



### GETTING PUBLISHED

The Publications office reports to Enrollment Management, and is located at S37. This office will oversee all materials published by the College, internally and externally.

- This includes: letterhead, envelopes, business cards, flyers, newsletters, advertisements, invitations, brochures, programs, catalogs, and even form letters that go to a large constituency.
- It further includes balloons, banners, T-Shirts, and similar objects.

This office will either produce or outsource all the above materials, and must approve materials before they are completed

- The Vice President of Enrollment Management & Strategic Branding (Diane Finnan) and Publications Coordinator (Karen DeVita) will either edit/advise/review your product, and, where appropriate, design/produce your materials. When necessary projects will be outsourced to a vendor.
- All materials to be printed must be handled by the Publications office. Because this office handles printing on an ongoing basis and maintains relationships with printers, the Publications office is able to determine the most cost-effective process for the publication of any item. In-house printing will always be considered as an option, but in all cases the method will be chosen that produces the most effective result. The goal is always to achieve a high-quality professional publication.

### THE PROCESS

1. Obtain and complete a Job Request form from the Publications Office.
  - You may obtain forms and discuss your project – Monday through Friday.
  - Jobs will be considered on a first-come-first-serve basis and will be logged in a project book.
2. **Anticipate your needs**
  - For smaller projects (flyers, brochures, etc.) please allow two weeks for design and or editing and an additional two weeks for printing, for larger projects (catalogs, 4-color brochures, newsletters over six pages) please allow six-eight weeks for completion.
3. **Supply very complete information.**
4. **If you plan to produce your own material** — especially in the case of form letters and other minor items - simply bring your material to the Publications office to be reviewed. Remember the College logo or College Seal must appear on all printed pieces.

### THE REASONS

- Consistency of message and design are important in building a recognizable College image and promoting the new logo.
- Often, several different departments are handling parts of the same information without realizing it. It is extremely important to have the same message go out to the public and to use the logo correctly.
- The message must be conveyed as professionally as possible to maintain a consistent level of excellence.
- The College has adopted a new logo that must appear on all formal materials leaving the College. As there are rules for use, the logo can only be handled by the Publications Office.

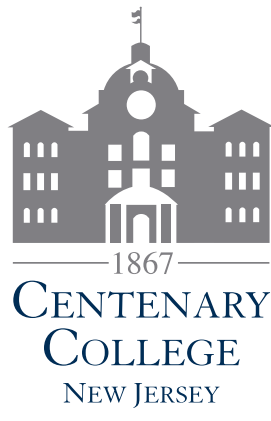
**Any questions you have may be directed to: Diane Finnan, Enrollment Management and Strategic Branding, Susan Heard, Director of Enrollment Operation, or Karen DeVita, Publications at ext. 2322.**

# Centenary College Advertising and Publications Procedures

Effective January 15, 2007 the College has adopted the following procedures for all advertising, marketing and publications. This revised policy applies to all flyers, newsletters, advertisements, press releases, invitations, brochures, catalogs, letterhead, business cards, envelopes and form letters. It also includes balloons, banners, T-Shirts, and similar projects. If you are unsure about an item call Susan Heard, Director of Undergraduate Enrollment Operations at ext. 2218 or Karen DeVita, Marketing / Publications Coordinator at ext. 2332. **Please note:** Undergraduate Enrollment Operations is located in the Seay Building - first floor. The Publications Office is located in Seay 37 (third floor – north side of chapel).

- **All print materials must use the Official Centenary College logo and Official College font and Official Logo colors (PMS) and/or College Seal.**

*For additional information please refer to Brand Guidelines.*



## LOGO

Font: Times New Roman  
296 (Blue) and Cool Gray #10



## SEAL

- **Any and all advertising, publications and promotional items must be approved by Karen DeVita in the Publications Office.**

## ADVERTISING:

- All requests for advertising must be submitted to Karen DeVita. Requests must be made in writing at least one month prior to publication date.  
You may obtain forms and discuss your project Monday through Friday.  
Jobs will be considered on a first-come-first-serve basis and will be logged in a project book.

## PUBLICATIONS:

- Requests for publications must be submitted one month prior to the date needed in order to allow sufficient time for design and printing.
- **All publications must be handled through the Publications Office.** Projects should be submitted to Karen DeVita who will then determine whether the college will outsource or produce them in house.
- Departments should provide their own written text and the Publications will handle the design and layout of the piece. If a department needs assistance writing or editing, the College will engage the services of a writer. Costs associated with this will be charged back to the individual department budgets.

## MARKETING AND PROMOTIONS:

- Press releases will be handled by Annamaria Lavee, Public Relations Director, ext. 2238. All newsworthy information with complete details must be forwarded directly to her office. Following this procedure will guarantee that the marketing department is aware of all activities and accomplishments regarding the Centenary Community. Exceptions to this procedure include Athletics and CPAG. These departments should forward copies of all press releases to Annamaria for inclusion in the college records and publications. Annamaria will forward all PR to Doug Hooper, Web Content Manager, for inclusion on the Centenary College website. Please contact Doug Hooper at ext. 2188 for any other content update on the website.
- Requests for public service announcements should also be directed to Annamaria Lavee, Public Relations, ext. 2238.