

## **GRAPHIC DESIGN/PUBLICATIONS**

The Marketing and Media Relations Office is available to assist departments with the production of printed materials such as brochures, booklets, postcards, posters and other promotional/marketing materials.

All marketing and promotional materials designed for external audiences must be approved by the Marketing and Media Relations Office before they are printed.

### **Steps for producing a publication**

1. Departments must supply final, approved copy.
2. Marketing and Media Relations will review copy for punctuation, grammar and proper editorial style.
3. Marketing and Media Relations will work with a graphic designer to have the piece designed.
4. The finished design will be sent to the requesting department for approval.
5. Marketing and Media Relations will get estimates for printing the piece if it cannot be printed in-house. Printing costs are the responsibility of the department requesting the printing.

### **Publications Planning**

If you need a publication by a certain date, be sure to start well in advance. Some general timelines for simple publications (brochures, postcards) are as follows:

Design – two weeks

Printing – one week

If your piece requires mailing, be sure to factor that in as well.

### **Guidelines**

All publications produced by the college must have the appropriate college logo as well as the following non-discrimination statement:

*Temple College is committed to nondiscrimination practices based upon race, gender, gender identity and expression, disability, age, religion, national origin, genetic information, or veteran status.*

For details on proper use of the Temple College logo, refer to the Temple College Logo and Design Guidelines, which can be found on the Marketing webpage.