Creative Services & Brand Strategy

A strong visual identity system offers Salisbury University advantages: it helps unify and strengthen the University brand and projects an image of excellence and cohesiveness that is important in attracting high-quality students and faculty. It is for these reasons all publications representing the University to off-campus publics must come through the Creative Services and Brand Strategy Office. It is our goal to provide you with the best possible product in a timely and cost-efficient manner.

Creative Services provides total printing and design solutions, whether you have a large four-color publication or a simple one-color flyer. Creative Services designs in InDesign, Photoshop and Illustrator on Macintosh computers.

Procedures for Working with the Creative Services ⟩

PLANNING

Creative Services serves some 150 departments and offices, which annually generates over 2,000 work requests. To meet such production requests on deadline, planning and scheduling are critical.

As soon as your department determines it requires a publication (even if dates, content, budget, etc. are incomplete), submit an online workorder via the Publications Support Center (**pubrequest.salisbury.edu**), providing the copy and images. Please specify the deadline for delivery of your job.

The following is rough timing for typical jobs:

- POSTERS/INVITATIONS: When thinking about advertising your event, you are going to want posters/advertising up at least 2 weeks prior to the event.
  - For invites, you may want to add 1-2 weeks from when you want it in hand to allow for mailing, so you should put in your request **5 weeks prior to the event**.
  - For a poster, we ask for at least 5 business days to design, proof and print, so that means you should get in your request at least **3 weeks prior to the event**.
- PROGRAMS: Again, we ask for at least 5 business days to design, proof and print, so you should get your request in at least **1 week prior to the event**.
- NEWSLETTERS: To allow time for editing, design, proofing and printing, you should get your request in at least **3 weeks prior to when needed**.
- GIVEAWAYS (t-shirts, swag, etc.): The University has contracted with an outside vendor to allow you to easily procure your branded items. Depending on the product, get your request in **1-3 weeks prior to when needed**.

For jobs beyond these, contact Publications directly with your needs for an idea of timing.

DESIGN PROCESS

Once you put in your ticket, you'll be assigned a professional graphic designer who will work with you through design, proofing, printing and production, and approving of costs. Design is the plan behind the final product. It is the creation of order and beauty out of a chaos of pictures, copy, headlines and white space. In this process, the designers make a series of decisions as to size, medium, typography and art based on the information provided. This is why it is critical to the design that all the elements be provided when the job is submitted.

EDITING AND SUBMITTING TEXT

The University editor reviews all text for accuracy, consistency and compliance with University brand guidelines and Associated Press and University styleguides. If editorial questions arise or if there is a need for more than minimal copy revision, the editor will consult with the you.

- FOR NEW PUBLICATIONS: Please provide your text in a Word document. If you have some specific design ideas or inspirations, please do share them with us so we can create exactly what you are looking for, but please don't spend your time designing the piece, Publications designers have to create your piece in our software and using brand and printing guidelines.
- FOR UPDATES OF EXISTING PUBLICATIONS: Please submit the final PDF from your previous job and use the stickies feature to indicate what changes/updates are needed. Please don't use the edit text feature for the PDF as Publications won't be able to tell what changes need to be made on the original document.

When thinking about the text for a poster advertising your event – simple is best. Be sure to include: title, time, date, location, brief description, who is sponsoring it and contact information.

If someone needs to approve your content, please be sure that you have done that step before you provide Publications with the text so proofing can go as smoothly as possible.

PHOTOS

Creative Services is home to the campus photographer, so we have access to any photos they have taken – please just us know and/or ask the photographer to share the photos with us. If you are providing us with photos, please do not embed them in the Word document – it degrades the resolution. Please do submit them as high-resolution (300 dpi) .jpg or .tif files.

PRINTING

Printing is done internally in the Copy Center or off campus at independent print shops. Time, design factors and budget determine whether a job is copied internally or at printers. Time factors vary according to print location. Copy Center usually takes five working days for completion. Print shops request at least 10 working days.

BID PROCESS

All external jobs must go through the bid process, which can take from two days to three weeks depending on the cost of the job. Bids are sent to at least three vendors to achieve the best price. This time is in addition to standard printing time. Planning and also designing represent additional time.

Creative Services & Brand Strategy Contact Information ›

We're only a phone call and a few steps away.

Holloway Hall Room 271
410-548-2500

- Crystal Kelly - Director
- Debbie McMahon - Administrative Assistant II
- Kalvin Batchelder - Graphic Artist
- Ana Maldonado - Graphic Designer
- Lori Pauling - Graphic Designer
- Rachel Runge - Graphic Designer
- Christine Smith - Editor
- Josh Turner - University Videographer

Salisbury UNIVERSITY