

**Subject:** Graphic Design/Publications

**Board Policy Reference:** CT (LOCAL) Intellectual Property

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## **GRAPHIC DESIGN/PUBLICATIONS**

The Office of Strategic Communications and Outreach 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 Office of Strategic Communications and Outreach before they are printed.

### **Publications Planning**

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

Design – 3-4 weeks

Printing – 2 weeks

If the requested piece requires mailing, be sure to factor at least two weeks into the project 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 Web page.

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

1. Divisions, departments and programs must meet with a representative from the Office of Strategic Communications and Outreach to discuss any proposed design or printing projects to determine 1.) the scope of the project and 2.) an editorial timeline based on current work queues.
2. Based on timelines and agreements established during that initial meeting, divisions/departments/programs must work to supply final, approved copy by the deadlines provided. This will generally be 3-4 weeks before designing and/or printing simple items. Factor in longer timelines for larger, custom projects.
3. If in-house photography or video is required, the request must be made in writing to The Office of Strategic Communications and Outreach and the Media Center

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Director. Based on availability, in-house photography will be reflected in the project timeline.

4. The Office of Strategic Communications and Outreach will review copy for punctuation, grammar and proper editorial and Temple College Style guidelines.
5. The Office of Strategic Communications and Outreach will adhere to Temple College branding and marketing guidelines, which include – but are not limited to – appropriate logos, institutional marks, colors, etc.
6. The Office of Strategic Communications and Outreach will work with an in-house or contract graphic designer to have the piece designed.
7. The finished design will be sent to the requesting department for approval. Based on current work timelines, drafts may be limited. Timelines for substantial redesigns will need to be recalculated and may lead to a delay.
8. The Office of Strategic Communications and Outreach will provide estimates for printing. All printing costs are the responsibility of the division, department or program requesting the printing.
9. If a division, department or program seeks an outside designer on its own, the piece will need to follow Temple College guidelines regarding logos, colors, style, etc.

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