THE OFFICE OF UNIVERSITY COMMUNICATION AND PUBLIC AFFAIRS: GRAPHIC COMMUNICATION

Publications project the image of the University. It is essential that all publications be well designed, use the SRU wordmark, logo, or seal correctly, and that the publication project an image of high quality. Such publications would include (but not be limited to) promotional announcements, marketing materials, fundraising brochures, event promotions, student recruitment materials and other University communication.

HOW TO PREPARE MATERIALS FOR PUBLICATION:

TEXT:
Please provide text in a Word document as an email attachment. Text will be copyedited by one of our writers to insure it meets University style and standards. The Guide to Visual and Brand Standards is available on the SRU website. University Communication and Public Affairs follows The Associated Press Stylebook and also uses to established SRU brand guidelines.

FILE FORMATS:
University Communication and Public Affairs does not support nor can we open Microsoft Publisher or Canva files. If seeking an approval of a publication that your department has created in Publisher or Canva, please provide us with a hard copy or PDF to proof. If you want us to use the text in the Publisher or Canva document to produce a publication, please copy and paste the text into a Word document. Please be aware that if your publication is going to be printed off campus by a commercial printer, Microsoft Publisher, Canva or Microsoft Word documents generally will not be accepted. Commercial printers prefer to use graphic software programs such as Adobe InDesign. In some cases, printers will accept PDF files created from Publisher, Canva or Word documents. Please check with the printer in advance to see if files are acceptable.

DIGITAL IMAGES:
Digital images supplied to us to be used in publications that will be printed by commercial printers must be high resolution. Normal resolution for commercial printing is 300 dpi. Images can be enlarged at a maximum of 125%. Enlarging images beyond this will produce blurred or jagged images. Images taken from websites are generally very low resolution and not suitable for printing.

TIMEFRAMES:
Adequate time must be allowed for writing, design, layout, proofing and printing. Plan to allow four weeks for on-campus printing and six weeks for off-campus printing, from the time of the request to the completion of the printed project. If the project requires a mailing, please allow an extra week for delivery.

We will also handle the bidding of printing in conjunction with pre-approved bidding methods established with the SRU Purchasing Office, whether the project is designed in-house or by an outside designer.

MAILING GUIDELINES:
Are you planning a large mailing? There are many details that need attention in a large mailing. It is recommended to take advantage of Mailing Service's experience, which can help you at the front end so your mail piece meets postal regulations. The mail center can automate your mailing so you are assured of the best postage rates possible. This includes addresses for on-campus mailings. **Design is critical.** The shape, fold, paper, ink, graphics, text and content of a mail piece all play a role in what the postage cost will be and whether the piece is compatible for mailing. Design can be as simple as a single sheet, one fold, self-mailer, or as complex as a multiple page saddle-stitched booklet. Whatever the extent of your project, contact the Graphic Communication team to help with the process.

All printed materials that represent the University or entities within the University to off-campus audiences must be approved by University Communication and Public Affairs BEFORE printing.