

Welcome to the Messiah College Office of Marketing and Communications

This flyer summarizes the design services provided by the Office of Marketing and Communications. For the full range of our department's services and resources, including web services and photography, visit messiah.edu/omc. You can initiate a project online at messiah.edu/projectinitiation.

DESIGN REQUIREMENTS

To ensure the integrity of the College's brand and visual identity, consistency of design and content, and compliance with U.S. postal regulations, the Office of Marketing and Communications is:

- required by the College to design, proofread and coordinate the mailing for College offices/programs needing print publications or digitally delivered communications that will be delivered to prospective students or to an audience of 200+ off-campus recipients.

200 off-campus
or prospective students

5 weeks
to produce
**3 weeks for site
marketing marquees*

A minimum of five weeks, from the time final content is submitted, is needed to complete a design project. This timeframe helps our team, and our partner team at College Press, to manage the volume of projects we create for the College. This also allows time for campus clients to review and respond to multiple proofs, which helps ensure the best outcome for their project.

For projects that don't meet these requirements, please contact College Press at collegepress@messiah.edu. See page reverse for further details.

PROJECT PROCESS

- 1** Submit basic info about your project at messiah.edu/projectinitiation
 - 2** Karen Garlinger will schedule a meeting with you and the design team to discuss a plan for your project
 - 3** submit text according to schedule given
 - 4** approve or request changes to proofs when received
 - 5** approve final proof and receive final project from press within 2-3 weeks
- To begin your design project, complete our short online form at messiah.edu/projectinitiation, which will give our Services Coordinator Karen Garlinger basic information she will use to schedule a meeting with you and our design team to discuss the specifics of your project. Be prepared to discuss the communication goals of your project, the type of audience you want to reach, and any support pieces you need to help promote your event or message.
 - After we receive the text of your piece, expect five weeks until the final piece is delivered to you. The five weeks include three proofs to perfect your piece and two weeks for College Press to print it. Please allow extra time (a minimum of two weeks) for specialty requests that include variable data, special paper, sizes or folds and metallic inks.
 - An estimate of cost and any potential additional time will be provided to you after the initial meeting.

PROJECT EXAMPLES

Here are some examples of projects that are designed for campus clients by the Office of Marketing and Communications:

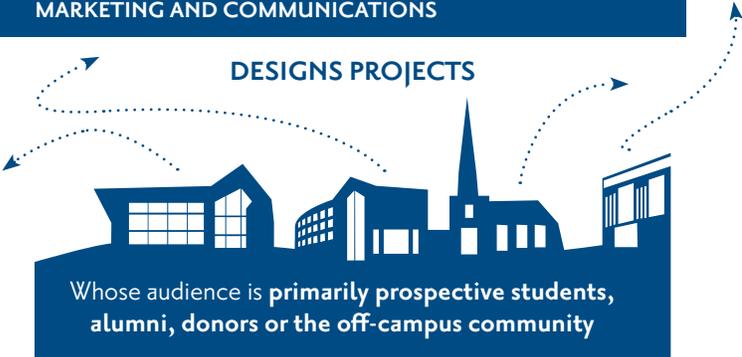
- **Print ads or digital web ads**
We use templates that can be customized for most audiences.
- **Brochures**
These can be multi-panel and a variety of sizes to suit your needs.
- **Postcards**
Flat cards with typical size of 4x6 in. and mailed with a postcard-rate stamp.
- **Lettercards**
Flat cards with typical sizes of 5x7 or 6x9 in. Postage costs are higher than postcard rates due to the larger sizes.
- **Self-mailers**
Variation of a brochure with a mailing panel; does not require an envelope to mail.
- **Posters**
Typically 11x17 in.
- **Display case marquees and other site marketing displays**
These communicate Messiah's outcomes and distinctives to visitors in the lobbies and hallways of campus buildings. Typical sizes are 24x36, 28x22 in. and, in some cases, 20x16 in.
- **Event marquees**
Created on foamcore and set up only for the duration of the event. Typical sizes are 24x36 and 22x28 in.
- **Event invitations and coordinating pieces**
Envelopes, response cards, table numbers, programs, etc.
- **Newsletters**
- **Campaigns or groups of projects for one event (i.e., Homecoming, Welcome Week)**
- **Social media icons**
To create cohesion with a campaign or project already created or in progress.
- **Infographics**
as part of a printed piece
- **T-shirts**
Designed by OMC, then client works with their vendor to print the shirts.
- **Presentation folders**
- **Booklets**
16 pages or less

Design and layout of print projects at Messiah College

All of the College's printing flows through College Press, but the design of these print projects can originate either with the design team in the Office of Marketing and Communications OR the design team at College Press. This section is meant as a helpful guide to clarify which types of projects are designed by which team.

MARKETING AND COMMUNICATIONS

DESIGNS PROJECTS



Whose audience is **primarily prospective students, alumni, donors or the off-campus community**



That connect to **broad, presidential initiatives** (i.e., *Community Day, Commencement, strategic planning initiatives*).



That integrate the **College's "see anew" brand** visuals and messaging

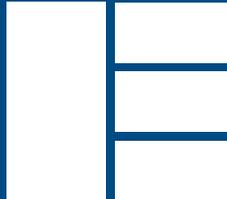
Whose elements will also be used prominently on the **campus website** or on the **main institutional social media channels**.



That connect to a **broader group of marketing pieces even if only a few of those pieces connect to an off-campus audience** (i.e., *Welcome Week communication flow, which begins with students before they've come to campus*).

Site marketing (i.e., *marquee cases, snap frame posters in campus buildings**)

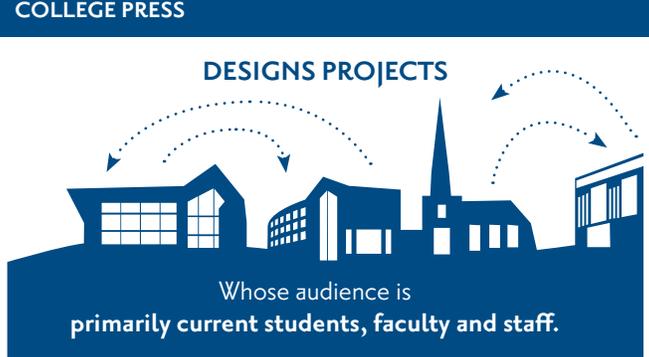
*unless directly tied to a project already typically designed by College Press, i.e., SOTA theatre or event marquees. **These projects have a three-week (vs. a five-week) completion timeframe.**



Design elements, crests or logo variation for **campus entities** (Tier 2 as permitted by the College's visual identity standards).

COLLEGE PRESS

DESIGNS PROJECTS



Whose audience is **primarily current students, faculty and staff**.

For the **College's official stationery package, including letterhead, envelopes and business cards.**




Advertising and marketing materials for on-campus student events

Marketing communications for the **Susquehanna Chorale**, Messiah's ensemble-in-residence.



Design elements, crests or logo variation for **student organizations** (Tier 3 as permitted by the College's visual identity standards).

Some other examples are:

- For **course materials** used by professors in class.
- **Booklets** such as course catalogs.

