Design and Production Guidelines

Office of Marketing Communications

Publications Department Staff:
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Purpose

All printed materials must flow through the Office of Marketing Communications. This includes those projects that may require design, production and printing by outside vendors.

- **New Projects:** The Dean, Faculty member and/or project originator must fill out a Request/Approval Form with details regarding any print project or advertising and submit to the appropriate person in the Office of Marketing Communications.

  - **Design and Production:** Be prepared to identify the following:
    - **Audience:** How would you describe the target audiences of the printed pieces?
    - **Message:** What are you trying to convey to the readers?
    - **Reaction:** What action do you desire from the readers upon receipt of your message?
    - **Cost:** What is your budget for the design and production of the printed pieces? (Remember to budget for mailing costs where applicable.)
    - **Time:** When must the message reach your audience to allow for an appropriate response?
    - **Quantity:** How many pieces are needed?

  - **Scheduling:** Allow time for the following:
    - Mailing
    - Printing (7-10 days average)
    - Design and production, including all approvals
    - Copy preparation, including all approvals

- **Areas of Responsibility:** Certain responsibilities are assumed by the individual or department making the request and by the Office of Marketing Communications.

    - **Design:** Design includes type selection, paper stock, color (if any), selection and placement of art elements, size, and selection of outside services (if any). Suggestions and ideas are necessary, but the final design decision is the responsibility of the Office of Marketing Communications.

    - **Content:** The text for a printed piece should originate from the department or individual requesting the project. The Director of Communications and staff members can provide copywriting or editing services. A Publications Stylesheet and the Associated Press StyleBook are used to edit all manuscripts.

    - **Original Artwork:** The Office of Marketing Communications does not employ an illustrator. The services of a contract illustrator can be obtained if required.

    - **Copyright:** UST does not knowingly print or reprint copyrighted material without permission. It is the responsibility of the department requesting the project to get a letter of permission or an agreement from the author, publisher or party with copyright interests.

    - **Credit:** The production of promotional materials is the responsibility of the Director of Publications and staff and will be credited as such. Request for additional credit for original artwork, photographs and/or copyrighted materials should be made to the Publications Department.

    - **Disclaimer and Identity Statement:** Where applicable, published materials will include disclaimer and/or identity statements.
        - **Disclaimer:** The University of St. Thomas is committed to providing equal educational opportunities without regard to race, color, religion, sex, age, national or ethnic origin, disability or veteran status.
        - **Identity Statement:** The University of St. Thomas is a private institution committed to the liberal arts and to the religious, ethical and intellectual tradition of Catholic higher education.