

**MARQUETTE UNIVERSITY:**  
**DIVISION OF STUDENT AFFAIRS**

**Publication Guidelines**



## **DIVISION OF STUDENT AFFAIRS: PUBLICATION GUIDELINES**

For use by departments within the Division of Student Affairs

### **PURPOSE**

In order to maintain a culture that is representative of the mission of the university, this guide has been established to promote consistency in publications as well as processes to manage the multiple requests for marketing materials among the division.

### **CONTACT**

#### **For print/design projects**

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## Services

The Division of Student Affairs Marketing and Graphics Office can assist staff within the division in promoting their programs and events. We can provide the following:

- Design and production of your publication, branded materials, and other marketing materials
- Standards for imaging and branding of Marquette University
- Review of copy and edits for language, tone, and appearance of promotional materials
- Facilitation of all details of the design to production process (getting vendor estimates, arranging for production, delivery of files to vendor)
- Assistance with marketing (defining audience, suggesting methods of effective communicate to intended audience, etc.)
- Printing of large posters on standard white paper (typically max width is 36")

**Please note:** Taking on your project is contingent on time and resources available as well as adhering to the publication time line.

The following are NOT provided by the Marketing and Graphics Office and, thus, are the responsibility of the individual department/office:

- Distribution of printed material.
- MU Today submissions and/or other press releases (though assistance in crafting release may be requested). Please be aware there are submission deadlines that must be met. The Office of Marketing and Communication reserves the right to select which events are included in MU Today.

## Time line for fulfilling requests

Most publications are on an fixed schedule, and there are usually more than one project in process at once. Therefore, it is important that professional and student staff be aware that time lines must be followed in the production of publications. Please allow anywhere from **three to four weeks** for any design process. **Additional time should be allocated for printing at a print vendor** (approximately two weeks). Some projects may take longer depending upon their scope.

NOTE: This time line may increase if your publication has an external audience as it will need to be reviewed by the Office of Marketing and Communication.

## Planning before a request is submitted

Before submitting a publication request please consider the following:

- What is the purpose of this publication?
- Who is going to read it?
- What is the message that you want people to receive?
- Is this publication a companion to another piece?
- Who is responsible for researching, writing, and providing the textual content?
- Do you want to use photographs?
- Do you have the photographs?
- Are photographs print quality (minimum 300 dpi at reproduction size or 1500 x 1500 pixels)?
- If you do not have photographs, is there a place and time to have them taken?
- If featuring current students in photographs, do you know their names AND do they have a FERPA block on their records? (If students have a FERPA block, we are unable to use their photograph without obtaining written permission.)
- What is your budget?
- What is your plan for distributing publicity?
- Have you reserved space with AMU Event Management for table tents or for a rotunda banner?

### AMU Tables:

Brew Bayou 25  
Brooks Lounge 20  
Marquette Place 100

- Have you reserved space with the Office Residence Life for (1) lobby posters, (2) floor posters, (3) cafeteria table tents?

NOTE: Count out and label your copies by residence hall and take the counted stacks to the Office of Residence Life (Carpenter Tower 203) for Hall Director mailboxes to be delivered to the RA staffs, and hall lobbies.

### Residence Hall Floors (including lobby)

Abbottsford Hall 9	McCormick Hall 12
Carpenter Tower 14	O'Donnell Hall 3
Cobeen Hall 8	Schroeder Hall 10
Humphrey 6	Straz Tower 17
Mashuda Hall 7	

### Residence Hall Tables:

Cobeen 80  
McCormick 70  
Straz Tower 50

NOTE: For other helpful publicity tips, visit [www.mu.edu/osd/organizations/publicity.shtml](http://www.mu.edu/osd/organizations/publicity.shtml). (Only student organizations are required to have their publicity approved by the Office of Student Development. **University departments and offices do not need approval.**)

## Process for Publication Request

Only Student Affairs departments and offices are eligible for graphic design and publication services. The process to request design and publication is as follows

- Submit each request online at [www.marquette.edu/dsa/communications](http://www.marquette.edu/dsa/communications)
- Submit all of (and only) the information requested via the online form.
- Once a request is submitted, a confirmation e-mail will be sent indicating one of two things:
  1. An invitation to meet and discuss objectives, scope, and timeline of the project
  2. An indication of when you can expect to receive design samples.
- The publications team develops a project schedule and obtains estimates of print costs and other applicable charges.
- Any necessary photos or graphics must be provided in a print-quality digital format (at least 300 dpi at reproduction size or 1500 x 1500 pixels minimum) or the actual photo. Photos should be submitted with the publication request, NOT after.
- Thoroughly check all facts, names, and dates before submitting final copy. Inaccurate information may delay the design and print production time. Printers often charge a fee to make changes in a document once it has been sent to press.
- Designed layout samples will be provided to the client from which to select and approve.
- Edited copy will be provided to client for review and approval.
- Finished piece is shown to client for final approval. Client is ultimately responsible for final approval of design and copy. It is important for client to be aware that any changes after this point will delay delivery date.
- Publication is sent to print, and a press proof is provided for approval before print job is initiated.
- Final publication will be delivered to client. A copy of each publication is received by the publications team to review and analyze quality. If the publication team is not satisfied with the print quality, the client will be notified, and the team will offer to advocate for a re-print or equitable compensation based on the perceived flaws.
- If a publication has been printed through an outside vendor, the project office requesting the work will be responsible for connecting with the print vendor to arrange for payment.

## Required Standards for Request Fulfillment

### *All Publications:*

- Marquette University, Division of Student Affairs, and department/office should appear prominently.
- Phone numbers must include area code, presented in this format: (414) 288-5555.
- For external (off-campus) use, you are encouraged to use official Marquette colors (gold and blue) to reinforce the visual identity of the university. In addition, publications of this nature will need to be reviewed by the Office of Marketing and Communications.

### *Text:*

- Must be provided in a Word document (via e-mail attachment or on a disk) and should be pre-edited for spelling, style, word choice, and mechanics.
- May not be sent as e-mail content.
- Should be as brief as possible (use bullets, subheads, etc.)
- Must be thoroughly edited and considered final copy.
- Should conform to style guidelines in the Marquette University Writer's Manual [http://www.marquette.edu/omc/styleguides/documents/style\\_manual.pdf](http://www.marquette.edu/omc/styleguides/documents/style_manual.pdf).

NOTE: If you require assistance in developing language for your publication, we can help. This may add extra time to your publications.

### *Photos and graphics*

- Photo images must be 300 dpi or higher (1500 pixels H x W minimum).
- File types should be JPEG, PSD, or TIFF.
- Photos from web sites will not be accepted.
- Graphics should reflect our mission and values as an institution.
- Departments are encouraged to work with the Instructional Media Center to obtain high quality campus images. Visit <http://marquette.edu/omc/styleguides-brand-images.php> for information.

NOTE: We can help in choosing and locating photos. This, too, may add to the timeline.



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UNIVERSITY

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**BE THE DIFFERENCE.**

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