



Frequently Asked Questions Using the new institutional identity

Q Will University Communications and Marketing monitor everything produced at the university?

A Individuals and departments are expected to review their own work to see that it is in compliance with university standards and policies. If you're not sure, contact University Communications and Marketing for assistance at 330-672-2727.

Q How long do I have to use up materials with the old logo?

A As of July 1, 2000, materials bearing the old logo were no longer be used externally. Those materials may be used internally until they are depleted, or they can be recycled.

Q Where do I order new letterhead and business cards?

A You'll find instructions and appropriate links at the Online Ordering section of University Communications and Marketing's Web site at <http://www.kent.edu/ucm/OnlineOrdering/>

Q Where do I order new envelopes?

A As in the past, the Procurement Department will coordinate orders for envelopes and handle re-orders. Call 330-672-2276 or visit the Web site at <http://www.kent.edu/procurement/OrderProducts.cfm>.

Q Can I get labels to use up my old envelopes?

A Peel-off labels may not be used to cover the old logo on existing inventory. This practice would be objectionable for two reasons. First, the cost of printing and affixing labels to match our existing envelopes would exceed the cost of printing new envelopes. Second, the appearance of labels on university correspondence would not reflect the quality we wish to reinforce with the new identity campaign.

Q Are there variations in the layout of letterhead and business cards?

A The layout of letterhead and business cards is standardized in order to maintain consistency and a strong institutional identity. All letterhead should be professionally printed in PMS 281 blue ink on Kent State watermark bond paper. The return address copy on all self-mailing brochures, fliers and other printed communications must comply with the visual standards for envelopes. Samples of approved layouts for letterhead and business cards may be viewed in the university's [Guide to Visual Standards](#). An online sample of an approved [Regional Campus business card layout](#) also appears in the guide.

Q Will it cost more to add a Web site or departmental e-mail address to letterheads?

A There is no additional cost to add this information. However, as in the past, no personal names may be printed on letterhead.

Q What colors can I use for the logo?

A Always use the registered logo; the word *University* must be at least 1 inch in length. The registered logo may be reproduced in:

- All black
- All blue (PMS 281 for print; 0A0D6F for the Web; R:0, G:40, B:104 for RGB)
- Metallic gold (PMS 873)
- Metallic blue (PMS 8783)
- Gold foil (No. 817)

When printing the registered logo in all black, the sunrise and the word *University* can be screened only at 40 percent.

When reproduced in two colors, the sunrise and the word university are in gold (PMS 124 for print; FFAB1B for the Web; R:224, G:170, B:15 for RGB); the words Kent State are in blue (PMS 281 for print; 0A0D6F for the Web; R:0, G:40, B:104 for RGB).

The registered logo may be reversed out to all white (paper) or all gold (PMS 124 for print; FFAB1B for the Web; R:224, G:170, B:15 for RGB). The registered logo must be reversed from 100 percent of the foreground color. You may use different colored backgrounds or photographs as long as the registered logo is reversed out to all white or all gold.

Only on a blue (PMS 281 for print, 0A0D6F for the Web; R:0, G:40, B:104 for RGB) background can the words Kent State be reversed out to all gold or to white with the sunrise and the word university reversed out to gold (PMS 124 for print; FFAB1B for the Web; R:224, G:170, B:15 for RGB). See the section on Use of the Kent State logo in the [Guide to Visual Standards](#) for more information.

Q Where can I get a camera-ready copy of the registered logo?

A A camera-ready or hard art copy of the registered logo is available from University Communications and Marketing by calling 330-672-2727. It can also be downloaded at this Web page: <http://www.kent.edu/Administration/ur/Logos/index.cfm>.

Q In what format can I get an electronic registered logo file?

A The registered logo is available as .JPG, .TIF, .EPS, and .GIF files, either on disk from University Communications and Marketing at 330-672-2727 or downloaded from the Web page: <http://www.kent.edu/Administration/ur/Logos/index.cfm>.

Producing written communications

Q Why should I visit University Communications and Marketing? Can't I just produce my communication on my office PC and laser printer?

A All forms of printed or electronic communications — from small fliers and ads to Web sites and four-color booklets — represent Kent State University. And so, all communications bearing the name and visual identity of Kent State must reflect the style and graphic standards that reinforce the excellence of the university and contribute to its brand equity. Accordingly, adherence to approved standards and university policy is stringently enforced.

If that sounds complicated or bothersome, it isn't. University Communications and Marketing's professional staff of marketing coordinators, designers, editors and writers is prepared to help you produce attractive and effective communications that appeal to their intended audiences and achieve their desired effects. To begin planning for a new communication, you are encouraged to call University Communications and Marketing at 330-672-2727. (When planning for a communication for an alumni audience, contact Alumni and Community Relations at 330-672-5368.) Staff will meet with you to discuss the objectives of your communication, the audience, budget and deadline. Together you'll ensure the communication is effectively and accurately written, attractively and professionally designed, cost-effective and timely.

Q I've never produced a brochure, newsletter, Web page or anything else before. What can I expect?

A In the initial planning session and as the process moves forward, the University Communications and Marketing staff will assist you along the way and explain any unfamiliar terminology or processes. But it will help if you read over the following information prior to the first meeting.

Q How should I produce copy?

A When you are updating an existing communication, there's no need to retype all the copy. Just mark minor changes on the latest version. If the changes are more than a word or two, indicate where they are to be inserted and enter them in your word processing program as unformatted type. Then give us your disk, labeled with the name of your communication, the word processing program and the file, along with a printout of the changes. We'll make the changes to our files and show you a proof with the changes in place.

If you are preparing a new communication, the copy should be complete, in its final draft form and approved for submission by your office or department. Copy may be as an e-mail attachment or on disk, accompanied by a printout. Submit copy in double-spaced format for editing efficiency, but other formatting is not necessary or advisable. One of the most important considerations is ensuring the copy is final. Submitting rough or unapproved or drafts isn't a good idea. Revising copy once a communication has been edited and designed always results in delays and often in added costs.

Q How does the editing process proceed?

A The editor checks copy to ensure it meets the university's standards for excellence. The copy will be styled according to The Associated Press Stylebook and Briefing on Media Law and the Guide to University Style. The editor will work to ensure your message comes across clearly, unencumbered by errors in grammar, punctuation, spelling or usage. To give your communication greater impact and interest, the editor may add the university's key messages targeted to your intended audience. Additionally, the editor can help adjust your copy to fit the size of your communication.

Q What about proofreading?

A You share the responsibility for proofreading your communication for errors in content and spelling, as well as typos. If you need to make changes in your copy, the initial proof is the place to do it. Changes after this stage often delay production and result in late delivery. Proofs that are returned within 24 hours ensure that your communication stays on schedule. Keeping proofs longer than 24 hours most likely will extend the production schedule.

Q How do I come up with a design?

A The designer, in collaboration with the editor and the client, interprets the objectives of each piece and designs a look that attractively and effectively meets the needs of the client. With input from the client, the designer recommends the format, size, number of pages, typeface, paper, ink, printing specifications and graphics, within the overall context of the Visual Identity Program and university policy. Good design gives even a simple communication a professional edge. You will want to take the time to discuss any ideas you have with the designer. The outcome will be an attractive, professionally designed communication that meets your needs and enhances the image of the university. If you want to design your own communication but need help, a designer may be able to create a template for you to follow. If you act as your own designer, you will want to consult the Guide to Visual Standards.

Q How can I include photographs?

A If your communication is to include photographs, quality prints, slides or transparencies are required. Snapshots and Polaroid prints do not reproduce well and are unacceptable. If you are including your own graphics in an electronic file, save them in your document as .tif files. The University Communications and Marketing photographers (330-672-2727) have a large portfolio

of photographs from which to choose, and arrangements can be made to have specific photos taken for your communication if necessary; however, photo shoots often need to be arranged several weeks in advance.

Q When can I get delivery?

A The length of time needed depends upon several considerations. If your piece is an exact reprint or a reprint with minor changes and comports with university Visual Identity Program standards, no planning session is needed. Just provide the publication job number, which indicates the year of last printing and the number assigned to a particular job (e.g., 08-0070), or a copy of the latest version with any corrections and changes clearly marked. You'll also need to provide the following:

- the number of copies you require,
- the name and account number to be charged; and
- the specific date you need the publication delivered.

Just saying "ASAP" doesn't really help. The University Communications and Marketing staff needs at least a week to revise the artwork, provide proofs, obtain an estimate and issue the Approval Request, which authorizes the funds for printing. Then the printer needs five to seven working days to print exact reprints. Communications with minor changes require seven to 10 working days. Large press runs and complex jobs may require three weeks.

New communications always benefit from a planning session. The development of new, complex communications sometimes requires researching the copy, developing a complete marketing plan and formulating a production timeline. Depending upon the complexity of the printing specifications and whether photographs need to be taken, design concepts and estimates may require additional time.

All communications, with the exception of exact reprints, follow these steps:

1. initial contact with University Communications and Marketing
2. consultation
3. writing
4. approval of copy
5. editing
6. typesetting or conversion of your disk
7. proofing by client and editor (often multiple)
8. final corrections, if needed
9. design
10. approval of design
11. cost estimate from the printer
12. approval of cost by major budget officer
13. printing, printer's proofs and delivery

The University Communications and Marketing staff will make every effort to help you produce your communication in a timely and cost-efficient manner. If you will be producing many communications during the year or have a special event or project, you will want to meet with us well in advance to determine a timetable and to develop a specific client portfolio plan. Communications that are planned ahead of time receive first priority during our busy production schedules.

Q What if the University Communications and Marketing production schedules are heavy, and I need a writer, editor or designer now? Who can help me?

A University Communications and Marketing will help you make contact with a free-lance writer, editor, typesetter or designer. Other university offices also offer services to help produce communications. (See [Campus Resources](#) in this guide.) However, in accordance with university

policy, communications written and designed by free-lancers or other university personnel still need to come through University Communications and Marketing to arrange for printing and to ensure adherence to university standards, as well as quality and cost effectiveness of the final product.

Q I don't have time to use University Communications and Marketing's free design services, and my budget doesn't cover paying a free-lance designer. Can someone help me design my own brochure?

A With sufficient notice, the University Communications and Marketing designers can provide a template for you to follow, along with the [Guide to Visual Standards](#). But the communication would still need to be seen by an editor, and printing arrangements would be made through University Communications and Marketing.

Q Does University Communications and Marketing design Web pages?

A Current staffing levels and production capacity do not allow adequate time to design decentralized Web pages, but University Communications and Marketing can assist clients who wish to convert a printed communication into a Web communication or need guidance or referrals in Web development. Additionally, basic Web page design templates are available.

The office of New Media Services can assist clients in developing Web pages in compliance with the Visual Identity Program. The [Guide to Visual Standards](#) contains all the information you'll need regarding the appropriate use of the university registered logo and seal.

Q Why should I produce a news release through University Communications and Marketing? Can't I just write and send out the release myself?

A University Communications and Marketing is the primary media contact for the entire university. All news releases should be distributed through University Communications and Marketing, and all media conversations should be coordinated through University Communications and Marketing. See the section titled Media in the [Guide to Key Messages](#) and How to Use Them for additional information.

You will benefit in multiple ways by releasing information through University Communications and Marketing, including the opportunities to:

- Send out information in Associated Press style that can be quickly recognized and utilized by area media outlets.
- Keep University Communications and Marketing up-to-date regarding your organization's honors, changes and news, as the office is frequently the first university contact for media.
- Use University Communications and Marketing's extensive media lists (such as local, African-American, education, science/technology, fashion, business, etc.), as well as national consultants and agencies, in distributing news releases.
- Present a news release look that is consistent with Kent State's other publication designs in promoting the university's visual identity and brand equity.

Q If I choose to write a news release myself, how can I be sure the information will reflect the university's style guidelines?

A Copy should be styled according to the [Guide to University Style](#), The Associated Press Stylebook and Briefing on Media Law and Webster's New World Collegiate Dictionary. See the Kent State [Guide to Key Messages](#) and How to Use Them for guidance on incorporating university messages into your news release.

Q When should I begin the process of producing a news release? How long will the process take?

A The best results occur when University Communications and Marketing receives initial information at least one month prior to the event, so releases can be received by media at least

one week prior to the event. In the event of "last-minute" submissions, University Communications and Marketing will attempt to turn around the release as quickly as possible, although possible media "hits" will be greatly reduced.

The process can vary based on the completeness of the information, and whether a writer must do additional reporting and writing before the news release is distributed. News releases can be sent out after approvals are received from the university source(s) for the story.

Q What is the format for public service announcements (PSAs)?

A Public service announcements should be written concisely for lengths of 15, 30 or 60 seconds. Please include contact person(s) and "kill date" for the public service announcement University Communications and Marketing will then distribute to the public service announcement list.

Sample:

25 Seconds

ENJOY A WEEKEND OF MUSIC, CRAFTS AND WORKSHOPS AT KENT STATE UNIVERSITY'S (insert appropriate number here) ANNUAL FOLK FESTIVAL (insert dates here). HEADLINERS INCLUDE (include current information here)

A SCHEDULE OF EVENTS AND MORE INFORMATION ABOUT THE (insert appropriate number here) ANNUAL FOLK FESTIVAL CAN BE FOUND AT WWW.WKSU.ORG.