

Graphic Standards

June 2018



Western
University
OF HEALTH SCIENCES

*Compiled and edited by the office of Publications/Graphics
and Branding, in conjunction with University Public Affairs.*

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The University Printing Policy

A5.35.0.2

The Publications/Graphics and Branding Department serves as an in-house full-service design firm. Our services include publications design, logo usage and branding, and we work with you on your project from the idea stage through final development. Our award-winning graphic designers have the education and experience to give you better products at lower cost, easier than if you did it yourself. We can create everything from a simple postcard to full color marketing collateral, banners, signage, and specialty graphic work. We use the preferred platform (Mac) and software within the design and printing industries including Adobe Creative Suite. We also support Adobe InDesign and Quark Xpress. This manual is accurate as of September 2017. For most recent information about WesternU, consult www.westernu.edu or call the Publications/Graphics and Branding Department at 469-5612.

A5.35.0.2 — University Publications shall serve as the design and approval point for marketing, recruitment and promotional print and photocopied communications that will be distributed off campus by mail or any other means and for projects intended for broad University distribution. University Publications must be contacted for all such projects.

The Board of Trustees authorizes University Communications and Publications (now University Public Affairs/Graphics and Branding) to produce a Graphics Standards Manual. The manual will be developed with the approval of University administration and determines standard and appropriate print and electronic representations of the University logo and all branding and identity issues in University print and electronic media. All Colleges and departments will abide by these standards.

University Public Affairs/Graphics and Branding provides graphic design services for printed materials for University clients. Our graphic artists develop projects from idea stage to finished printed products with client budgetary allowances. University Public Affairs/Graphics and Branding has developed the Graphics Standards Manual for use in developing all University Public Affairs/Graphics and Branding and for requirements in the use of the University logo. All publications that represent the University, the Colleges, and all of our programs come through Publications.

University Colors

The University colors are burgundy (PMS 202) and white, and are important to the graphic identity of the University. Therefore, precise matching of the University colors is essential in all color applications.

- The University colors are burgundy (PMS 202) and white and are equal in importance to the graphic identity elements in identifying the University. The colors were chosen in a University-wide survey in Fall 2016. PMS 202 displays a minimal amount of color shift between RGB and CMYK applications. The CMYK mix is 9/100/64/48, the RGB mix is 134/38/51. For HTML applications, the Pantone guide recommends #862633 as a match. Gold (128), and gray (430) and black can be used as accent colors. The use of gold text or logos on a burgundy background should be avoided so as not to be confused with other academic entities.
- There is a simulated metallic gold (ink) version available and gold foil may also be used.
- Hi/lo resolution digital versions of the logo in various formats (pixel and vector) are available from University Public Affairs/Graphics and Branding.



Examples of logo used properly on various color print or web backgrounds.



Typefaces for University/College Names/WesternU

University stationery and other official documents use specific fonts in their design, in conjunction with the University logo system. When using these fonts, the words become a part of the logo system. Consistent use reinforces the WesternU image.

Use New Baskerville for the full name and for WesternU. Note that the full name can be placed on one, two or four decks. Also, note where line returns are placed and do not change them. Point size and leading should be the same (12/12 or 24/24 for example).

Note that Western University of Health Sciences is not preceded by “the.”

The University should be referred to as Western University of Health Sciences or WesternU, but not as Western University or WUHS. If used in a sentence, it is written with no space between Western and U and no period after.

COMP remains the acronym for the College of Osteopathic Medicine of the Pacific.

Western University of Health Sciences

Western University
of Health Sciences

Western
University
of Health
Sciences

WesternU

The University Logo

The University logo is the identifying symbol for Western University of Health Sciences. Consistent use of the logo enhances the University's recognition. The logo must appear on every publication. Correct and consistent use will ensure that it acts as a highly recognizable brand identifier for the University.

-
- The logo may be used only in approved form and may not be altered except where otherwise noted.
 - The WesternU logo is the property of Western University of Health Sciences. Any misuse of the logo, the University's name or image, is prohibited.

-
- The fonts used in the logo text are New Baskerville, a strong, stable font with custom scaling and kerning, and is offset by the simple and modern Stone Sans Bold.
 - The positioning statement is set in New Baskerville italic.
 - The logo is available in horizontal and vertical versions. Either version may be used to best suit each individual project.



Horizontal



Vertical

LOGO HISTORY: The original logo was designed by Founding President Dr. Philip Pumerantz in 1977 for the College of Osteopathic Medicine of the Pacific (COMP). When COMP became WesternU in 1996, the logo eventually evolved into the current version. The logo consists of the University circle and caduceus, and logo text. The logo is designed, and is to be used as, a single unit, not as separate elements (with some exceptions where noted).

The circle and caduceus contain the University name, the osteopathic caduceus, mountains representing the University's Southern California location, and the latin phrase Educare, Sanare, Coniunctim, which translates to To Teach, To Heal, Together, the University's original positioning statement.

Correct use of the University Logo — size/spacing/how and where to use

SIZE REPRODUCTION LIMITS:

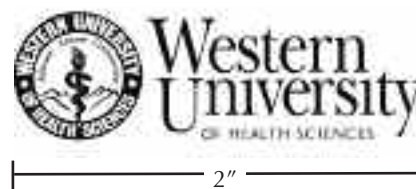
- Do not shrink the logo so that it cannot be reasonably read.
- In order to retain the quality of the WesternU logo, it should never be reproduced so that the horizontal version is less than 2 inches wide or that the vertical version is less than 1¼ inches wide. That is the size currently on WesternU business cards.
- If the entire logo will not work due to size/space considerations, please see page 10.

MINIMUM SPACE REQUIREMENTS:

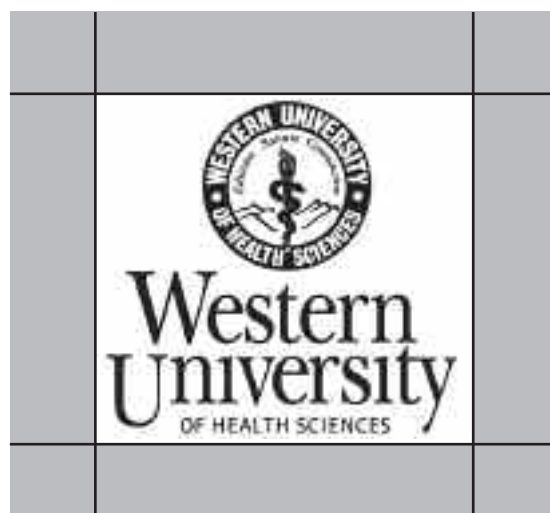
- Be sure to leave adequate space surrounding the logo.
- Maintain a consistent margin of clear space around the logo at all times. Clear space should be equivalent to ½ the width of circle and caduceus. This is a general rule as there will be times when the logo will appear on top of a photo or graphic and the space requirement may not be able to be strictly applied.

WHERE TO USE:

- These versions of the University logo are to be used on University stationery, on any kind of external communications, the University website, and all printed materials for general consumption including, but not limited to, brochures, magazines, advertising and marketing materials.



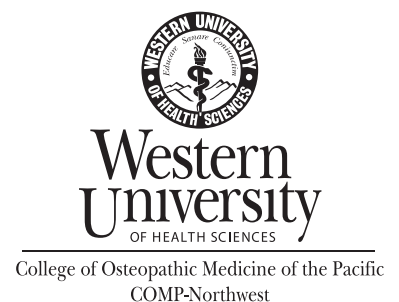
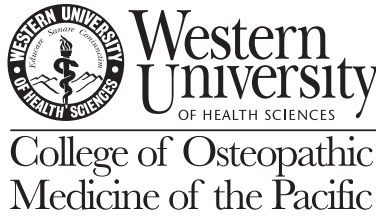
Avoid using the logo any smaller than pictured here.



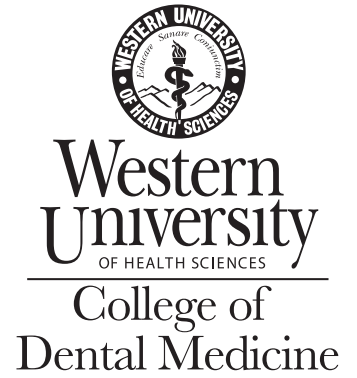
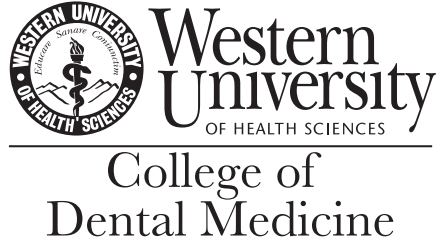
The Hybrid Logos

These examples show the College logos in horizontal and vertical configuration, sometimes called the **hybrid logos**. The tag line has been removed and replaced with the College. These logos were based upon the University logo and were approved by the president, the provost/chief operating officer, and the dean of each College beginning in March 2006.

- As with all University and College logos, these may be used only in approved form and may not be altered.
- Maintain a consistent margin of clear space around the logo at all times. Clear space should be equivalent to 1/2 the width of circle and caduceus. This is a general rule as there will be times when the logo will appear on top of a photo or graphic and the space requirement may not be able to be strictly applied.



The Hybrid Logos (continued)



The “Meatball”

Sometimes referred to as the seal, pin/patch, circle and caduceus, or “meatball,” this is derived from the original COMP logo. It evolved into its present University iteration when the College transitioned to a University in 1996. (See bullet points below).

-
- As with all University and College logos, these may be used only in approved form and may not be altered.
 - This logo is intended mainly for pins and arm patches but is allowed to be used as a stand-alone under certain conditions.
 - This logo is recommended for internal use only (on-campus fliers and signage, emails, etc.). It should not be used externally, meaning outside the University (except in some cases of clothing or other promotional items. See page 10).
 - This logo can be used on shirts and other promotional items. However, use of the entire logo is encouraged unless space restrictions dictate otherwise. (See page 10).
 - A line of text such as department name can be added underneath the meatball. However, for branding and design purposes, avoid wrapping text around this logo.



Using the University Logo when space/size is a problem

Sometimes the entire logo may not work due to space/size issues, such as on pencils, pens, or other small branded promotional items. In those instances, the meatball or the logo text can be used alone, as in the examples shown here. Generally speaking, when dealing with small sizes, the logo text will be more readable than the meatball due to its larger font size.

- The decision to use the circle and caduceus (meatball) or the logo text by itself should not be made by personal preference. They should only be used alone when the entire logo will not work for a particular application. For questions, please contact University Public Affairs/Graphics and Branding.
- The meatball or logo text can be used on shirts and other promotional items, however, use of the entire logo is encouraged unless space restrictions dictate otherwise.



Left: Example of proper logo usage. In this case, the entire logo would be so small as to be unreadable. The logo text alone would fit as well but the circle and caduceus logo shown here is also acceptable.

Western University of Health Sciences

Western University
of Health Sciences

Western
University
of Health
Sciences

Examples of proper logo usage. In these cases, neither the entire logo nor the circle and caduceus by itself would work well alone, so the options shown are acceptable.

WesternU

Western
University
OF HEALTH SCIENCES

Western University
OF HEALTH SCIENCES

Unacceptable logo treatments

The following pages outline examples of improper logo use. If an example arises that is not covered in this guide, please call the Director of Publications/Graphics and Branding at extension 5612.

Do not distort any of the logos in any way.



Do not screen back or "ghost" or place text on top of the logo.



WesternU is one of the largest graduate schools for the health professions in California. Alumni rank among the very top leaders in health care and medicine throughout the country and the world

Do not reconfigure any part of the logo.



Unacceptable Logo and logo-text treatments

Do not create unauthorized color versions of the logo.



Do not create alternate or modified versions of any approved logos.



Do not place logo over patterned or gradient backgrounds.



Do not place other graphics on or near the logo. Do not modify the angle of the logo or place the logo on a curve or "wave."



Class, Club, and Student Organization Logos

The University allows student clubs, classes, and organizations to design and submit their artwork for approval. The logos are subject to review from University Student Affairs, and University Public Affairs/Graphics and Branding. We receive a wide range of designs, all with varying degrees of similarities, differences, goals, design skills, etc. Because of this, the decision to approve or reject a logo can appear rather subjective. However, the goal is to avoid any logos that tend to appear as new or redesigned College or University logos, or any that violate the guidelines set herein. Shown are several logos that were approved or rejected, and the reasoning behind them.

- Be sure your design is approved by the organization’s national or regional group, if applicable, before submitting to University Student Affairs (USA). Also, be sure to submit to USA prior to having any work done by a vendor. The design will not be approved simply because money has already been spent and protocol was not followed.
- A vendor’s inability to reproduce any part of a University/College logo will not result in a modification of the logo. The University Bookstore deals with several vendors capable of high-quality reproduction of our logos. Please check with the bookstore for more information.

APPROVED



Western University of Health Sciences



The inclusion of elements such as the org/club acronym, “Student Chapter,” or class year clearly distinguishes these logos as representing a WesternU chapter of a student club, class or organization, rather than playing as unofficial College or University logos. Note that the University logos can be used as part of the org logos, as long as they have not been modified in any way. Note: as of June 2017, “College meatballs” will no longer be an option. University meatballs, however, can still be used



No reference to the University or any College made these easy to approve.

NOT APPROVED



Reason: due to screening, and, text on top of the logo. Size was also an issue as this would only be readable, and then just barely, if it were the size of a soccer ball. Intended as a class logo, an alternative would be to place the logo above a list of student names.



Reason: redesign or creation of alternate or modified versions of any official logos is not allowed. Better to just use the official COP logo.



Reason: possible copyright infringement. Avoid using any artwork from the Internet or scanned from other sources unless you obtain explicit permission or use subscription sites.



Reason: while well done, this one was not approved due to the WesternU name on a curve.



Reason: this one plays as a redesigned WesternU CVM logo. An acceptable alternative would be to replace what’s left of the original logo with “WesternU Chapter.”

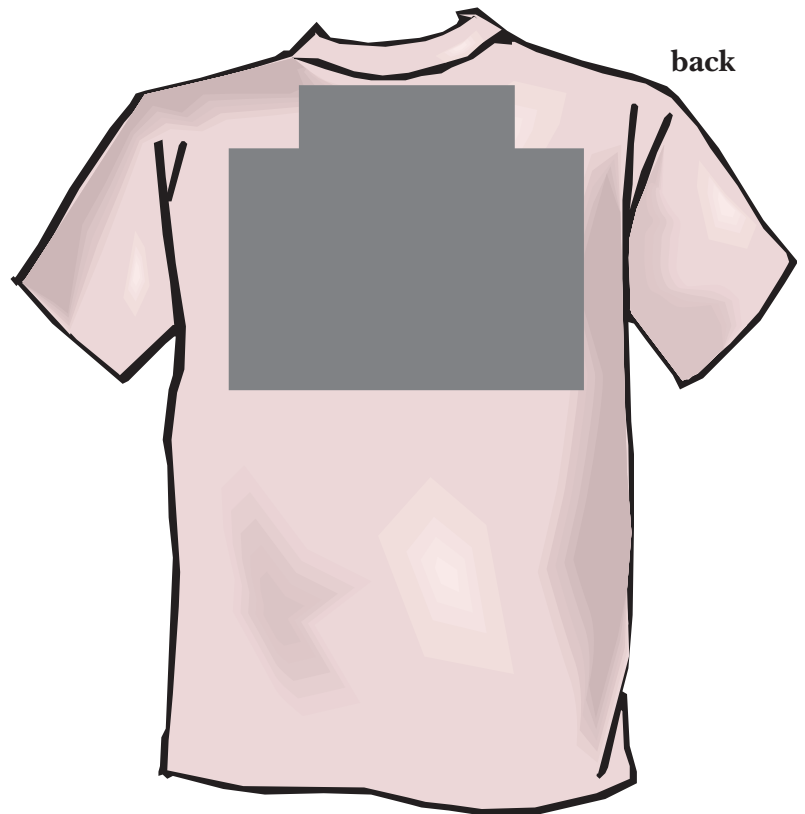
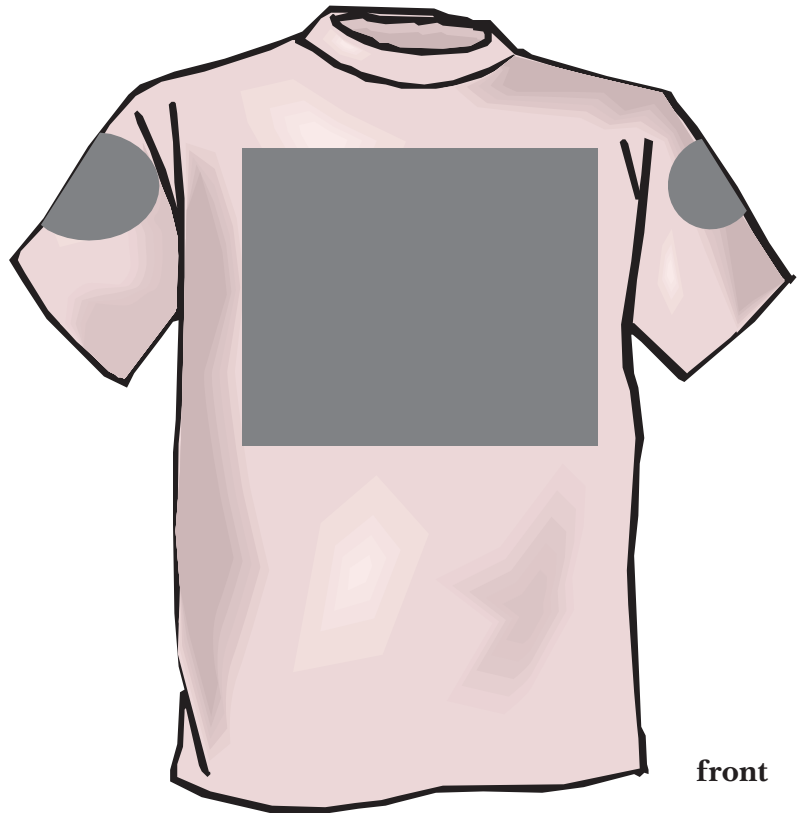
Logos on Club and Student Shirts

To order shirts for their events, conventions, etc., students are to contact the Director of Student Affairs. The graphic design of the shirt must be approved by University Student Affairs and Public Affairs/Graphics and Branding.

Rules for usage of the University logo or name apply the same as in other cases, that is, the logo may be used only in approved form and may not be altered. In regard to colors, the University's two primary colors are pantone 202 (burgundy), and white, and are the preferred main colors. Secondary colors are Gold (128), gray (430) and black, and can be used as accent colors. Avoid using gold logos on burgundy background in order to avoid confusion with other educational entities. Additionally, the logo must be no less than 3 inches wide and must appear in one of the gray areas as indicated in the graphic on the right. Whenever the University or a College logo/name appears on a shirt, the shirt color and logos must be one of the above approved colors. If only the club/org name appears (no University or College logo/name), any color is acceptable

Do not create a new logo representing the University or your College. A logo or slogan for your event is acceptable as long as it does not appear to play as an alternate University or College logo.

Other items on the shirt, such as graphics or text, are allowed as long as they are in good taste and approval from University Student Affairs is obtained for any logos, mottos, etc.



University Power Point Template

In order to standerize the look of the many Power Point presentations done by faculty, staff and others, a University Power Point template is available.

- This template is to be used in lieu of all others for all external Power Point presentations that represent any aspect of WesternU or any of it's colleges. It may also be used for any internal presentations. Preview Day, Orientation for new employees, IT presentations, recruitment etc. all should use this template.
- The basic layout is not allowed to be altered. Put what is needed within the pages of the presentation but do not move, change or delete the logos or graphics shown to the right. You may use as much of the page as needed but do not cover any logos. Putting text or photos over the burgundy/gold areas is acceptable but do not block them out completely unless your graphic will not allow for any other placement.
- A link to the template can be found on the Public Affairs home page.



Title Page



Content Page(s)

Addresses, Colleges, Programs

Please note how addresses are written. You may refer to the Pomona location as the “main campus.”

The WesternU main campus ZIP code is 91766-1854. Note that “E.” is used for East and “W.” for West. The words street, boulevard, etc., may be abbreviated. College Plaza should not be used in the University address. In addition to this being at the request of the post office to ensure proper mail delivery, College Plaza as a street name was eliminated once Second Street/College Plaza was closed and the Esplanade constructed.

Use our web address — www.westernu.edu — on everything. You need only list it once when listing multiple locations.

Listing of Colleges should be in the order of founding. If the founding date is the same, list them alphabetically.

WesternU Main Campus
309 E. Second St.
Pomona, CA 91766-1854

Western University of Health Sciences
COMP-Northwest
200 Mullins Drive,
Lebanon, OR 97355

Medical Center PCC Pomona
795 E. Second St.
Pomona, CA 91766-2007

Medical Center PCC Rancho Cucamonga
8686 Haven Ave., Suite 200
Rancho Cucamonga, CA 91730-9110

Arrowhead Regional Medical Center
400 N. Pepper Ave.
Colton, CA 92324

www.westernu.edu

College of Osteopathic Medicine of the Pacific

•
College of Health Sciences

•
College of Pharmacy

•
College of Graduate Nursing

•
College of Veterinary Medicine

•
College of Dental Medicine

•
College of Optometry

•
College of Podiatric Medicine

•
Graduate College of Biomedical Sciences

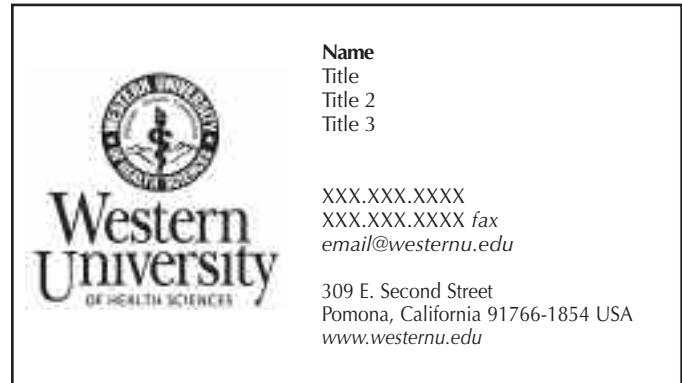
Stationery System - Business Cards

A coordinated system of University stationery is important to the image of WesternU, and to the dignity of communications from University/College staff and faculty. Additionally, this standardization reduces costs, speeds delivery, and reduces the amount of hours spent in production.

The original stationery system including layout, content, paper stock and foiling, was designed under advisement of, and approved by, the deans council.

All University and College business will be conducted using this approved stationery system. As provisions have been made to accommodate everyone's known needs, individual Colleges, departments, or persons may not create their own stationery, including business cards.

Do not attempt to recreate the stationary yourself. Stationery orders are placed through the Purchasing Department. Please refer to the Purchasing Department for proper ordering procedures.



The information shown above is allowable under the current design. Either the University or the College logo may be used. Under “title” you may also list your College or department as long as they are a part of your official title. Only phone numbers that the University pays for may be listed. Numbers not allowed are: personal home, fax and cell phone numbers, as well as personal web and e-mail addresses. Twelve lines of text are available. Please try to keep the amount of text to a minimum to facilitate the separation of the name/title section from the numbers section from the address section. The text block and the logo cannot be shifted or moved on the card.

Business cards are foil logo with black ink for all University/College entities. All black ink (including the logo) cards are allowed for WesternU clinics. Double-sided cards are allowed as long as the information is of a University/College nature, not personal, and does not violate any other provisions listed in this guide.

Generic Letterhead



Name
Title

Optima
8 over 9,
+1 tracking

Optima Bold
8 over 9,
-8 tracking

The "Generic" letterhead (shown here) carries the logo and lists only your name, title, and phone/email information. This is the version that most University employees would use.

Optima/Optima Italic
8 over auto,
0 tracking

Personalized letterhead



Name
Title

Optima
8 over 9,
+1 tracking

Optima Bold
8 over 9,
-8 tracking

“Personalized” letterhead (COMP sample shown here) for individual Colleges lists only that College. This is the version that those persons in a particular College, including faculty, would use.

Optima/Optima Italic
8 over auto,
0 tracking

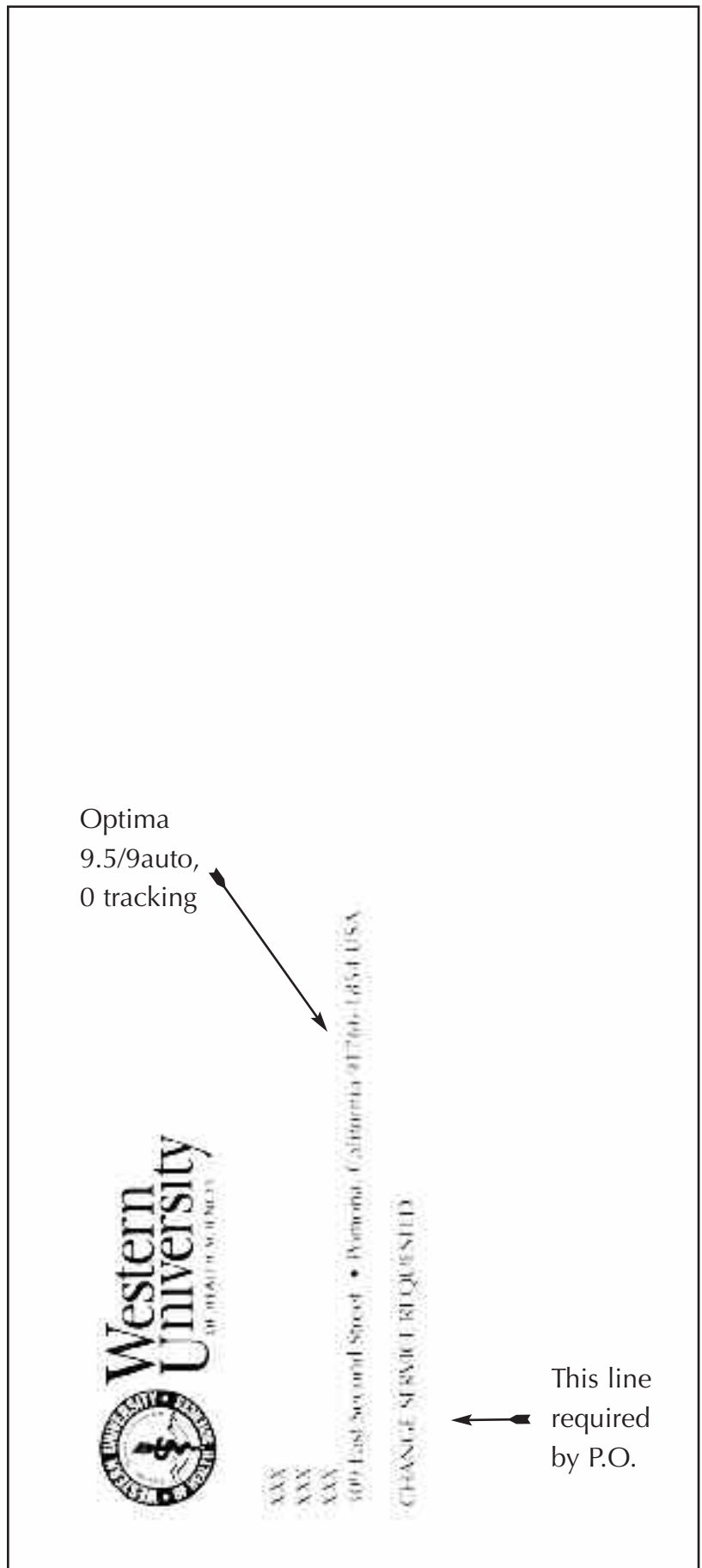
Envelopes

The layout for all envelopes is the same, regardless of size, as shown here on this example of a #10 size envelope.

Various sizes/styles of envelopes may be available, including large #13, window, catalog and booklet styles. Check with the Purchasing Department for availability.

Up to three lines of text may be used above the address.

“CHANGE OF SERVICE” is required on bulk mailing and is not to be removed. It is not required on individual first class postage.



Note Pads

Name and e-mail
address only. Black ink
only.



Name
xxxx@westernu.edu

909.469.XXXX • 909.469.XXXX fax • name@westernu.edu
309 East Second Street • Pomona, California 91766-1854 USA • www.westernu.edu

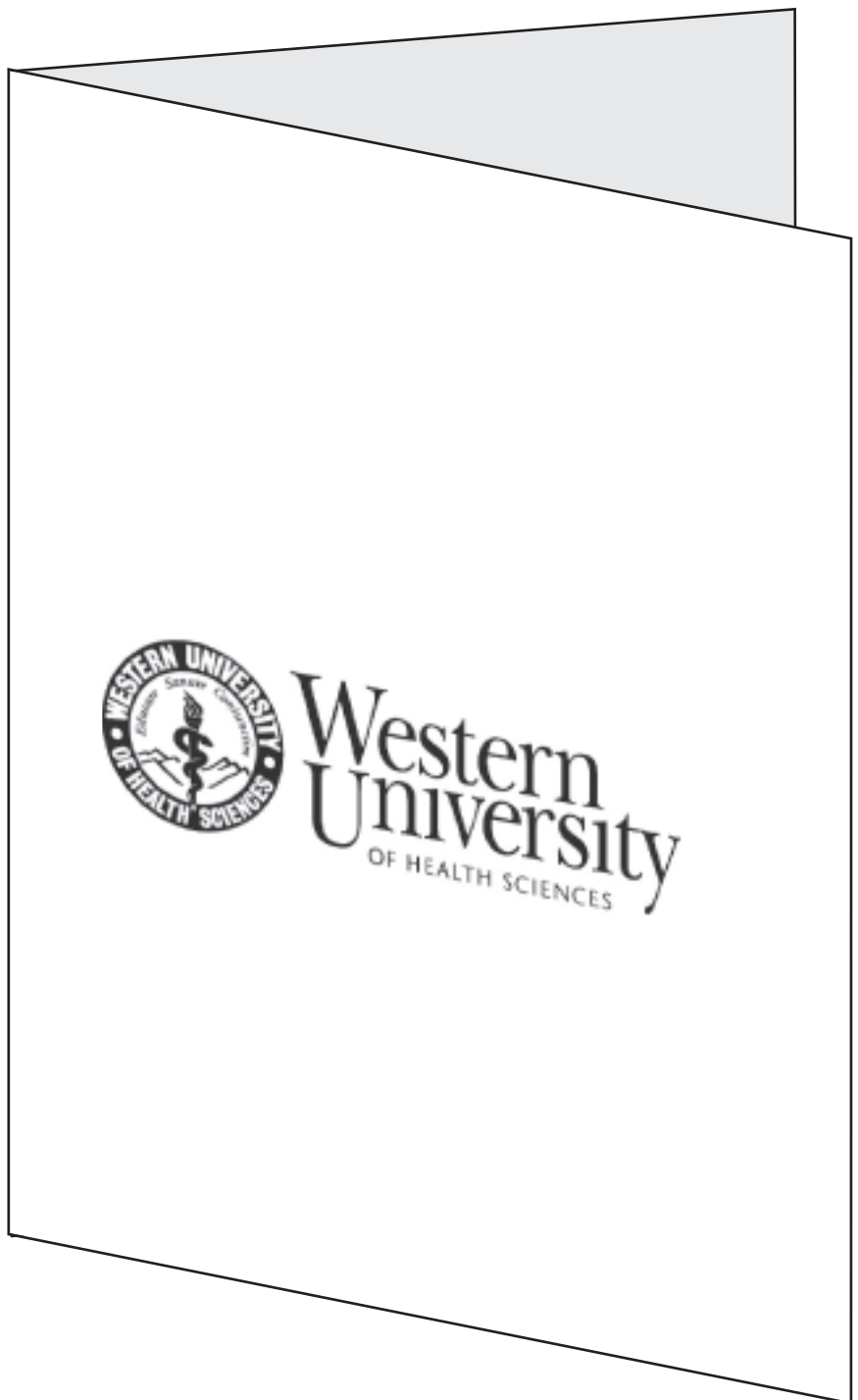
Presentation Cards

As part of the stationary system, Purchasing offers presentation cards with matching envelopes. These cards are pre-stamped with the University gold foil logo and come with matching envelopes. They are convenient and cost-effective for invitations, announcements, etc.

The University logo or hybrid logo should appear on the front, and the department name can be printed in black ink just under the logo.

Folded Dimensions: 5.25w x 7.25 h.

NOTE: If you plan on running these cards through a laser printer, be sure to consult with the print vendor/supplier before placing your order so that the proper laser printer-friendly paper stock is used.



Style and Usage

WesternU has developed some internal rules of usage for *WesternU View* and other publications. With some modifications, the University uses Associated Press style for its publications and website. Answers to some of the most common style questions are provided here.

Using these rules in typeset publications, such as brochures, ensures overall consistency and a professional look throughout the University. Note that style and usage for letters, forms and other printed material may differ.

If you have questions about style and usage, contact the Public Affairs Department.

WesternU View magazine uses these rules and the Associated Press Stylebook as a reference guide. As with many institutions, some variance from the Associated Press Stylebook may apply.

CAPITALIZATION

Capitalize the following as shown:

- Western University of Health Sciences
- When referring to WesternU, U should be uppercase (WesternU, not Westernu or Western U)
- In second reference, capitalize University. When referring to WesternU, U should be uppercase.

Academic and Administrative Departments/Programs

Department of Physical Therapy Education, Business Office, Public Affairs Department, for example.

Names of specialties should be lower case:

Example: Dr. Smith specializes in emergency medicine. Susan Smith, DO, is in family practice.

Alumni

Alumnus—male singular

Alumnae—female plural

Alumna—female singular

Alumni—plural male or mixed

Class Years

Refer to students by their program and year of graduation.

Example: Susan Smith, PharmD '00, or Susan Smith, DO '99. Note that the apostrophe points to the left.

Academic/Medical Degrees

No periods

bachelor's degree—lower case with apostrophe—or BA or BS

master's degree—lower case with apostrophe—or MA or MS

doctorate—lower case—or PhD

MD (doctor of medicine)

DO (doctor of osteopathic medicine)

DPT (doctor of physical therapy)

MSPA (master of science in physician assistant studies)

MSHS (master of science in health sciences)

PharmD (doctor of pharmacy)

MSPS (master of science in pharmaceutical sciences)

DNP (doctor of nursing practice)

MSN/FNP (master of science in nursing/family nurse practitioner)

MSN (master of science in nursing)

MSN-E (master of science in nursing entry program)

FNP (post-masters family nurse practitioner)

DVM (doctor of veterinary medicine)

DMD (doctor of dental medicine)

OD (doctor of optometry)

DPM (doctor of podiatric medicine)

MSBS (master of science in biomedical sciences)

MSMS (master of science in medical sciences)

Style and Usage

The Colleges: (historical/alpha order)

When listing the Colleges, do so in historical order. Since CDM, CO and CPM were founded at the same time, they are listed alphabetically.

- College of Osteopathic Medicine of the Pacific
- College of Health Sciences
- College of Pharmacy
- College of Graduate Nursing
- College of Veterinary Medicine
- College of Dental Medicine
- College of Optometry
- College of Podiatric Medicine
- Graduate College of Biomedical Sciences

Use abbreviations PhD or DO or MD only after a full name and only on first reference.

Use two commas to set off the abbreviation.

WRONG: *Pam Smith, DO went to COMP.*

RIGHT: *Pam Smith, DO, went to COMP.*

In most cases, **limit the use of “Dr.” to physicians** (either DO or MD). An academic doctorate can be noted in first reference with PhD. Do not continue the use of “Dr.” after the first reference.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the same reference.

WRONG: *Dr. Pam Smith, DO.*

RIGHT: *Dr. Pam Smith (or) Pam Smith, DO.*

Titles in written text should be capitalized only when they precede a name: *Professor Pam Smith*. Modifiers should be lowercase: *anatomy Professor Pam Smith*.

Titles should be lowercase when they do not precede a name:

Pam Smith, professor of anatomy, was named to the board.

Dr. Smith was named chairman.

The pope met with the president.

Numbers

In general, numbers 10 and over are expressed in Arabic numerals (10, 11, 2,583).

Numbers nine and under are spelled out. (*exception-percentages and ages are always numerical—7 percent or 7-year-old child*)

Do not start a sentence with an Arabic number unless it identifies a calendar year:

WRONG: *993 freshmen entered last year.*

RIGHT: *2017 will be the 40th anniversary of the University.*

Time

Lowercase a.m. or p.m. with periods. If on the hour, use “00.”

WRONG: 10 am. CORRECT: 10:00 a.m.

Avoid being redundant. WRONG: 10:00 a.m. this morning.

Health Care

Use two separate words.

Style and Usage

Typesetting items to look for:

Spaces — In typesetting most professional publications, there should be one space between sentences, never two. Although two spaces is correct in letters or basic manuals, if typesetting for a brochure, program, or magazine that is to be printed by an outside printer, use single spacing between sentences.

Quote Marks — Use typesetter quote marks—the ones that look “curly” (“curly ”) not the straight ones. (Straight ones are for inch marks.)

Make sure that the single quote before the year on an alum is facing like this ('89), not this ('89). Just remember that the apostrophe goes toward the missing numerals.

Dashes — Use long dashes (called “em” dashes, look like this —), not two short (or “en,” look like this --) dashes.

Flush left preferred — In general, do not justify type. Although both the right and left columns will be even, the result will be “rivers” of white space running through the text, which looks unprofessional. In most cases, the publications will look more professional using flush left type (or in some cases, flush right or centered).

Spell check — Get in the habit of doing a spell check right before printing. This will help reduce mistakes made since the last spell check.

When mentioning accreditation by WASC, you must give WASC's address and phone. Example:

The institution is accredited by the WASC Senior College and University Commission (WASC)—985 Atlantic Avenue, Suite 100. Alameda, CA 94501. (510) 748-9001. Individual educational programs are accredited by their respective professional agencies.

Submitting a Publications Request

Please read all information in this section. It will help you to help us speed your project along, and help you understand the process, how everyone involved has responsibilities in getting the project done, and where it can be moved along or bogged down.

- 1) Go to the link below to submit a Publications Web Request.
http://wsprod/pub_webrequest/pwebrequest.jsp
 - You will be prompted to enter basic information such as contact name, requested completion date, a brief description of the project, etc.
 - You must also read and accept the Publications Agreement Guidelines before you can submit.
 - If you have problems submitting, contact the director of university public affairs/graphics and branding at X5612.

The Publications Department services the entire University, therefore, we normally have several projects in progress concurrently. In general, first priority for design goes to projects from the president's office and for those from University Public Affairs (publications, media relations, communications, etc). However, we will prioritize to accommodate your deadlines to the best of our ability. Generally, it is impossible give an exact amount of time that a project will take to complete. This is because everyone involved — the client, Publications, Purchasing, vendors, etc., — are responsible for their own particular parts of each project. Workload, difficulty of the project, multiple draft changes, priorities, vacations, printers' press schedules, etc., even the weather, all affect deadlines.

- 2) Once you submit, you will receive an email confirmation and your project will be assigned to a graphic designer within 24 hours.
 - Upon assignment, a graphic designer will contact you for further details.
 - Please DO NOT submit Word, Publisher, PowerPoint or other improper files designed by someone other than one of our graphic designers. These files are not optimum for offset printing and will likely have to be redone from scratch. Additionally, "pre-designing" the project and then giving it to us to work on is redundant and takes design time away from the Publications staff. You will get a much better result by bringing University Public Affairs/Graphics and Branding into the process up front so that we can work with you from start to finish.

In the initial contact, have as many details as possible about the project:

- quantity (how many do you want?)

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- if you have one, bring a sample of another project you like
- budget (how much do you want to spend?)
- mailing info (will it be mailed, and how?)

We will go over the job with you, ask questions, make suggestions, etc. Keep in mind there are several things to consider that we will advise you on:

- best size for your particular needs
- paper stock, samples available upon request (there are thousands of weights, colors and textures)
- ink (one-, two-, three- or full-color process)
- fold styles (there are dozens), bleeds, perforations, tabbing, return cards, or any other aspects particular to your project.
- post office specs/requirements for mailed pieces (this info is needed at the beginning of the project)

- **Deadlines**

A backward timeline will be established, starting with the targeted date for receipt in-house of the project. This is worked out with the requester up front so that they are aware that they, as well as Publications, must meet their parts of the deadline in order to ensure a timely delivery of the printed material. If any of the deadlines are not met, no matter the reasons, your final delivery date may be affected. University Public Affairs/Graphics and Branding reserves the right to add extra days into our end of the timeframe to protect ourselves and the requestor — making sure that the job can be delivered on time.

- **Make plans if going on vacation after submitting a project.**

If you are going to be absent while we are working on your project, an option is to appoint someone to be our contact while you are gone so that your project keeps moving forward. We cannot complete a project if the requester or the appointed contact is unavailable.

- **Choosing/contacting printers**

Due to the nature of the business and in the interest of vendor relations, only University Public Affairs/Graphics and Branding should contact a print vendor. Graphic departments and printers speak their own language. Having them speak with us assures that there are no misunderstandings or miscommunications that could delay or cause errors in your project. If you have a vendor in mind, let us know so that we may add them to our vendor list for competitive bidding purposes.

3) Publications prepares project per approved specifications

- Requester supplies, and is responsible for, the accuracy of the text. If the job is more than a paragraph, please e-mail or supply a Word file of the text to us. We can also use text from the WesternU Web site.

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Remember, the requester gives final approval to the project and therefore is responsible for the accuracy of all text. Keep in mind that your text will be edited to reflect University style.

4) Publications begins the competitive bidding process

- To save money, Publications employs a competitive bidding policy. Once we gather enough information, the project specs, time permitting, are sent to a minimum of three printers for competitive bid. Service and quality, along with price, are the considerations we use for choosing a printer. In general, the project will go to the lowest bidder.

- To save time, the competitive bidding process begins as soon as possible. Specifications may evolve as the design progresses, but Publications will begin the bidding process as soon as it is feasible. This may be done up front, during the design process or not until the project is signed off as approved.

- Publications has a policy of utilizing fair and accurate bidding practices. Vendors selected to bid against each other are in the same range, meaning that their known capabilities are similar.

5) Proofing the project

- The Proofing Process
During the design process, the job may go back and forth from the Publications artist to the requester for proofing. This may take one day/one attempt or it may take several weeks/several attempts. It depends upon the number of changes and proofs the requester asks of us. The final approval is usually via email, in writing via a green proof approval sheet, or an approving signature on the proof itself. Verbal approval is not acceptable. If you call us to approve, a follow-up email will be sent and you will need to respond accordingly.

- Proofing responsibilities
Absolutely no project is sent to press without a proper approval from either the department head, the budget manager or the requester. No exceptions. By approving, you agree the project is "Ready to Print," and you are certifying that you have read and proofed the project and you are approving everything within the project, text as well as design.

Submitting a Publications Request (con't)

Delivery of Project

Any errors that appear on both the signed proof and the final printed project, and any reprint costs incurred because of same, are the sole responsibility of the signee. No exceptions. Do not approve the project unless you or someone you trust implicitly has proofed the project and you are certain it is correct and ready to print.

Any errors that appear on the final printed project, but not on the signed proof, are the responsibility of either the printer or Publications and will be resolved as such.

6) General purpose requisition (GPR)

- No job is released to the printer without a PO#. This is for the protection of everyone involved. No exceptions (unless the job is invoiced or a credit card is used).

All print jobs are custom, (that is, very few are exactly alike), and graphic departments and printers speak their own language. To protect everyone involved, we are very specific in regard to each project's specifications. Therefore, Publications will send the GPR specs information to the requester, who then fills in any other information needed, such as account numbers. This also helps speed the process when ordering reprints.

7) Publications sends GPR specs to requester. Requester completes info, forwards GPR to Purchasing.

While Publications can send you particular information needed to complete your PO request, if you fail to process or follow-up on your PO request, it may result in delay or non-issuance of a PO# and is strictly an issue between you (the requestor) and the Purchasing Department.

8) Purchasing issues PO# via e-mail to requestor, vendor and Publications. This allows Publications to release the art work to the vendor.

- Unless previous arrangements are made, all print jobs are delivered by the vendor to central receiving for disbursement on campus. Once a job is delivered to University central receiving it is their responsibility to deliver the project to the proper department/persons. This information can be found on the PO that is generated by Purchasing.

- If you cannot find your project and you believe it was delivered, please call the mail room to inquire. Do not call the Publications Department.