

## **GUIDE TO PUBLICATIONS AND GRAPHIC STANDARDS**

(Final draft—6-18-02)

The Public Relations Office has responsibility for maintaining graphic standards and preparing promotional pamphlets and brochures intended for all college audiences and markets.

### **Publications**

The production of promotional material is a collaborative effort with the goal of producing a publication that is thorough, accurate, well-written and attractive.

Administrators, faculty and staff who require marketing or other external publications are advised to initiate the process well in advance of the desired completion date or known deadline.

The steps to producing a publication are:

1. The individual requesting the publication should confer with his/her vice president or executive assistant.
2. The individual requesting the publication should complete a Publication Request Form. These forms are available in the Public Relations Office or on the college web site, and may be submitted in hard copy or on e-mail to the Director of Public Relations, who is responsible for coordinating production.
3. The Public Relations Director will confer with the requestor to discuss the purpose, target audience, quantity, cost and distribution of the publication.
4. The Director of Public Relations will inform the Vice Presidents and Executive Assistants that a request for a publication has been received and is being developed. This communication shall state the intended purpose of the publication and other appropriate information.
5. It is expected that the person requesting the publication will provide the first draft of the copy, and participate as revised drafts are developed. The Director of Public Relations will review and edit the copy throughout this process. Other individuals may be involved in copy development. The Director of Public Relations is responsible for coordinating this process and developing a final draft.
6. When a satisfactory draft is complete, it will be referred to the appropriate vice president or executive assistant for review and approval. In addition, other vice presidents and executive assistants directly involved in the information contained in the publication will also receive a copy of the final draft for their review and comment.
7. Upon determination that the publication is satisfactory, the Director of Public Relations will take responsibility for coordinating graphic design and printing. The person initiating the project will be consulted in these steps.

8. From inception to completion, the executive assistants and the Vice President of Development will be kept informed and will be involved on an as-needed basis.
9. Final approval for external and internal publications is the responsibility of the Vice President of Development.
10. Upon receiving the publication from the printer, the distribution method determined in Step 3 will be implemented.
11. All publications should contain (1.) the date of publication and (2.) this statement: "Accredited by the Higher Learning Commission, a member of the North Central Association."

## **Graphic Standards**

Graphic design is a key factor in the identity of an organization. Consistent use of elements such as logotype, color, typestyle and layout all combine to give the organization a "face" that, ideally, is recognized instantly. Every publication, sign, advertisement, certificate or other visible product should use, insofar as possible, the prescribed design elements in a consistent pattern. This manual defines those graphic elements and sets standards for their use. Exceptions to the use of the established logotype and typefaces must be approved in advance by the Vice President of Development.

This is the official college logo:



The logo lends itself to being centered on the page, panel or space in which it appears. However, if it is not so centered, it should be floated in a space approximately 100 per cent larger vertically and 33 per cent larger horizontally than the logo itself.

The official college colors are red (PMS 200), gray (PMS 428) and black. In the logo, the chevron is black; the remainder is red.

The official and preferred manner of writing the name of the college is "Calumet College of St. Joseph."

This is the official college seal:



The seal occasionally is used as a design element in publications and other applications. While its primary purpose is to authenticate legal documents, it can be used for short-term or special purposes. The approval of the Vice President of Development is required for use of the seal in all applications.

Brochures and pamphlets prepared by the college should use a serif style typeface such as Bookman Old Style, Century, CG Times, Garamond or Times New Roman for body copy. (This guide uses Times New Roman.) The use of boldface, italics, and sans serif typefaces is acceptable, but should be used primarily for breakouts, emphasis or in other appropriate ways.

The current marketing materials use the initials "CCSJ" in upper case, and "Calumet College of St. Joseph" in uppercase Trajan Bold typeface. Body copy is Korinna Bold typeface. Major marketing publications should adhere to these design elements.

Generally, paper should be appropriate weight with vellum finish or matte coated stock. White is the preferred paper color. Other paper colors should be used judiciously.

College letterhead is printed on 24 pound classic linen whitestone paper. Stationery and envelopes can be obtained from Academic Support Services Office.

In addition to the logo, all publications should include the college address, telephone numbers, web site address and date of publication. Other standard information such as maps, business hours, telephone extension and e-mail address may be used as appropriate.