

CUL Guide for Visual Communication

Including Tips for Making Design, Signage and Marketing Consultation Requests

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CUL Guide for Visual Communication Executive Summary

Materials designed in house at Central University Libraries will conform to SMU's style guidelines and to CUL's own style guidelines, which will complement SMU's. Approval of the Dean or an assistant dean will be required for items that will be professionally printed and to ensure that marketing campaigns and their messages are authorized and do not work at cross purposes. For more detail on the collaborative process, technical specifications & timelines please consult the CUL Guide for Visual Communication document.

Central University Libraries' Graphic Designer will:

- Establish & maintain a visual identity for CUL in coordination with SMU's standards.
- Design original print and electronic materials for use by CUL staff for informational and marketing purposes.
- Design, produce and maintain wayfinding and informational signage (print and digital) in Fondren Library Center and as appropriate in other CUL libraries.
- Collaborate with staff to communicate their ideas & information in an effective, attractive graphic format.
- Provide marketing advice & information to staff who are promoting library-related products & services.
- Maintain a collection of coordinating sign & document templates for use by staff.
- Advise on marketing opportunities and work with staff to develop marketing/advertising plans.

Requests should be made in advance. Most requests can be made via help ticket at <http://help.libraries.smu.edu>. Staff requesting marketing and/or advertising services may fill out the Marketing Request form at <http://smu.edu/cul/staffresources/>. This allows staff to fill out just one form to request marketing services that would usually require filling out multiple forms or emailing various staff. Please allow sufficient time for planning, design and production and distribution of materials.

The Marketing Advisory Group members will assess CUL's needs and make policy and recommendations to guide marketing and outreach work many staff members do as part of their daily work.

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FAQ *Quick answers! Details in body of document.*

1. May I provide photos of any size or quality to the designer?

A. No. When requesting designs using photos, it is best to start with a large image. Many smaller images may not be of sufficient quality for printing or enlarging. The requestor can provide photos and/or the designer may provide them.

2. How can I advertise CUL's products and services?

A. There are many free on-campus marketing opportunities staff may take advantage of. Staff should consult with the graphic designer and make sure they have dean or assistant dean approval before embarking on a promotional campaign. It is important for such efforts to be coordinated and for CUL's products and services to be displayed in their best light.

3. I've noticed a sign with out-of-date information.

How can I get some info displayed on the digital signage?

A. Signage is managed by 3 different entities within CUL. While efforts are made to anticipate signage needs, if staff sees a need and would like to make a request or suggestion, please contact the appropriate staff person. The graphic designer may be contacted via help ticket. Further details appear in this document.

4. How can I make a quick sign that looks nice and conforms to CUL standards?

A. Customizable templates and pre-designed, ready-to-print signs will be made available for staff to use on their own.

5. Do I need special software to layout a document or create a sign?

A. When staff want to customize templates or when they want to layout their own documents, they do not need special software. MS Publisher is loaded on CUL staff computers; it works similarly to MS Word but is made especially for layout. Staff may also print to a variety of color & black/white laser printers whose output typically looks better than the inkjet printers many of us have on our desktops. Installation of these printers can be requested via library help ticket.

6. I heard CUL has a new logo. May I use it in my document? Should I have my business cards reprinted?

A. The new CUL Logo is to be used now instead of old-style CUL graphics. It should be phased in as supplies of printed materials with old graphics dwindle. Do not dispose of materials with the old graphic unless there is a business reason for doing so.

7. Can you help me customize my email signature?

A. Yes. All CUL staff should now format their email signature according to the guidelines approved by the Leadership Team. Details appear near the end of this document. The graphic designer can help set your signature up.

8. How much will printed materials cost?

A. Costs can vary widely depending on material and printing method. Please consult the designer to learn more about production methods and pricing and talk to your Dean or assistant dean to get funding approval.

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Requesting Design, Communication or Marketing Consultation

For help with design projects you're doing yourself, for help using a template (currently in development), for building signage needs or to discuss options for promoting a library event, product or service, consult with CUL's Graphic Designer as early as possible in one of the following ways:

- Schedule a meeting via Outlook
- Email to casberry@smu.edu
- Help ticket at help.smu.edu
- Fill out the "One Stop" Marketing/Advertising request form.

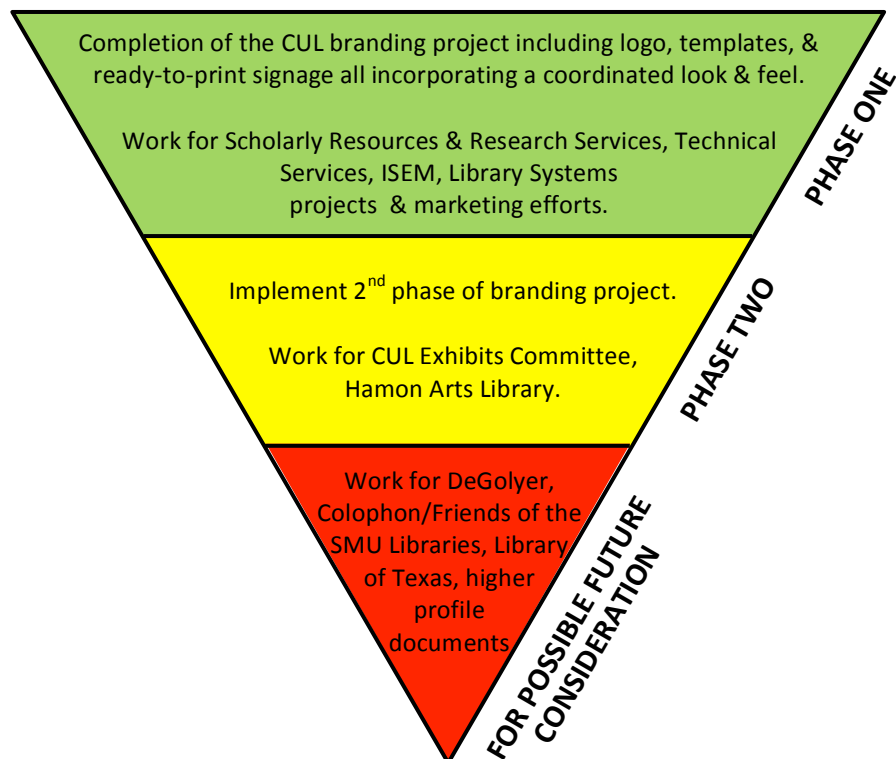
Design & Production Services Process

WHO

Any CUL staff person can request design services. Dean or assistant dean approval will be required for production costs & to ensure coordinating message and that the request is appropriate based on the size/impact of the project.

WHAT

During the first phase of implementing this new position, the designer began working on projects that are not already covered by another graphic designer. At a future time, projects may be considered as need and workloads are assessed. The priority pyramid below illustrates which projects the designer will focus on first.



WHY

Staff should promote library products & services in their very best light with print & electronic pieces that send a clear message and reinforce a positive image of Central University Libraries. Personal design needs or those of organizations you belong to cannot be met at this time. Please do not offer design services or the use of CUL’s specialized printing equipment to anyone outside of CUL.

HOW

Always make your request by submitting a help ticket at <http://help.smu.edu> . Use the form entitled “Graphic Design Request”. If you need to advertise an event or service you can use the One Stop Marketing request form (for more info see page 11.)

WHEN

Make your request as far in advance as possible. The designer’s schedule, collaboration with requestor, collection/creation of graphic elements & production time are just some of the factors that determine how far in advance you should make your request. Following are some guidelines:

Type of project	Advance Request
Flyers, handbills, short documents, banners, special signs	2 weeks
Brochures, longer documents, presentations, special promotional pieces, invitations	3-4 weeks
Any item to be printed off-site by a digital or offset printer or other vendor (with assistant dean approval only)	4 weeks
Edit or reprint of existing project that was done by this designer (varies by scope)	1-3 weeks

If your high-priority design request requires a shorter turn-around time, consult with the designer to discuss options.

WHAT HAPPENS NEXT

After you make your request, the designer will schedule a meeting with you to go over it. You will work together on the following:

- Scope of the request
- Your message & goal for the graphic piece
- Formats for the final version(s)
- Only when needed, steps for gaining dean or assistant dean approval on message or production funding
- Project timeframe & deadlines

WHAT THE REQUESTOR PROVIDES

Provide the following according to the schedule you work out with the designer. Delay in receiving these items may result in a delay in design or production.

- Details to get the project started:
 - Who, what, where, when, how & why
 - Ideas for the look & feel of the graphic piece
 - It’s OK not to have ideas for the look & feel- that’s what the designer is here for!
- Text or content for the printed piece
- Graphics or photos that are unique to or in possession of requestor
- Approval of designs & proofs as requested

WHAT THE DESIGNER PROVIDES

- Project plan and timeline
- Design/layout of requested graphic item(s)
- Creation/collection of some graphic elements
- Communication with requestor and management on project & funding if needed
- Pre-production proofs to requestor

- Finished product made to agreed-upon specifications

Production of Final Product

The designer will produce or oversee production of the final printed or electronic product. The work may be done by the designer, a student worker or an outside vendor.

In-House Production

Production time, including the ordering of special materials if needed, will be built in to the project plan. Work includes but is not limited to, printing/copying, cutting, folding & stapling. This service does not extend to printed materials originally made or laid out by others.

Outside Vendor Production

If the project is to be produced at a professional digital or offset printer or other vendor, the designer will communicate with them, provide the electronic files & review proofs. The requestor will be expected to participate in the project including but not limited to activities such as gathering quotes, timely approval of proofs and possibly in picking up the final product if delivery is not an option. Production by an outside vendor requires dean or assistant dean approval.

Reproduction / Additional Print Runs

Once a project is completed, it will be kept on file; if printed in house, additional printed copies may be requested by filling out a help ticket. Advance request is required for editing and production but the timeline may be shorter than for an original request.

Cost Examples

of recent print jobs & materials

<i>Project</i>	<i>Production method</i>	<i>Quantity</i>	<i>Cost</i>
Circulation policies bookmark	Printed at Alphagraphics	300	\$115
Construction signage	Printed at Fast Signs using UV-resistant ink on Coroplast	3	\$95
Event program	Printed at Millet The Printer using high-end paper & PMS matched inks	250	\$1100
Brochures	Printed in house on color copier using Hammermill 28lb paper	500	\$15
Table tents	Printed in house, 1 per page on black and white laser printer using Astrobrights 65lb cover stock	250	\$14
Event banner, 36" x 120"	Printed in house on uncoated, light-weight paper	1	\$90

Many more items will now be able to be produced in-house. We anticipate cost savings from this change. Each job will be evaluated to determine whether or not in-house production is appropriate.


Using Photos In Your Design Job

Well-chosen photos can help your printed materials look more professional and underscore the message you're trying to send. The designer can look to SMU's photo archive or online stock photo sites to recommend photos that complement your job. Alternately, if photos are not available on the subject you want, photos can be taken using CUL cameras but be aware that this will add additional work time to the project. If you have taken photos yourself or have found them online, please remember that the quality of the photo determines how it can be used. When a photo's resolution is high it will look nice when printed and it can be enlarged. If a photo's resolution is low, it may not be suitable for printing and it can only be enlarged so much.

The chart below shows the maximum size images of certain resolutions can be printed:

<i>Pixel Resolution</i>	<i>Print Size @ 300ppi</i>	<i>Print size @ 200ppi</i>	<i>Print size @ 150ppi*</i>
600 x 600	2" x 2"	3" x 3"	4" x 4"
600 x 900	2" x 3"	3" x 4.5"	4" x 6"
1200 x 1800	4" x 6"	6" x 9"	8" x 12"
1500 x 2100	5" x 7"	7.5" x 10.5"	10" x 14"
3000 x 2400	10" x 8"	15" x 12"	20" x 16"
3300 x 2550	11" x 8.5" (letter)	16.5" x 12.75"	22 x 17
5100 x 3300	17" x 11" (ledger)	25.5" x 16.5"	34" x 22"
5700 x 3900	19" x 13" (Super B)	28.5" x 19.5"	38" x 26"
6600 x 5100	22" x 17" (ANSI C)	33" x 25.5"	44" x 34"
10200 x 6600	34" x 22" (ANSI D)	51" x 33"	68" x 44"
13200 x 10200	44" x 34" (ANSI F)	66" x 51"	88" x 68"
12000 x 8400	40" x 28" (ANSI E)	60" x 42"	80" x 56"

*At 150ppi, printed images will have visible pixels and details will look "fuzzy".
We will not print low resolution images on CUL's large format printing equipment.

 Denotes sizes suitable for large format printing.

Items measuring up to 11" x 17" may be printed on the color copier.

Please do not purchase photos for work-related design projects on your own or with CUL funds without consulting the designer first.

Templates for Staff to Use

Templates are being developed that will allow staff to make documents in a standardized format. Staff may want to use such templates when creating documents & presentations or when the need arises for temporary signage but not for promotional purposes unless otherwise approved. Guidelines will be issued to help with the use of these templates.

Layout Software for Staff Use

When preparing their own printed materials, staff should consider using the appropriate software for the job. Microsoft Word is the right tool to use for word processing and creation of multi-page documents. But when creating documents, brochures, signs or flyers, where the text does not flow from one page to the next, a layout program such as Microsoft Publisher or Adobe InDesign is the best tool.

- Microsoft Publisher
 - Is available on every staff PC.
 - It uses many of the same tools as MS Word plus more.
 - Although it is not difficult to use, training is available online or through Atomic Learning.
 - Contact CUL technical staff for a tutorial.
- Adobe InDesign and other Adobe products
 - The Adobe Design Premium Suite including Acrobat Pro, Photoshop Extended, Illustrator, InDesign, Dreamweaver, and Flash Pro will be made available for installation at no extra cost on staff computers as part of an Enterprise Licensing Agreement.
 - Other Adobe products not listed above will require dean or assistant dean approval for purchase of a license.

Printing & Finishing Options for Staff Use

Staff have a number of printing and finishing options available to them to use for their own documents and printed materials.

- Laser printers
 - Black & white & color laser printers are available to all CUL staff.
 - Consult designer if you are not sure which printers you are set up to print to or to learn more about their capabilities.
 - If you need to print to a different printer, desktop support staff can set them up for you.
 - CUL laser printers will print 8 ½" x 14" maximum size.
- Inkjet printers
 - Many CUL staff have inkjet printers on their desks or in shared work areas.
 - These printers aren't typically suitable for printing materials to be used for promotional purposes
- Color Copier
 - CUL has a color copier that prints excellent quality.
 - It can be used as a printer or as a copier
 - Trays hold 8 ½" x 11", 8 ½" x 14" & 11" x 17" paper sizes.
 - The maximum printable paper size is 12" x 18" but we do not stock that size.
 - Consult designer to learn more about this machines capabilities.
 - It can fold, staple & make booklets!
 - If you need to print to this copier, technical staff can set it up for you.
 - CUL also has a number of copiers that can be used for black and white only production.
 - Notify the Technology Services administrative assistant if you plan to print a large number of pages on the color copier so she can make sure there is enough paper for the job.
 - To print on special material or colored paper, staff may load the paper themselves or in rare cases make special arrangements with the Technology Services administrative assistant.
 - Some people like to be near a printer when they are doing special printing; there is a workstation in the same room with the color copier that can be used for this purpose.
- Large Format Printing
 - CUL has a large format printer that can be used for many special production needs.
 - This printer will print up to 44" wide and up to 125" long.
 - Some special material is available for use but most must be ordered well in advance.
 - Examples of special printing material include Tyvek, scrim, canvas and photo paper.
 - While large format printing is expensive, it is usually less expensive to do it in house than to have it done at an outside vendor.
 - Pre-production proofs of items to be printed in large format will be printed on a different printer at a smaller scale.
 - Large format printing requests are subject to assistant dean approval.
- Professional printing
 - With dean or assistant dean approval, materials may be produced at a professional digital or offset printer or other vendor.
 - Items printed professionally should be designed or laid out by CUL's graphic designer, a designer or artist employed elsewhere at SMU or a contract designer or artist.
 - Designer will provide this vendor with the electronic files needed.
 - To avoid artwork fees or setup charges, any edits should be done by CUL's designer, not by the printer.
- Stack Cutter
 - This machine will cut up to 300 pages of 20lb paper at once.
 - It is located in the copy room on SIC 3.
- Binding machine
 - Performs comb and spiral binding.
 - Basic materials are kept on hand but large quantities, different sizes and different colors should be ordered in advance.

- Other:
 - CUL also has laminators, a corner rounder, guillotine cutters in smaller and large sizes, and a long reach stapler.

Signage

Following are various kinds of signs and info about each one:

- Safety & Facilities-Related Building Signage
 - Contact: Cindy Gautreaux
 - Examples include: fire exit maps, exit signs, construction signs
 - These signs are not to be moved or altered by other CUL staff.
- Wayfinding & Informational Building Signage
 - Contact: Christine Asberry Milazzo
 - Submit help ticket at <http://help.smu.edu>
 - Examples include: signs denoting service desks & equipment, signs denoting the location of collections, offices & equipment, signs indicating of-the-moment information
 - These signs are not to be moved or altered by other CUL staff.
 - If changes are needed, please work with Christine.
- Digital Signage
 - Contact: Tyeson Seale
 - Submit help ticket at <http://help.smu.edu>
 - A limited number of slides displaying information about CUL events and of-the-moment information will rotate on the digital signage installed throughout Fondren Library Center
 - May require approval by the Assistant Dean, Scholarly Resources & Research Services
- Temporary Signage
 - Contact: Christine Asberry Milazzo
 - Submit help ticket at <http://help.smu.edu>
 - Special needs signs can be made by the designer
 - Staff can produce their own signs by using
 - Ready to use “Print N Post” signs- just print as needed. (currently under development)
 - Templates in a standardized design- just customize with your own wording. (currently under development)
 - Use of ready-made signs and templates ensures legibility & keeps the facility looking neat.
 - Examples include: Out of Order signs, directions to meeting rooms.
 - Temporary signs are meant to be displayed for a short duration.
 - The use of tape on painted walls is *strongly discouraged*. Please consult the designer to learn about alternatives to tape. Some safer hanging materials are kept in stock.

Marketing Advisory Group

The Marketing Advisory Group was formed in 2012. Its membership is comprised of select staff whose jobs involve marketing to CUL’s various constituent groups including but not limited to prospective students and their parents, students, faculty, staff, researchers, public users, donors or potential donors and supporters. Together, Marketing Advisory Group members will assess CUL’s needs and make policy and recommendations to guide marketing and outreach work many staff members do as part of their daily work. The MAG will continue to collaborate on the development and maintenance of the CUL brand.

Marketing Advisory Group Charge:

The Marketing Advisory Group will ensure that needed resources and strategies are in place for the purpose of streamlining and coordinating Central University Libraries’ marketing efforts. The Group will develop strategies

and recommend policy as appropriate to assist staff in fostering a positive perception of CUL's products and services through their outreach efforts.

On-Campus Marketing and Advertising Opportunities

Please consult with CUL's graphic designer before embarking on a promotional campaign. It is important for such efforts to be coordinated and for CUL's products and services to be displayed in their best light. Different formats of the same design can be customized for various uses. On-campus marketing and advertising require approval at the Dean or assistant dean level. Mindful use of the following opportunities can be an effective tool for promoting CUL's products and services:

Opportunity	Location	Application required	How early to start process	Note
Banner in Hughes Trigg Commons	Hughes Trigg	Yes	At least 2 weeks before event	Banner itself must be approved with application before it can be hung. Cannot be done same day. Banner should be displayed in advance of event.
Slide show in Hughes Trigg	Hughes Trigg	Yes	At least 2 weeks before event	Slide itself must be approved with application before it can be posted. Cannot be done same day. Slide should be displayed in advance of event.
Yard signs	Campus grounds	Yes	At least 2 weeks before event	Strict rules apply to number and placement of signs. Production and placement of signs adds work time. Requestor is responsible for putting signs out and picking them up when the event is over.
Promotional table or tent	Flagpole or elsewhere on campus	Yes	At least 2 weeks before event	
CUL digital signage	CUL	No, but dean or assistant dean approval required.	At least 1 week before event	
Outside event	Campus grounds	Yes, Use of Campus Grounds Request.	Must be submitted to PD&C at least 7 days prior to the event.	Example of type of event- CUL Cookout. Multiple signatures are required on this form.
Flyers	Bulletin boards in buildings	Sometimes-approval from departmental office is sometimes required.	At least 1 week before event	Putting out flyers takes time. Be sure to start early so that flyers are displayed in advance of event. Requestor is responsible for putting the flyers out.
RFOC	Umphrey Lee	Yes	At least 2 weeks before event	
Student Affairs Friday Email Update	None	Yes. http://smu.edu/saprograms/	Submissions due each week by 5:00	Email goes out on Fridays.

		FridayUpdate/	p.m. on Wed.	
This Week at the Library	Email to staff, students & faculty	Fill out form at smu.edu/cul/	Submissions due the previous Tuesday.	Email usually goes out on Mondays.
Libraries, CUL and/or Hamon Websites	Online	Yes. Fill out help ticket or marketing form.		Web Team will work with you to determine most appropriate web option.
CUL's Facebook page	Online	Yes. Fill out help ticket or marketing form.	At least 1 week before event	

*Other opportunities may be added to this list.

Marketing Equipment for Staff Use

- Easels
 - Available throughout Fondren Library Center- just ask for help locating one!
- Tent
 - CUL owns a 10' x 10' EZ-Up tent that can be borrowed by staff for use on-campus library-related events
 - The tent cannot be lent to non-CUL staff or used for non-CUL events
 - Staff are responsible for careful use of the tent and will take measures to make sure it is not damaged by the elements or other people.
 - Staff who borrow the tent will transport it to the location, set it up, take it down & return it in good condition.
- Marketing Kit
 - CUL's designer is making plans to put together a kit of items that staff can borrow anytime they want to set up a table or booth to promote CUL products & services. It will probably include:
 - Tablecloth
 - Backdrop or banner holder
 - Reusable CUL banner or sign
 - Table-top display
 - Choice of general information brochures, handbills or bookmarks, preprinted or ready to print
 - Staff who borrow the kit will transport it to the location, set it up, take it down & return it in good condition.

How to Request Marketing/Advertising Services- One Stop Shop!

Visit <http://smu.edu/cul/staffresources/> to fill out the Marketing Request form to request marketing and advertising services. This form allows staff to input their event details just once and send them to several staff members to request a variety of services. Staff may select the services they know they want and request consultations for on-campus and external marketing. Any marketing or advertising that requires a fee or materials cost will be subject to approval. Staff who handle your marketing requests will work together to ensure consistent message and style.

Use of the CUL Logo



SMU Integrated Marketing has provided CUL with its own unit logo to coordinate with the campus-approved logos of other Dean-level units and departments. Use of the logo is covered by the SMU Style Guide. As supplies of printed materials such as business cards and stationary dwindle, materials with the new logo can be ordered. A set-up fee has been paid to allow the new logo to be used on engraved name badges. Don't throw out printed materials or badges

without the new logo unless you have a business reason for doing so! Please stop using any old versions of CUL logos such as the image of Selecman Tower.

In the near future, the logo, other graphics and photos will be made available to all CUL staff in a part of Inside.SMU that we're calling the Photobox. In the meantime, if you have any questions or if you need the new logo in a different format, contact Christine Asberry Milazzo.

Staff Email Signatures

One good way to promote our brand and maintain professional communications is to use standardized email signatures and formatting. The use of fancy “papers” or backgrounds, personalized quotes and graphics or animations is now strongly discouraged. The standardized email signature was approved by the Leadership Team in the spring of 2012.

The email signature should include the information listed below if it is relevant to your job:

Name
Title
Department, Library or Collection
Central University Libraries
Southern Methodist University
SMU email address
Campus Phone
Campus Fax
Mailing Address
Shipping Address
Physical Location
SMU URL
CUL Logo (optional)

Example:

Nancy Pearl
Research Librarian
Central University Libraries
Southern Methodist University
(214)768-2326



Each staff person could create more than one signature to be used when more or less information is needed. The CUL logo may be included in each email signature. Curators of special collections may gain approval for the use of alternate graphics from their supervisor