



Generative AI Image Creation, Brand Compliance & Usage Policy

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As generative AI continues to evolve, these guidelines will be updated to reflect its new capabilities and address any new issues that may arise from them.

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Purpose

NC Wesleyan University supports the responsible use of Artificial Intelligence (AI) image-generation tools to enhance creativity, communication, marketing, recruitment, education, and campus engagement. This policy establishes clear standards for creating, reviewing, approving, and publishing AI-generated images while protecting the University's brand, reputation, privacy, and legal responsibilities.

This policy is intended to be easy to follow and focuses specifically on AI-generated images used on behalf of NC Wesleyan University. These guidelines are designed to help NCWU's communications and marketing professionals engage effectively with this rapidly emerging and evolving technology and understand its benefits as well as its limitations related to their work at Wesleyan.

As generative AI continues to evolve, these guidelines will be updated to reflect its new capabilities and address any new issues that may arise from them.

This policy applies to:

- Faculty
- Staff
- Students
- Student organizations
- Contractors
- Consultants
- Third-party vendors creating content for NC Wesleyan University

It applies to AI-generated images used in:

- University websites
- Social media
- Print materials
- Presentations
- Email marketing
- Campus signage
- Publications
- Internal communications
- Student engagement campaigns

Guiding Principles

All AI-generated imagery created for NC Wesleyan should follow these principles:

- **Integrity**
Images must be truthful, ethical, and not misleading.
- **Transparency**
When appropriate, audiences should understand when imagery has been created using AI.
- **Brand Consistency**
All visuals must align with NC Wesleyan's official brand standards.
- **Human Oversight**
AI assists creativity but does not replace human review or professional judgment.
- **Accountability**
The individual submitting or publishing AI-generated imagery is responsible for its accuracy and compliance.

Acceptable Uses

AI-generated images may be used for:

Marketing & Recruitment • Conceptual illustrations • Recruitment campaigns • Future campus vision renderings • Social media graphics • Website graphics • Event promotion	Student Engagement • Student organization promotions • Campus campaigns • Event marketing • Creative visual storytelling
Academic & Administrative Uses • Educational graphics • Training materials • Presentations • Internal communications	Creative Development • Brainstorming concepts • Design mockups • Campaign ideation • Draft creative assets

Brand Compliance Requirements

All AI-generated images must:

Follow Official Brand Standards

- Use approved [NC Wesleyan logos](#) only
- Follow approved color palette when applicable
- Maintain visual consistency with [University brand guidelines](#)
- Reflect the University's values and mission

Maintain Professional Quality

Images must:

- Be visually accurate and appropriate
- Meet the same quality standards as professionally created content
- Support NC Wesleyan University messaging and positioning

Protect Brand Integrity

- The following are prohibited:
- Altering official logos
- Creating unofficial University logos
- Distorting brand elements
- Using AI-generated branding that conflicts with official standards

Approval Process

External Publication

Before any AI-generated image is published internally or externally, it must receive review and approval from: **Marketing & Communications and/or University Administration**

Review will assess:

- Brand compliance
- Content appropriateness
- Accuracy & Clarity
- Ethical considerations
- Photography
- Copyright and legal concerns

Only approved assets may be:

- Posted on websites
- Published on social media
- Used in advertisements
- Included in public-facing communications

Internal Use

Internal materials should still follow this policy but may require less formal review depending on the audience and purpose.

Prohibited Uses

AI-generated images may not:

Misrepresent NC Wesleyan

Do not create images that falsely suggest:

- Buildings or facilities that do not exist
- Programs not currently offered
- Events that never occurred
- Campus experiences that are entirely fabricated

Create Fake People Presented as Real

AI-generated individuals may not be represented as actual:

- Students
- Faculty

- Staff
- Alumni
- Visitors

Manipulate Documentary Content

Do not alter or fabricate:

- News photography
- Historical photographs
- Official campus records
- Public safety documentation

Create Harmful Content

Prohibited content includes:

- Harassment
- Discrimination
- Offensive material
- Illegal activity
- Misleading political endorsements
- Deceptive representations

Publish Without Approval

AI-generated imagery may not be published externally without required review and approval.

Privacy, Security & Personal Information

Users must not upload to public AI systems:

- Student records
- Employee information
- Confidential University information
- Sensitive internal documents
- Protected personal information

If a real person is identifiable in an image:

- Appropriate permissions must be obtained when required.
- AI may not be used to place individuals into fictional situations.
- Deepfake-style content is prohibited.

Copyright & Intellectual Property

Users are responsible for ensuring that AI-generated imagery:

- Respects copyrights and licensing requirements

- Does not infringe on trademarks
- Does not intentionally copy another creator's distinctive artistic style
- Complies with University branding requirements

Because AI copyright laws continue to evolve, users should exercise caution when using AI-generated content externally.

Approved AI Tools

For official University communications, users should utilize:

- University-approved AI image-generation platforms
- Approved brand assets and templates
- Official University image libraries when available

Use of unapproved AI tools for external-facing content may require prior authorization from Marketing, IT, or Administration.

Transparency & Disclosure

Disclosure Recommended

When AI-generated imagery depicts:

- Campus life
- Student experiences
- Future campus concepts
- Realistic scenes that could be interpreted as documentary photography

Suggested language: "This image was created using artificial intelligence for illustrative purposes."

Disclosure Optional

Disclosure is generally not required for:

- Background graphics
- Artistic illustrations
- Decorative visuals
- Clearly conceptual artwork

Human Responsibility

AI is a tool, not a replacement for professional judgment.

Everyone creating or using AI-generated images is responsible for:

- Accuracy

- Brand compliance
- Ethical use
- Legal compliance
- Final review prior to publication

Human review by Marketing and/or University Administration is required before external publication.

Enforcement

Failure to comply with this policy may result in:

- Content removal
- Required retraining
- Loss of publishing privileges
- Referral to appropriate University administration

Quick Reference

 Appropriate Uses	 Inappropriate Uses
• Marketing concepts • Recruitment graphics • Event promotion • Creative illustrations • Campus-themed artwork • Educational graphics • Future vision renderings (when clearly presented as concepts)	• Fake students portrayed as real • Fake campus events • Deepfakes • Altered historical photos • Modified University logos • Misleading representations of facilities or experiences • Publishing without approval

Writing AI Art Prompts

Writing AI art prompts for generative AI image platforms focuses on converting abstract pedagogical or marketing concepts into clear visual briefs. Writing high-quality AI art prompts relies on using a structured structural formula that describes *how* an image should look rather than just *what* it contains.

Whether designing visual aids for lectures, creating inclusive campus marketing materials, or structuring assignments for students, utilizing a structured prompt framework ensures accurate and professional results.

The 5-Part AI Image Prompt Formula

Modern text-to-image models in 2026 interpret words literally and work best when given a structured hierarchy rather than conversational filler.

1. **The Subject:** Define exactly what or who should be the focal point of the image. Be specific about action and relationships if multiple subjects are involved.
2. **The Style/Medium:** Specify the visual medium (e.g., editorial photograph, 3D render, minimalist flat illustration, vector icon, oil painting).
3. **The Environment/Context:** Detail the setting (e.g., modern university lecture hall, laboratory with glassware, historical library archway, minimalist presentation slide).
4. **Lighting & Color Palette:** Guide the mood (e.g., bright diffused natural light, warm collegiate colors, vibrant corporate palette).
5. **Layout & Framing:** Specify the camera angle and negative space (e.g., wide shot, centered composition, generous negative space on the right for text overlay).

Key Higher Ed Use Cases & Sample Prompts

1. Academic Presentations & Course Visuals

Instead of generic stock images, create precise visual aids that match specific curriculum topics.

- **Prompt Example:** *"A minimalist flat vector illustration of an interconnected neural network transitioning into human DNA strands. Clean white background, corporate blue and emerald green color palette, isometric layout, high visual clarity for an academic presentation slide."*

2. Campus Marketing & Student Recruitment

When depicting student life, ensure prompts explicitly emphasize diversity, authentic behavior, and realistic campus environments rather than overly staged settings.

- **Prompt Example:** *"An editorial photograph of a diverse group of four college students collaborating around a laptop in a brightly lit, modern university library study room. Warm natural light coming through a large window, candid interactions, shallow depth of field, high-end university brochure style."*

3. Formal Art History & Digital Analysis

For art history or design courses, use prompting to teach formal analysis by instructing students to recreate styles using purely descriptive elements rather than artist names.

- **Prompt Example:** *“An oil painting in the style of Early Renaissance fresco, depicting an ancient architectural courtyard with precise linear perspective, muted earth tones, soft side lighting, cracked plaster texture visible.”*

Higher Education Best Practices

- **Maintain Inclusivity Consciously:** Avoid relying on the AI's default bias. Explicitly mention diverse demographics, genders, and abilities to ensure generated imagery reflects a truly inclusive student body.
- **Leave Room for Text (Negative Space):** If the asset will be used for flyers, website banners, or lecture headers, include phrases like *“generous negative space on the left side for copy”* or *“clean, uncluttered minimalist background”*.
- **Omit Fluff Words:** Avoid adding vague descriptors like “hyperrealistic,” “4K,” or “beautiful.” Instead, describe the actual textures, lighting elements, and specific mediums that generate those high-quality looks.
- **Refine One Variable at a Time:** If an image is close to what you want, do not rewrite the whole prompt. Iterate by modifying just one element—such as changing the wardrobe color or shifting the lighting from warm to cool—to maintain control over the output.

Advanced Pro-Tips

- **Specify Materials Over Buzzwords:** Instead of writing “ultra-detailed plastic,” describe the physical property: *“smooth bulging surfaces with thick, visible heat-sealed seams.”*
- **Lock the Seed for Iteration:** When fine-tuning an image, always fix the random seed number. Change only one variable at a time (e.g., switching from *“sunny day”* to *“rainy night”*) to see how it affects the image.
- **Control Your Lighting:** Lighting sets the entire budget feel of your image. Add technical phrases like **“chiaroscuro,” “rim light,”** or **“cinematic haze”** to lift your outputs out of flat, generic AI generation.

NC Wesleyan-Specific AI Image Prompt

Examples ONLY

Below are rewritten examples that align with current NC Wesleyan marketing themes including transfer students, campus visits, scholarships, student success, athletics, career readiness, and campus life.

Transfer Student Recruitment

Marketing Goal: Highlight NC Wesleyan as a transfer-friendly institution where prior credits retain value.

Prompt Example "An editorial-style campus photograph of a transfer student walking confidently across the NC Wesleyan University campus carrying textbooks and a backpack. Bell tower and traditional brick academic buildings visible in the background. Warm morning sunlight, authentic college atmosphere, candid expression, blue and gold university color accents, shallow depth of field. Generous negative space on the right side for transfer enrollment messaging."

Campus Visit Scholarship Campaign

Marketing Goal: Support the \$1,000 Campus Visit Scholarship promotion.

Prompt Example "A prospective student and family arriving for a campus tour at NC Wesleyan University. Student ambassador greeting visitors near a campus entrance. Bright natural daylight, welcoming atmosphere, collegiate architecture, genuine interaction, editorial university viewbook photography style. Open composition with clear negative space for scholarship headlines and call-to-action messaging."

Transfer Credits Never Expire Campaign

Marketing Goal: Reinforce transfer-friendly messaging.

Prompt Example "A professional conceptual photograph showing completed college credits represented by academic documents transitioning into an NC Wesleyan diploma pathway. Modern university campus in the background, blue and gold color palette, optimistic lighting, clean composition, designed for webpage hero banner use. Visual emphasis on educational progress and academic achievement."

Student Success & Career Outcomes

Marketing Goal: Highlight career-focused education and experiential learning.

Prompt Example "An NC Wesleyan student participating in a professional internship within a modern business office. Laptop displaying project work, collaborative team meeting in progress, professional attire, natural window light, corporate environment, editorial photography style suitable for university career success marketing materials."

School of Sports, Entertainment & Venue Enterprise

Marketing Goal: Promote the new School of Sports, Entertainment & Venue Enterprise.

Prompt Example "A college student analyzing event operations inside a modern sports arena control room. Digital displays, venue management technology, sports entertainment environment, professional learning experience, blue and gold branding accents, realistic editorial photography style, designed for higher education program marketing."

Student Life & Campus Community

Marketing Goal: Showcase authentic student engagement.

Prompt Example "A diverse group of NC Wesleyan students gathered outdoors near campus gathering spaces, collaborating on coursework between classes. Comfortable seating areas, landscaped campus environment, warm afternoon light, candid interactions, university brochure photography style, realistic student life moment."

Athletics Recruitment

Marketing Goal: Promote Battling Bishops athletics.

Prompt Example "NC Wesleyan student-athletes practicing on an athletic field during golden hour. Dynamic movement, coaching interaction, university athletics environment, school colors incorporated naturally, professional sports photography composition, inspirational collegiate atmosphere."

FAFSA & Financial Aid Marketing

Marketing Goal: Encourage FAFSA completion.

Prompt Example "A prospective college student reviewing financial aid options with a university admissions counselor in a modern campus office. Laptop displaying application materials, welcoming environment, bright natural lighting, professional yet approachable atmosphere, designed for financial aid awareness campaigns."

Residence Life Promotion

Marketing Goal: Showcase on-campus living.

Prompt Example

"Students socializing in a modern university residence hall lounge at NC Wesleyan. Comfortable furnishings, collaborative study areas, welcoming campus housing environment, cinematic natural lighting, authentic student interactions, recruitment brochure photography style."

Academic Excellence

Marketing Goal: Promote classroom experience and faculty mentorship.

Prompt Example "An NC Wesleyan professor leading an engaging discussion with students in a small classroom setting. Interactive learning environment, active student participation, natural lighting, modern educational technology, university marketing photography style emphasizing personal attention and academic success."

NC Wesleyan-Specific Prompt Keywords Library

To improve consistency across AI-generated marketing visuals, frequently incorporate:

Campus Experience • NC Wesleyan University campus • Rocky Mount, North Carolina • traditional brick architecture • collegiate atmosphere • welcoming campus community • personalized education • small class experience	Brand Colors • Wesleyan navy blue • gold accents • collegiate color palette	Visual Style • editorial university photography • admissions brochure style • candid interactions • authentic student experience • natural lighting • shallow depth of field • website hero banner composition • negative space for headline text
Recruitment Messaging • transfer-friendly university • transfer student success • credits never expire • campus visit experience • first-generation student support • student-centered environment	Student Outcomes • internship experience • career readiness • leadership development • professional success • experiential learning • hands-on education	

These NC Wesleyan examples will generally produce stronger recruitment, enrollment, transfer, athletics, FAFSA, and web marketing imagery than the generic higher education examples in the original document because they directly align with active NCWU marketing priorities and campaigns such as transfer recruitment, campus visits, student success, career outcomes, and the School of Sports, Entertainment & Venue Enterprise.