

Printed Material Guidelines

Flyers, brochures, postcards, bookmarks and other printed materials are easy ways departments, centers and units can promote their programs and services.

The PR Unit can help you determine what type of printed material fits your unit best and work with you to design and print a quality product that adheres to university style and identity guidelines.

Before You Begin

Before meeting with the PR Unit to discuss your design needs, consider the following:

- **Identify your audience.** Who are you trying to reach with this piece? Prospective students? Donors? Community members? Knowing this will help us edit your content and help you determine what type of printed piece you'll need.
- **Type of printed piece needed.** Do you already know what type of printed piece you'd like made? We've designed flyers, brochures, posters, bookmarks, postcards and other printed pieces for folks in our college.
- **Content drives design, not the other way around.** What are you trying to communicate to your intended audience? Can you put this information in layman's terms? What are the main points you want anyone who sees the printed piece to walk away knowing? Write down the answers to these questions and you've got the beginnings of your content. We can help with the wording in the editing and design process, but it's this information that we'll read through and consider when we design your printed materials.
 - **Think about imagery.** In addition to considering the text for your piece, start thinking about what kind of images you want included. Do you have photos we can incorporate and if so, are there any permissions we need to get to use those images? If you need stock photography or illustrations, can you give us some key words that will help us search for the types of images you're looking for?
- **Know your budget.** Does your department, center or unit have a budget for printed materials? Unless the piece can be used on a college-wide level, then your unit is responsible for covering any printing or design costs.
- **Consider your timeframe.** When do you need copies of your printed materials in hand? Please note that the PR Unit needs at least 4-6 weeks for design and printing; if this also requires copy writing, excluding editing, we need 4-7 weeks. This time frame includes two proofs; if there are additional proofs requested, please be aware that this could change the project timeline.
- **How many will you need?** How many copies of your piece do you need printed? We'll need to give our printer this information, as well as information on who should receive the invoice, when we're ready to print.

Initial Meeting

In your initial meeting with the PR Unit, we will determine whether the job can be done in house or if it will require outside design (either the university designers or an outside designer) and establish a budget and timeline for getting it done.

We also need to know who else will be involved in the approval process for this piece. Does your supervisor or other colleagues need to sign off on it? We suggest that after a timeline is established, please share it with those who need to give approval/feedback, as it can affect the production schedule.

Editing and Design

Once you submit your content, it will go through an editing phase to ensure the text follows university style and identity guidelines before it gets designed.

The PR Unit will send you a first proof for review and will make revisions based on your suggested edits, so long as they don't violate any style or identity guidelines. You'll then receive a second proof to review and submit any additional changes to the PR Unit. We'll send you a final version to look at before we

Printing

The PR Unit will contact a printer to get your materials printed and delivered to your office.

If there are minor updates to a design job or if reprints are needed with no changes, please give the PR Unit a week's notice. Please note that this timeframe does not include print time (which usually takes 1-2 weeks to get done).