

Office of Public Information

Design/Printing Guidelines

The purpose of the Office of Public Information at East Central Community College is the development and implementation of an effective ongoing public relations effort to enhance the position, prestige and esteem with which the college is held by both the district that it serves and the educational community at large. The fulfillment of this purpose is guided by the five institutional commitments of the college's **2020 Vision** strategic plan.

In fulfilling this purpose, the Office of Public Information is equipped to print certain formats and quantities of newsletters, posters, fliers, post cards, brochures, and other materials for the college.

The following Office of Public Information Printing Guidelines have been established to ensure the office can effectively and efficiently produce the materials needed by the campus community.

1. All materials should be created by the Office of Public Information to ensure they are properly branded, use the correct college-approved PMS colors, and depict East Central Community College in a positive way in design and content. Those materials which must be designed and/or printed by an off-campus vendor must be approved by the Office of Public Information prior to final production.
2. A minimum of 10 working days is required for all projects printed within the Office of Public Information. Projects designed by the office, but printed by an off-campus vendor, will require additional time.
3. Before a project can be started, a Print Request Form must be completed and delivered to the Public Information Office in the bottom floor of the Huff Auditorium Building. This form will be reviewed and then signed by the Associate Vice President for Public Information if the project is approved. The form can be found in myEC.
4. Work will begin on the project once the form is approved and the requesting party is notified. At that time, please contact the Office of Public Information at extension 340 to discuss writing, design, and printing needs. An in-person meeting will be scheduled if needed. Please note that all copy for publication projects must be provided to the Office of Public Information as a Microsoft Word document.
5. The Office of Public Information designs, but does not print, business cards. Employees who need business cards must first complete a Purchase Order Request. Once that request is approved, the Purchase Order Number should be sent to Maria McLeod (mmcleod@eccc.edu) along with information to be included on the card: Name, Title, Office Phone, Fax, Email Address.
6. East Central Community College letterhead must be obtained through the Business Office's Supply Closet. The Office of Public Information does not print letterhead, and letterhead cannot be produced by individuals or offices.