



Department of Brand & Integrated Marketing

Publication Policy

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"No matter how high a standard we attain inside *Trine University*, the impression of us formed outside campus can suffer if we don't safeguard our image. Nowhere is our image more vulnerable than in printed and published materials. Misspellings, poor grammar, unattractive design and inconsistent messages reflect poorly on the University and hinder us from reaching the goals set in our Master Plan. On the production of high quality, attractive, consistent publications, I place the highest priority. Therefore, I have instructed the Department of *Brand & Integrated Marketing* to create a **Publication Policy**, the implementation of which will have my energetic and full-fledged support."

Dr. Earl D. Brooks, II

What printed materials are covered in this policy

In general terms, the **Publication Policy** should be applied to any and all printed material that is produced for a mass audience outside of campus, or for any public audience that may visit campus. This includes but is not limited to:

- advertisements
- apparel
- billboards
- books
- business cards
- catalogs
- e-mail that is broadcast
- gift items
- magazines
- mass mailings
- newsletters
- plaques
- signs
- web pages

Although the Department of *Brand & Integrated Marketing* should be considered a valuable, ready-to-help resource for all other printed materials, the policy need not apply to bulletin board notices, e-mail sent to all admin/all faculty, newsletters that stay on campus, personal correspondence, and posters that remain on campus.

Roles and responsibilities

In the publication process, two important roles must be played: the role of the department that originates the project (*your* role) and that of *Marketing*. These roles pertain to three areas of responsibility: content, proofreading and production.

Content

The content of any printed piece refers to the words and graphics used to get a message across.

Your role

The originating department is responsible for the main ideas behind the message to be presented. You may supply the message in very specific form, such as fully written text and a proposed layout with photos or graphics. Or you may supply the message in abstract terms—perhaps just a concept or example. However you present your ideas, please develop them as fully as you are able.

***Marketing's* role**

Marketing is responsible for producing a high-quality, effective finished product that conveys the message the originating department intends while staying true to the University's larger message and image. Toward that end, *marketing* will write and/or edit text; suggest or supply graphics (including logos); and aid in or completely create the design. *Marketing* is charged with protecting the University's image, so it retains final authority in any disputes in how to present ideas in a printed piece.

Proofreading

Proofreading is the process of checking facts, evaluating the effectiveness of design and correcting spelling and grammar mistakes.

Your role

The originating department is responsible for the accuracy of facts in a printed piece. You may be asked to verify certain information, so be willing and able to back it up. Your department will also be responsible for providing general proofreading services,

such as reading text to look for grammar and spelling errors.

Marketing's role

Marketing is responsible for the overall accuracy of the piece. Toward that end, it will ask the originating department to verify facts and provide general proofreading services. The *Marketing* staff will proofread each piece to look for specific errors and to make sure the piece is true to the University's overall image and message.

Production

Production refers to the process or processes required to turn computer files into the final product.

Your role

The originating department will be responsible for making specific decisions on the final product (i.e. number of copies, type and size of paper, style of plaque). It will be your responsibility to procure a Purchase Order number from the Business Office.

Marketing's role

Marketing will provide you with choices that will produce a final product that fits the University's overall image and message. *Marketing* will be responsible for eliciting bids, choosing a vendor and placing the order. *Marketing* will act as your agent in dealing with the vendor and will handle all technical aspects of the production process.

Conclusion

The purpose of this Publication Policy is to ensure that any printed or published material produced by Trine University presents the University in the best light possible and acts as an aid to the Master Plan. To help reach that goal, Trine is lucky to have a quality public relations staff that is capable of providing virtually all pre-production services, and is experienced and skilled in guiding the production process. The Trine community should think of *Marketing* as its agent and friend in producing printed materials. That said, please place value on *marketing's* time and services so as not to waste them. In other words, don't ask *marketing* to take a photograph or produce an illustration if you have no specific plans to use it; don't ask *marketing* to write copy or create a design unless you're confident that the piece will be produced. With everyone's cooperation, we can make certain that Trine University puts its best publication's foot forward.

Publication Procedures

Please follow these procedures when you wish the following publications:

Business cards

Fill out a requisition form and send it, along with correct, name, title and contact information, to the Business Office. Current costs are \$13.20 for 250 cards, \$15.60 for 500 and \$19.20 for 1,000. Cathy will pass your order on to Public Relations.

After a card is set up on the computer, you will be asked to proofread it. Once the setup has your okay, it will be electronically transferred to the printer. Four card orders from across campus are required for each PO, which may cause a delay, but once *the business office* notifies the printer to go ahead, your cards should be back on campus in about a week.

Flyers and brochures

1. Set up a meeting with any member of the *marketing* department. Bring your design ideas and suggested text. Among questions you will be asked at the meeting:

- will the publication be 4-color, 2-color or black & white?**
- will photos or illustrations be included and, if so, who will provide them?**
- what kind of paper would you like?**
- how many copies are needed?**
- who from your department will be in charge of this project?**
- will your department or *Marketing* be responsible for getting the publication to the printer?**
- where should the completed pieces be delivered?**
- on what date do the pieces need to be on campus?**

2. Fill out a requisition form and send it to the Business Office.

3. Proofread versions of the piece supplied by the *marketing* department. In many cases, you will be asked to double-check specific information.

Other projects

The *marketing* department handles a large variety of print-related projects. In most cases, the procedure you should follow closely resembles that for flyers and brochures. Begin by meeting with a department member, and then secure a PO number. At any time during the process, ask *marketing* or *the business office* for guidance and we'll be happy to comply.