their logos and branding align with the event's brand guidelines and are used appropriately.

## 4.2 Promotions

* Unauthorized creation and posting of sponsor-related promotional material, including posters and videos, are strictly prohibited without prior information to the Multimedia team.
* All sponsor posts and stories will be shared across relevant platforms (excluding YouTube), with the respective firm tagged wherever it has a social media presence.
* The Multimedia team will appoint a coordinator to assist the sponsor team in promoting the event and coordinating with other teams.
* Sponsors are required to comply with all relevant laws and regulations, including those related to advertising and marketing.

# **Design Strategies & Guidelines**

## 5.1 Innovative Floating System

* A groundbreaking floating system has been implemented for posters and promotional content, featuring a diverse array of design templates. Rather than relying on a single template, each design can be modified to ensure a perfect fit for all events.
* Events, houses, and societies may receive shoutouts for posts relevant to Paradox on Paradox social media handles.

## 5.2 Visual Appeal and Clarity

* All designs and promotional content must prioritize visual appeal and clarity, ensuring they are easily understandable for the target audience.
* Maintain consistency in branding across all designs, aligning them with the established brand values and guidelines.
* Ensure that all designs are accessible and inclusive, catering to a diverse audience.
* Seamlessly integrate Paradox and IITM BS branding elements into all designs for a cohesive visual identity.

## 5.3 Design Review Process

* Implement a comprehensive design review process to maintain quality and adherence to brand guidelines.
* Establish a feedback mechanism for event organizers and team members to contribute ideas and suggestions for design improvements.
* Adhere to designated timelines for design creation and modification to ensure timely completion of promotional materials.

# **Guidelines for Point of Contacts**

## 6.1 POC Appointment Specifics & Communications

* POCs are appointed exclusively for Paradox Departments or specific events as requested and required.
* Their appointment aims to enhance communication within the designated departments or events.
* POCs are not to be disturbed, ordered, instructed, or provoked by individuals or event teams outside their assigned departments.
* Special events are considered based on factors such as importance, profile, sponsors, and guests.

## 6.2 Compliance with Multimedia Team Rules

* POCs designated by the Multimedia team for specific departments must adhere to all team rules.
* POCs will function solely as contacts, and they are not authorized to make commitments or promises to respective groups.
* They are required to inform the Multimedia core or respective super-coordinators before taking any actions.
* POCs are strictly prohibited from disclosing or sharing links, materials, or other confidential information from the Multimedia team.

## 6.3 Role in Ensuring Timely Deliveries

* The primary role of POCs is to ensure deadlines and timely deliveries of requirements.
* The decisions made by the Multimedia team are considered final for all requirements.

| **Disclaimer:** The Paradox Multimedia team reserves the right to change or add or remove any of these guidelines at any point of time without any prior notice. |
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| ★ If any event team/ society/ house violates the guidelines mentioned in this document, they are liable to be blacklisted, which could result in restrictions on the promotion of their respective events.  ★ Repeated violations of the guidelines could lead to more severe consequences, including the potential banning of the offending society or house from participating in the fest. |
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*By embracing and abiding by these guidelines, our collective endeavor is to foster a vibrant, inclusive, and captivating environment. This document is crafted and overseen by the Paradox Multimedia Team, approved by the Secretaries, and endorsed by the core team of Paradox Multimedia Productions:*

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*These guidelines serve as a compass, steering the Paradox community towards upholding the values and standards that encapsulate the spirit of Paradox 24.*