

 **Prairie State College**

**Graphic Standards Guide**

**For Club  
Advisors and  
Clubs**

## **We Are Here To Help You Promote Your Clubs and Their Activities**

At Prairie State College, there is a department here to help you promote your clubs and their activities: Institutional Support Services. Our mission is to provide the necessary support and assistance so your clubs and their activities are successful. This guide has been developed to help answer some of the questions we receive and to make the process easier for all to understand.

### **Where Do I Start?**

The first step in promoting a event is to decide what you really need. Communication objectives can be accomplished in many ways: a brochure, poster, letter, newsletter, open house, informational meeting, postcard (or direct mail piece), Web site, or advertisement.

The Institutional Support Services team welcomes the opportunity to meet with Clubs and Advisors to discuss how best to promote a program, class, or event. **Your first stop, however, should be to see Helen Manley** and let her know what ideas you have and get her okay to come and see us. Some things to ask yourself and your members would be:

- **What do we hope to accomplish?** What is the message, and what response are we hoping to obtain? What problem do you want to solve?
- **Who is your audience?** The more specific you are in terms of who you are trying to reach, the better your marketing piece will be. What do you want your audience to do?
- **What is your budget?** Do you have money in your budget for printing? This question must be answered by Helen Manley. Helen will review your ideas and let you know your printing budget.
- **What is your deadline?** For a printed piece, consider how long it will take to write, edit, design, and print the piece.
- **How will the material be distributed?** Will it be a direct mail piece like a postcard, letter, or mailer? Or will it be a handout or poster?

**To help you get started, here are some typical questions:**

**How do I promote a new event?**

First, meet with Helen Manley and discuss your ideas with her. She will then direct your efforts in the right direction. After meeting with Helen, she will have you meet with a member of the Institutional Support Services team to put your plan into action.

**What is the process for sending a letter to students promoting meetings?**

Again, Helen Manley should be your first point of contact. If you need assistance with the letter content, contact Institutional Support Services who will work with you to print and mail your letters.

**How can I get a message placed on the monitors in the atrium?**

Have Helen put it on the week's event calendar and it will then be placed on the Atrium monitors.

**How do I get a message on the outdoor marquees on Halsted Street and Vollmer Road?**

To submit your marquee request, fill out a Marquee Request Form, available in Communications and Marketing or in Institutional Support Services. All messages must promote or support PSC events. Marquee requests must be submitted 48 hours in advance.

All marquee message requests submitted from student clubs must have the club advisor signature and a signature from the Assistant Dean of Student Life and Multicultural Affairs.

**How do I set up a photo request for an event?**

All photo requests need to be made **in advance** with Helen Manley. We want to honor all photo requests and making your request in advance will help us make sure a photographer is available.

**Are photo releases really necessary?**

Yes, for individual shots, or group shots where the subjects are identifiable, a photo release must be signed. For candid shots, a photo release doesn't have to be signed, unless it is a close-up shot. Photo release forms are available in Institutional Support Services.

**I want to use the college seal in a document I am developing. Can I do that?**

The official seal is a symbol reserved for official and legal college documents—including diplomas, transcripts, and certificates—and for formal decorative use as authorized by the President. The seal is not to be used interchangeably with the logo or as a readily recognizable graphic symbol in publications, advertisements, displays, or other promotional materials that describe or otherwise illustrate the College, its programs, or its services.

**I only want to use part of the College logo on a document. Is that acceptable?**

The College logo may be reproduced in two versions, one is horizontal and one is vertical. Both versions include the three-pronged open book symbol and the title of “Prairie State College,” set in a bold Times upper- and lower-case typeface. The College logo is the book symbol and official typeface together, not just the symbol.

**When is it appropriate to send a memo as a direct mail piece?**

A memo is used for internal campus mailings. Information sent out of the College should be sent in a letter format, not as a memo.

**Web Site Information**

The Prairie State College Web site is the first point of entry to the College for thousands of people throughout the district and beyond. The Web site is the “front door” of the College. It provides extensive information for many audiences, including prospective students, current students, community members, alumni, the media, policy makers, the general public, and the internal campus community.

The Web site allows individuals access to an extensive network of academic, administrative, and faculty and staff information. It also showcases College information including events, programs, activities, and employment.

The PSC Web site has been redesigned with the goal of ensuring accessibility, which allows equal access to information and functionality for a wide range of people with disabilities. Following these guidelines also makes it easier for our users to access our Web content. This is especially helpful for older users and those using different computer devices, including a wide variety of assistive technology.

The PSC Webmaster is a Certified Internet Webmaster (CIW), which includes knowledge of WC3 (World Wide Web Consortium) standards. The WC3 is the organization that sets the standard for Internet accessibility and usability. The Webmaster ensures the PSC site is accessible and meets WC3 standards.

### **How do I request a rotating slide on the home page?**

Contact Helen Manley and she will facilitate your request.

**I am the advisor for a student club. How do I obtain a Web site or a brochure?** To obtain assistance for a student club, set up a meeting with Helen Manley and she will discuss your ideas with you and then have you meet with the Director of Institutional Support Services. All brochures, flyers, posters, banners, and Web sites for student clubs and organizations are done by Institutional Support Services.

**Here are some general design guidelines to keep in mind if you are designing your own flyers:**

- **Keep it simple.** A well designed publication communicates quickly and clearly.
- **Don't use more than two different fonts in a publication.** There are two types of fonts: serif, which looks like this, and sans-serif, which doesn't have lines on the ends of letters. Pick a serif font, such as Times, for text, and a sans-serif font, like Arial, for headlines.
- **Use white space.** White space can make documents easier to read. Avoid cluttering your document with excessive items.
- **Limit use of clip art.** If a graphic is needed, photographs usually are more appealing. One strong photo is better than several small photos.
- **Use left alignment because it is easier to read.** When text is centered it is more difficult to read because it is hard to determine when one line ends and the next begins. Therefore, left justify paragraphs for all documents. Right justification also makes documents harder to read and is rarely appropriate. Full justification creates awkward spacing and generally should be avoided.
- **Use bold and italicized text sparingly.** Mainly use it for headlines and headings, and bullet points, not in the text.
- **Use high resolution logos and graphics for all documents.** Do not use logos or graphics pulled from Web sites because the resolution is too low.
- **Put only one space after a period between sentences.**

- **Avoid underlining if at all possible.** For Web sites, only underline if the item is a hyperlink.
- **Use upper and lower case when possible.** Avoid the use of all caps because it is harder to read.
- **Check all content for accuracy.**

It is mandatory that you work with Helen Manley for all club activities and printed materials. It is recommended that you work through Helen and Institutional Support Services for all of your printing needs.