

SANDBURG

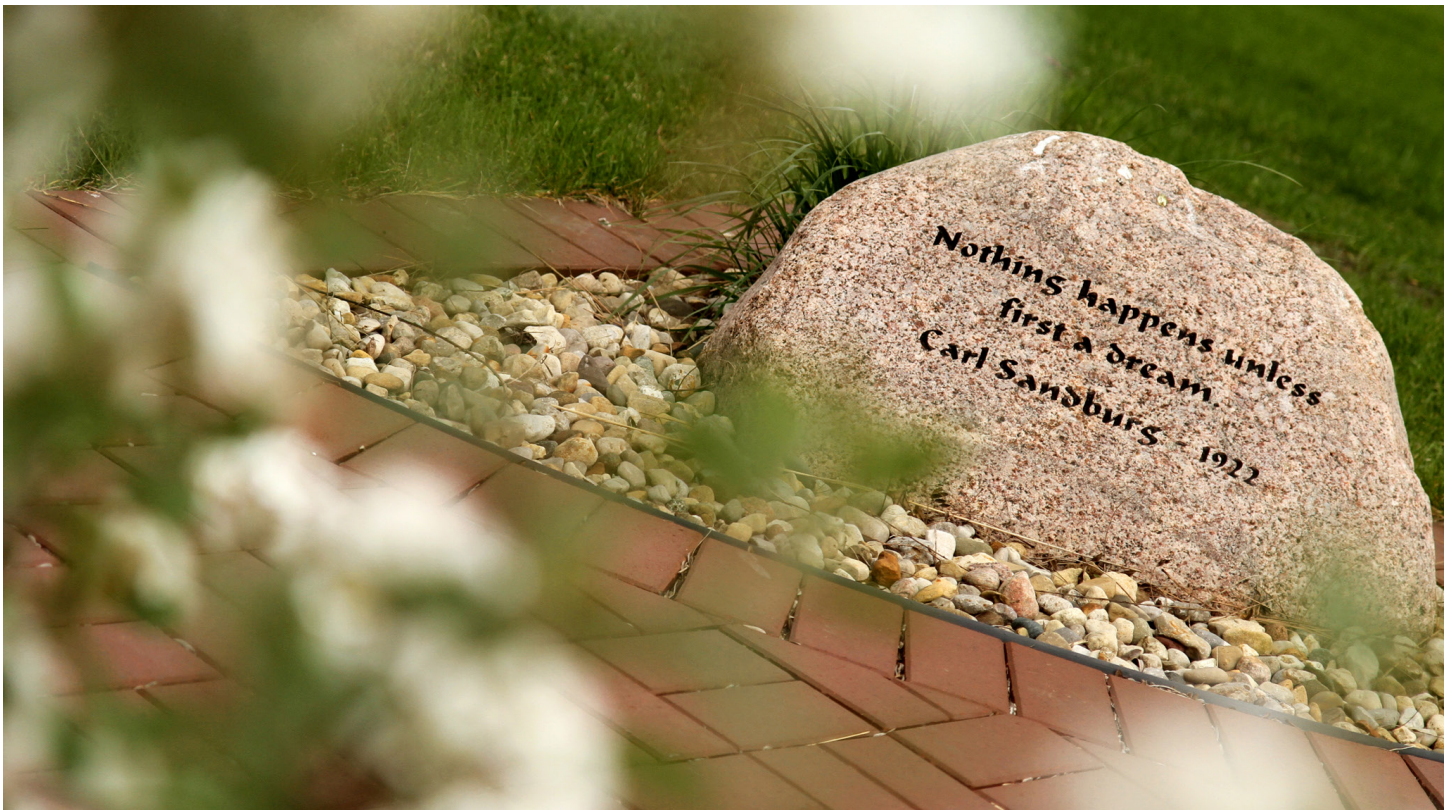
Branding Style Guide



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College message



This branding style guide has been developed by the Marketing and Public Relations Office to give clear direction and examples of the graphic standards for Carl Sandburg College. Providing a consistent brand and image for the college portrays a unified, professional identity that resonates on our campuses, within our district and beyond.

Think of corporations or franchises whose logos are recognized instantly because of their unique and unmistakable brands. Our goal is to do the same with Carl Sandburg College's brand recognition. Achieving that goal requires a total team effort.

While it's important to follow the guidelines and standards presented here, please note that this style guide is a living document. That means that as the branding needs and standards of the college evolve, so too will this style guide.

Each item produced by Sandburg is a depiction of what we as a college do, how we represent ourselves and how others view us. Following this branding style guide helps give Sandburg a unique, consistent and credible message through everything it produces. Each of us plays a vital role in those contributing to those efforts.

Branding



BRANDING

Branding is a promise, a pledge of quality. It is the essence of an experience, including why it is great, and how it is better than all competitors' offerings. It is an image. It is the intangible but real value of combinations of words, letters, symbols and colors that are associated with an experience. It is the process in which the character of an institution is communicated. It includes any experience that a potential student, employee, the community or business partner might have with the institution (from logo, signage, architecture or landscaping, to interaction with a website). The impression that is created in the mind of the public establishes a perception that should differentiate and set Carl Sandburg College apart from other academic institutions.

Branding overview

BRAND IDENTITY ATTRIBUTES

To be truly effective, Carl Sandburg College’s messages and visual expressions of the messages must be all of the following:

MEANINGFUL: The messages and perceptions of Carl Sandburg College must be relevant to our audiences. The institution must provide true benefits to both potential students and prospective employees and speak directly to these audiences in a language they understand.

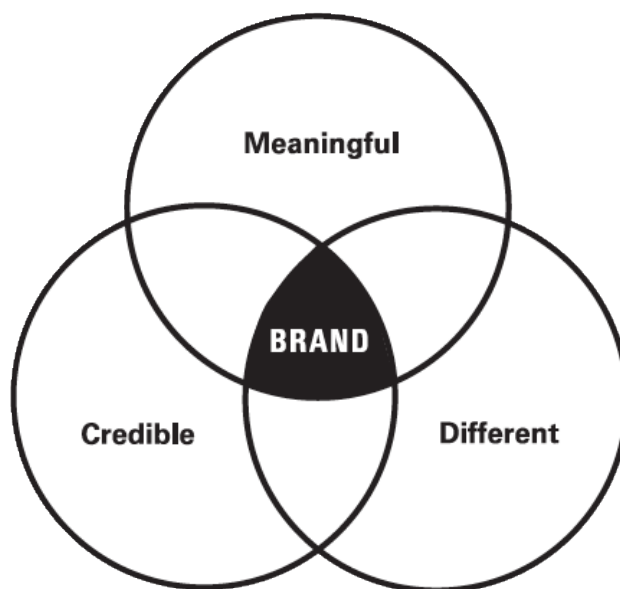
DIFFERENT: Carl Sandburg College must stand apart from its competitors and occupy a specific niche in the mind of our audiences. As the audience becomes more inundated with messages and claims, differentiation is critical for success.

CREDIBLE: The visual expression of messages is an outward reflection of internal qualities. The visual image presented at all points of contact must emphasize the greatest strengths of Carl Sandburg College and reinforce what our audiences may already know – without exaggerating.

In the same way that people are characterized by their attributes, specific qualities define Carl Sandburg College’s brand personality. These characteristics describe the way Carl Sandburg College’s brand should look, feel, sound and act whenever it is communicated to any audience. The following brand positioning statement was developed by the college’s stakeholders who participated in the branding workshop in July 2011.

CARL SANDBURG COLLEGE’S BRAND POSITIONING STATEMENT

Carl Sandburg College is a supportive community resource providing diverse educational opportunities and connections for academic, professional and personal growth in a friendly enviroment. Our accomplished faculty and helpful staff are committed to enriching the lives of our students and the communities we serve.



Graphic standards

OUR GRAPHIC STYLE GUIDE

This graphic style guide is not intended to be fully comprehensive. Sandburg’s guide is a living document. It can be updated as the College grows, evolves and changes to meet the educational and workforce needs of its service area. Any deviation from the style guide must be approved by the Marketing & Public Relations Office.

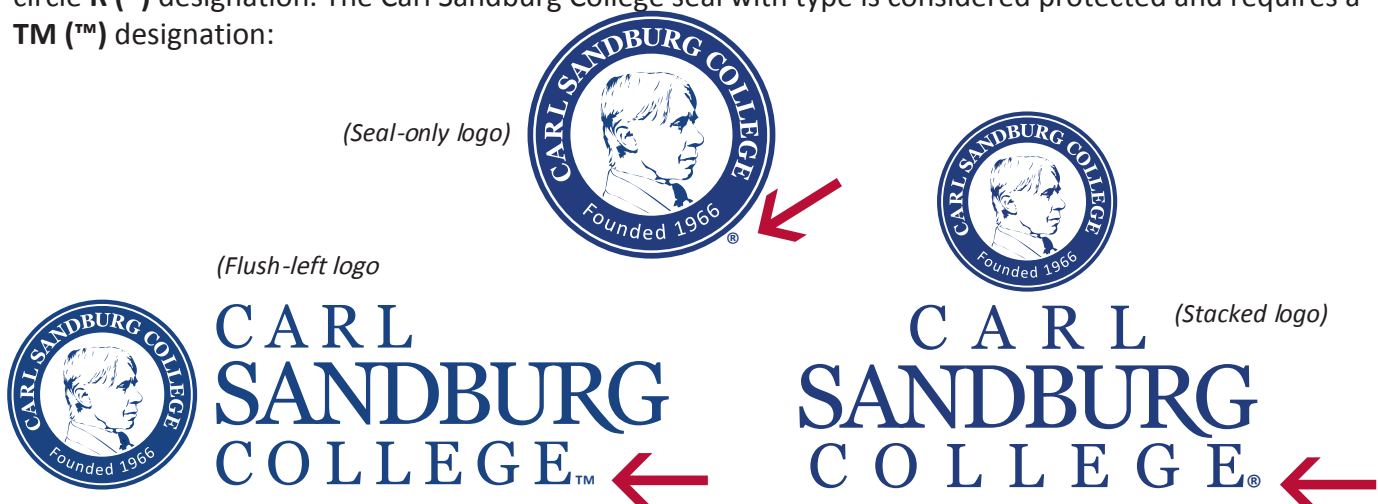
OFFICIAL CARL SANDBURG COLLEGE LOGO

The term “logo” refers to the joining of two primary elements in the graphic identity system: the stylized image and the logotype. The logotype consists of the words “Carl Sandburg College” and is set in the Georgia font integrating unique ligatures. Both vertical and horizontal versions of the logo have been created to accommodate different layout compositions. The image is the updated college seal incorporating an illustrated profile of Carl Sandburg with a more pronounced treatment to the outer rings and typography.

Individual departments, organizations, groups or initiatives should not use any other logo whether it be in replacement of or in conjunction with the official logos detailed here. Consistency is of the utmost importance to secure and strengthen the Sandburg brand. Multiple logos cause confusion, appear unorganized and waste valuable resources and can be distracting from the college’s core mission.

COLLEGE MARKETING RESTRICTED-USE LOGOS

The Carl Sandburg College logos are registered with the United States Patent and Trademark Office. You can download logos from sandburg.edu/About/Marketing-Department/Downloadable-Logos.html Marketing and Public Relations office/dropdown/logos & templates. under downloadable logos. The Carl Sandburg college seal logo is federally registered with the U.S. Patent and Trademark Office and require a circle R (®) designation. The Carl Sandburg College seal with type is considered protected and requires a TM (™) designation:



Permission to use restricted-use logos must be obtained from the Marketing & Public Relations Office. For further information or to request the use of college logos, contact [Christina Diaz at 309.341.5324 or cdiaz@sandburg.edu](mailto:cdiaz@sandburg.edu).

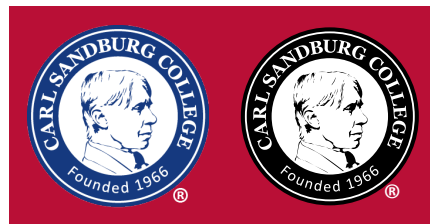
Graphic standards



CARL
SANDBURG
COLLEGE™



CARL
SANDBURG
COLLEGE™



Only the navy or black seal can be used. The white background must stay in place. The seal cannot be altered. The folder below is incorrect.

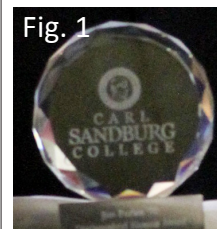


Please note, the only time when the college uses an all white seal is for windows or glass awards. For example, the Public Safety window is correct.

*However the logo on the award (Fig. 1) is incorrect. The lines on Carl's face are reversed. Carl's face with red background (Fig. 2) is also incorrect.

Incorrect Examples

NO



LOGO COLOR

Acceptable logo color is outlined above. No other color options/color combinations should be used.

ONE-COLOR USAGE

The only acceptable one-color logo usages are black, white or navy blue (PMS 281C). The logo may not be recreated in any other single color with the possible exception of a special print technique, which may include foil stamping or metallic ink (special permission required from Marketing & Public Relations).

TWO-COLOR PRINTING

The main Sandburg color is Navy Blue (PMS 281C) with white background of Carl Sandburg.

FOUR-COLOR PROCESS PRINTING (CMYK)

The CMYK equivalent for Navy Blue PMS 281C is:

C: 100 M: 85 Y: 5 K: 20

WEB

The HEX equivalent for Navy Blue PMS 281C is:

#002664 or RGB 0, 38, 100

Graphic standards

PROPER LOGO PROPORTIONS

The logo has a unique proportion and must not be altered. When the logo is reduced or enlarged, it should always be treated as one unit, meaning all elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce the logo so that the seal portion is less than 1/2" from the top to the bottom. It is essential that only the authorized reproduction art or authorized electronic files be used. The use of third-generation art is not allowed. The logo should not be recreated. The logo can be downloaded from sandburg.edu/About/Marketing-Department/Downloadable-Logos.html



INCORRECT USAGE OF LOGOS

Although a logo may be printed on a variety of backgrounds, no words or images should overlap or merge with it. It should never be integrated into an illustration, cartoon or other symbol or logo. To establish and maintain consistent and effective use of the Carl Sandburg College brand identity, it's essential to follow these standards. The samples illustrated below demonstrate common errors. Such misuses will undermine the college's effort to present a strong and unified image, and will alter the perception and meaning of the logo.



WHY ARE THESE LOGOS INCORRECT?

- a) Different typeface: Georgia is the only typeface that may be used in the logo format.
- b) Improper proportion: The size of the symbol in relation to the typography should not be altered.
- c) Improper seal placement: The placement of the seal and typography should not be altered.
- d) Distortion: The logo should not be subject to distortion or manipulation (e.g., stretching, twisting, etc).
- e) Reversed: The seal cannot be reversed in print, on an award or promotional product.
- f) Inconsistent: The seal must have the college's navy blue in the circle and not only outlining the face.
- g) Incorrect use of seal: The seal must **always** have a white background. If not, Carl's face will incorporate that color or image behind him.

ALL seals & logos must have the® or ™ along with it.

Athletic/Student Life mascot

CARL SANDBURG COLLEGE ATHLETIC/STUDENT LIFE MASCOT

The Charger logo is used by Athletics and Student Life. All other departments should use the Sandburg logos or seal.



The logo above is outdated as of 2011 and no longer being used by the college.



Four-color process builds



100% red & navy blue



100% navy blue



Navy blue with screen tints



Text option without horse

WORKING WITH VENDORS

Marketing & Public Relations works through a logo licensing company for all of the college's product approvals (e.g., team uniforms, apparel, cups, bags, etc). Ask the vendor if they are approved through Learfield or CLC. If the vendor is not request@clc.com-approved, they will need to email requests in mySandburg or the MPR page on the Sandburg website. You can find an art sheet of all approved logos. For more information, contact Christina Diaz at ext. 5324 or Laura Nagel at ext. 5221.

PRIMARY MARKS				WORD MARKS			
WORD MARKS				COLOR INFORMATION			
				<small>The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2016.</small>			
				COLORS	PANTONE®	HTML	PROCESS
				Blue	PMS 281	FFB81C	C:0% M:31% Y:98% K:0%
				Red	PMS 187	B2B4B2	C:13% M:8% Y:11% K:26%
				Black	Process Black		
				White	White		

Glossary of terms

PANTONE MATCHING SYSTEM® (PMS) A

popular color-matching system used by the printing industry to print spot colors.

Most applications that support color printing allow you to specify colors by indicating the Pantone name

or number. This assures you get the right color when the file is printed, even though the color may not look right when displayed on your monitor. PMS works well for spot colors but not for process colors, which are generally specified using the CMYK color model.

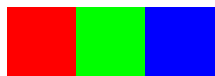


FOUR-COLOR PROCESS (CMYK) best for printing



Short for cyan-magenta-yellow-black and pronounced as separate letters. CMYK is a color model in which all colors are described as a mixture of these four process colors. CMYK is the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-color printing.

RGB (best for the web)



Stands for red-green-blue. One of the most difficult aspects of desktop publishing in color is color matching or properly converting the RGB colors into CMYK colors so what gets printed looks the same as what appears on the monitor.

SOLID



Any portion of a publication printed at 100% of a given ink color.

SPOT COLOR



Refers to a method of specifying and printing colors in which each color is printed with its own ink. In contrast, process color printing uses four-color process printing (cyan, magenta, yellow and black) to produce all other colors. Spot-color printing is effective when the printed matter contains only one to three different colors, but it becomes prohibitively expensive for more colors.

TWO-COLOR PRINTING



A process by which a publication or other communication piece is printed in only two colors, usually a choice of any two Pantone (PMS) colors and/or black.

POSITIVE



The reproduction of a dark image or graphic on a white or light-colored background.

REVERSE (CAMERA-READY)



Artwork or type that appears as the color of the paper on which it is printed as a result of being camera-ready of a dark background. This is not to be used for any other reason. If you have questions on where this is applicable contact Christina Diaz or Laura Nagel.

College color palette

MAIN COLLEGE COLORS - IDENTITY/INSTITUTIONAL USE



***Navy blue (PMS 281C)**
RGB, 0, 38, 100
CMYK, 100, 85, 5, 20
HTML # 002664

*Enriching, accomplished,
connected/connection*

Deep red (PMS 187C)
RGB, 167, 25, 48
CMYK, 5, 100, 71, 22
HTML # A71930



*Enriching, Connections/
connected, accomplished*

SECONDARY COLORS



***Medium blue (PMS 3015C)**
RGB, 0, 102, 161
CMYK, 100, 31, 5, 20
HTML # 0066A1

*Friendly, connections,
connected*

Red (PMS 185C)
RGB, 224, 0, 52
CMYK, 0, 92, 76, 0
HTML # E00034



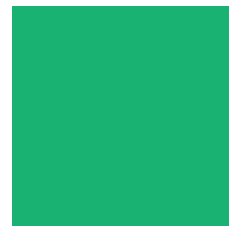
*Connected, connections,
helpful*



Gold (PMS 457C)
RGB, 177, 148, 1
CMYK, 6, 23, 97, 26
HTML # B19401

Accomplished, enriching

Medium green (PMS 7482C)
RGB, 0, 165, 81
CMYK, 95, 0, 90, 0
HTML # 00A551



Resource, accomplished



Red violet (PMS 2613C)
RGB, 99, 29, 118
CMYK, 74, 98, 2, 12
HTML # 631D76

*Enriching, accomplished,
diverse*

Primary colors are the three main colors: Red, blue, yellow.

Secondary colors are the colors made from the primary colors: Green, purple, orange.

Tertiary colors are the colors that can be made from any of those colors: Pink, orange-red, etc.

TERTIARY COLORS



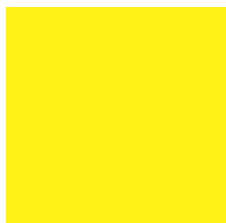
Warm red (PMSC)
RGB, 247, 164, 58
CMYK, 0, 86, 80, 0
HTML # F7403A

Diverse, helpful

Orange yellow (PMS 7409C)
RGB, 238, 175, 0
CMYK, 0, 33, 98, 0
HTML # EEAFO0



Helpful, friendly



Yellow (PMS 102C)
RGB, 250, 231, 0
CMYK, 0, 0, 95, 0
HTML # FAE700

Opportunities, friendly

*The only two colors allowed any opacity change are **navy blue** and **medium blue**. The opacity can be either 10% or 20%. The rest of the color palette cannot be changed.

Templates

To assist faculty and staff members with general communication needs, flyer and PowerPoint templates that incorporate the college's brand styles are available. The templates have been developed in Publisher for easy usage.

DIRECTIONS FOR USING THE CARL SANDBURG COLLEGE TEMPLATES:

1. Visit the Marketing & Public Relations webpage: sandburg.edu/About/Marketing-Department-Downloadable-Logos.html. The Publisher application should be installed on the computer being used. If you don't have Publisher, contact Tech Help: sandburg.edu/Services/Tech-Help-Desk.html
3. Save the template to your computer desktop or document folder.
4. Double-click on the file; the template will open as a new document. This method will create a new file and keep the original template from being changed. You can then save the file with a new name.
5. Once open, you will see blocks of text that you can replace with your own information. General directions are listed within this text for your guidance only. The text is set with the college's approved fonts and styles. To retain the styles, select the header, then type in your information; select the body copy, then type your body information. Sizes can be adjusted as needed. Colors may be adjusted if used in accordance with the college's official colors (page 11). The college logo should remain in the lower right corner. The paragraph style should remain left aligned.
6. Whenever possible, the college's styles will be saved in the style menus of the template for ease of use. They may not always be available, however, as style options vary within applications and versions of applications.
7. If using one of the college's templates, forward to Aaron Frey at afrey@sandburg.edu for copy approval then you may proceed with a direct print request.
8. For **internal & special** events, posters and flyers can be designed with flexibility (**Fig. 1**). For **external** audience, branding of the college should be taken into account (**Fig. 2**).
9. Export the Publisher template file as a PDF for best printing results. For more information or questions, please email Christina Diaz or call ext. 5324.



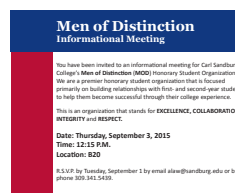
(Fig. 1)

11" x 17"
Poster size



(Fig. 2)

8.5" x 5.5"
Large postcard



4.25" x 5.5"
Small postcard

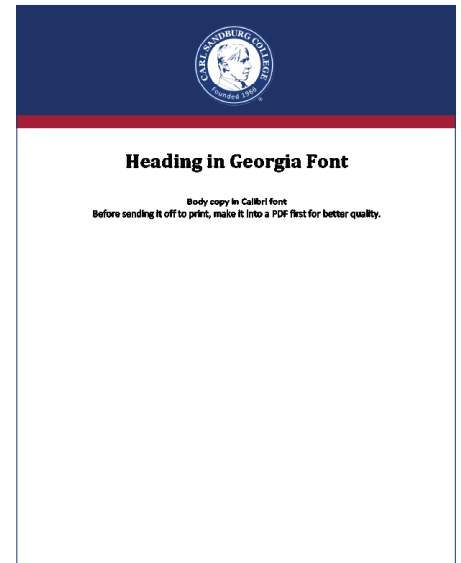
Title IX & templates

Flyer template (8.5" x 11", Word)

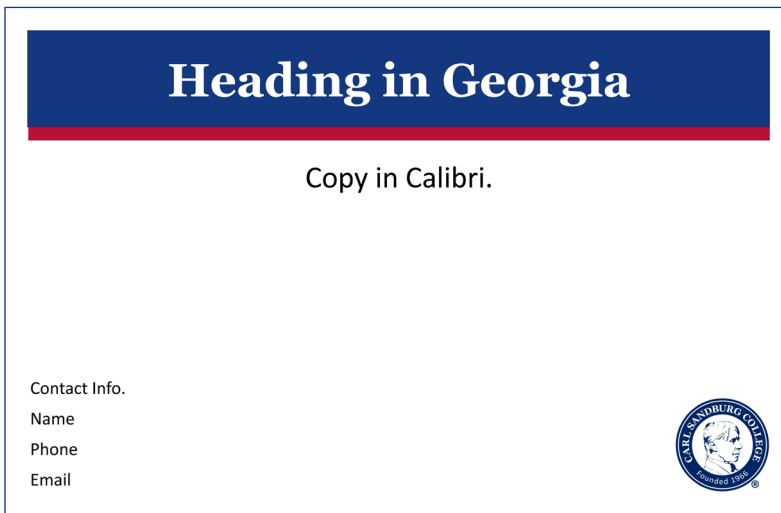
If you are creating a publication with or without using the templates, please place the following verbiage:

View our non-discrimination policy at sandburg.edu/About/Non-discrimination-Notice.

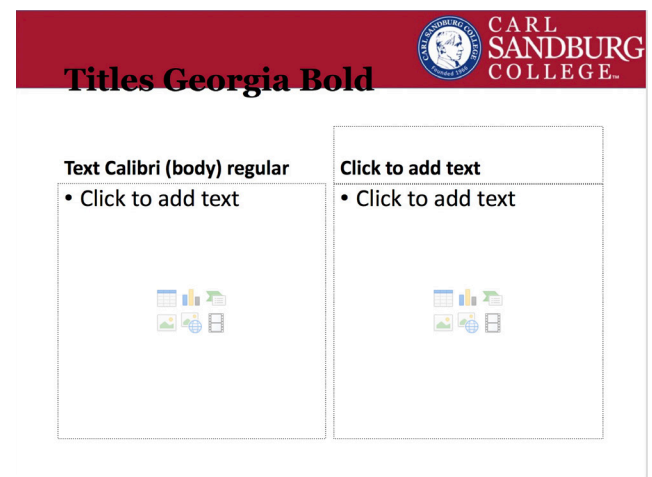
The text size can be as small 7 points but no smaller for legibility. If you have any questions, contact **Christina Diaz ext. 5324** or cdiaz@sandburg.edu.



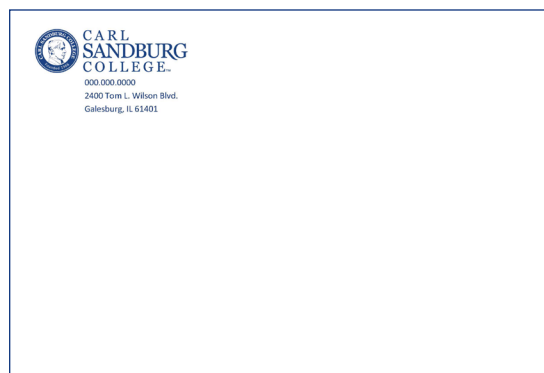
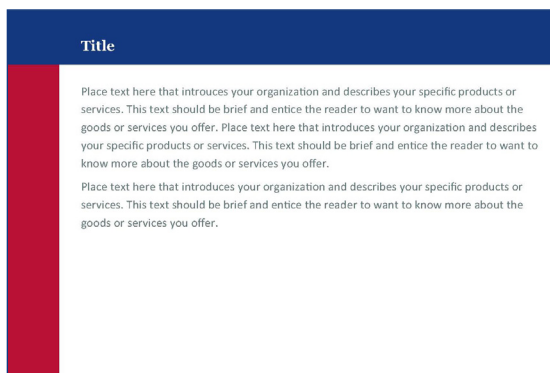
Poster template



PowerPoint template



Large postcard template (8.5" x 5.5", Publisher file)



These templates & more are available for download on mySandburg/Marketing/templates.

Editorial standards

OFFICIAL NAMES

Galesburg campus
2400 Tom L. Wilson Blvd.
Galesburg, IL 61401
309.344.2518

Annex
209 E Main St.
Galesburg, IL 61401
309.344.2595

Carthage campus
305 Sandburg Dr.
Carthage, IL 62321
217.357.3129

**Center of Manufacturing
Excellence (CME)**
2051 Tom L. Wilson Blvd.
Galesburg, IL 61401
309.345.3501

OFFICIAL NAMES FOR CARL SANDBURG COLLEGE

Do **NOT** use **CSC** in short for Carl Sandburg College. For short reference to the college, Sandburg is correct. Culver-Stockton College uses C-SC as their college's abbreviation. Since both colleges are fairly close in region, it causes confusion among prospective students.



CSC
Incorrect

Correct 

SANDBURG

This is the correct usage when needed a short name for Carl Sandburg College. Notice the “swish” on the letter R. The Sandburg logo is available for download on [mySandburg/Marketing & Public Relations/logos](http://www.sandburg.edu/About/Marketing&PublicRelations/logos). When typing, use Georgia font in all caps (e.g., SANDBURG). <http://www.sandburg.edu/About/Marketing-Department/Downloadable-Logos.html>

Badges

BADGES

Continuing and professional education programs are beginning to embrace badges. Digital credentials that represent program-level competencies are growing as a way to signal specialized work skill sets to employers. Colleges with close ties to local employers — particularly small and medium size businesses — are using badges as the rosetta stone to decode skill gaps on the local and regional level.

Workforce development initiatives are beginning to use badges. Groups like the California Community Colleges are using badges to represent sub-degree program certificates for job training programs like entry-level office worker, entry-level advanced skilled trades worker, and other areas. Some groups proposing novel approaches to apprenticeships are considering how badges will add an extra dimension for their program participants. And experiential education programs — from clinical internships to co-op studies — are beginning to use badges to represent their program outcomes.



BADGE INITIATIVE PROCESS

STEP 1: Fill out form found under Employee Resource in the portal.

- Description: What is name and purpose of badge?
- Value: What is/are the benefit(s) to the recipients?
- Criteria: What competencies will be achieved?
- Assessment: How will the competencies be measured?
- Credly submission: What evidence will be uploaded for credential documentation?
- Badge design: External or internal
External – Use Sandburg badge with ribbon color from discipline.
Internal – Use Sandburg badge with college colors.

STEP 2: Post activity, evidence of completion for each participant must be sent to badges@sandburg.edu for materials to be submitted to Credly.

Career & Corporate Development will oversee the process.

Tracy Engstrom

ACRW, Etiquette Consultant
Coordinator of Career Development
tengstrom@sandburg.edu
309.341.5246

MPR Request Form

Go to: sandburg.edu/About/Marketing-Department

Marketing request form

Department *

Name *

Email *

Project type * Branded paper materials (e.g., business cards, door signs, note cards, mailing labels, folders, etc.) Campus monitors 'Charger Weekly' Edits/updates (for existing documents)
 Event (If selected, please complete the event fields below.) Graphic design (e.g., posters, postcards, flyers, invitations, programs, mailers, brochures) Intercampus email Meeting request mySandburg Need a file/image sent to me Press release (ONLY for events/projects open to or communicating to the general public) Sandburg website calendar Social media (Sandburg or Chargers) Special request 'Stall Stories' Swag request (Lead times: In-stock — 1 wk; customer — 4 wks)

Who is your audience? * Prospective student Current student Staff/faculty Donors Alumni General public/community

What are you trying to accomplish (your objective)? *

What does success look like (e.g., attendance, visit to a webpage, inquiries, etc.)? *

Project deadline *

Will you need a photographer for your event/project? * Yes No Not sure; let's discuss.

Will you need videography or live streaming for your event? * Videography (Marketing) Live streaming (IT: Contact them directly to request this.) Both (Contact IT separately with your request.) Neither

Upload file 1: No file chosen

Upload file 2: No file chosen

Upload file 3: No file chosen

If you would like to request a meeting with Marketing, have any questions or need assistance with the MPR form, please email Sherry.Morris or call 309.345.8513.

FONT FOR HEADING: GEORGIA

Sandburg (Georgia Regular) Sandburg (Georgia Bold)

This serif font is to be used for headings and subheads.

Reasoning: This font's personality: Accomplished, committed, resource, connected/connections, academic and collegiate looking, traditional but not stodgy, formal but not overdone

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910

FONT FOR BODY COPY: CALIBRI

Sandburg (Calibri Regular) Sandburg (Calibri Bold)

This sans serif font is to be used for body text.

Reasoning: This font's personality: Helpful/supportive, friendly, opportunities, diverse, neat, clean, easy to read, approachable/welcoming

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910

Additional fonts may be used for headlines and text on myriad special event marketing pieces created by the Marketing & Public Relations. However, when official marketing materials are created for the college (e.g., website, viewbook, etc.), the traditional fonts of Georgia and Calibri remain the prevalent fonts for each piece created.

Layout/composition

LAYOUT/COMPOSITION

A consistent approach to layout and composition will follow these directives:

- Full-bleed or large, fractional full-color photography needs to be the dominant visual.
- An attempt must be made to identify individuals used in promotional images.
- Copy should be kept minimal and should be segregated from the photography.
- All contact information must be included at the bottom left of all layouts.
- Sandburg logo should be placed in the lower right-hand corner.
- Must add non-discrimination statement at the bottom of all printed materials: [View our non-discrimination policy at sandburg.edu/About/Non-discrimination-Notice](http://sandburg.edu/About/Non-discrimination-Notice).
- Add month/year to printed materials at lower left or right corner (e.g., 10/19).

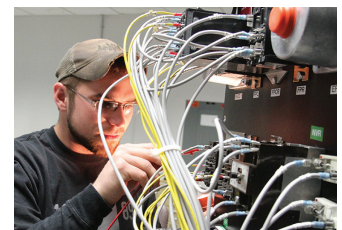


(Sample poster layout/composition)

PHOTOGRAPHIC DIRECTION

Photographic styles need to be consistent, producing quality images that feature students, alumni, faculty and staff engaged in Carl Sandburg College experiences. All images must be captured with the following set of directives:

- Photography must be cropped from the waist up with groups and cropped more closely on the faces of individuals.
- Subjects must be looking into or near the camera to draw in the viewer.
- Images must capture a genuine moment or interaction between people on location.
- Use soft play of light and shadow.
- Use select focus to keep the subject sharp and clear.
- Backgrounds need to be kept simple.



(Sample photographic styles)

Email signature guidelines

EMAIL SIGNATURE GUIDELINES

For your email signature, use your name and information in the Calibri font in black, name in 11-point size in bold and the rest of the information in regular font 10-point size – all in black. The information should appear in the following order:

Name (bold, 11-point size)

Position title (must match with HR) (10-point size)

[Email address](#)

p: 000.000.000

(optional) f: 000.000.000

College address

City, ZIP

sandburg.edu

For addresses, abbreviate Ave., Blvd., Dr. and St. to ensure consistency with business cards and stationery.

How to import the Sandburg logo to your signature:

- From the Home tab, click New E-mail.
- From the Message tab, click the downward triangle under the Signature button.
- Click Signatures.
- Click the New button.
- Type a name for your new signature.
- Click the OK button.
- In the Edit signature section, click the image button.
- Click OK.

Remember that the specific Sandburg logo .png file is only for email signatures. The resolution will not be high enough for other applications.

You're welcome to keep your personalized quotes, "green" and confidentiality information for your own personal touch. **Avoid references to any personal faith or other branded organization, sports teams or institutions.**

Tracy Engstrom

Coordinator of Career Development

tenstrom@sandburg.edu

p: 309.341.5246

f: 309.341.5429

2400 Tom L. Wilson Blvd.

Galesburg, IL 61401

sandburg.edu



CARL
SANDBURG
COLLEGE™

Robert W. Stevens

Chief Information Officer

rstevens@sandburg.edu

309.341.5457

2400 Tom L. Wilson Blvd.

Galesburg, IL 61401

sandburg.edu



CARL
SANDBURG
COLLEGE™

*IT will never ask for your password in an email.
Don't ever email your password to anyone or
share confidential information in emails.*

Business correspondence

BUSINESS CARDS

Business cards are printed in-house on white cover stock with navy blue ink. They can be ordered at any time at no cost to your department. New employees will be contacted by Marketing & Public Relations about ordering business cards after monthly board meetings. Please complete the MPR form.

DOOR SIGNS CAN BE REQUESTED

Can be requested through the MPR form.

NAME BADGES

Sandburg name badges are ordered through Marketing & Public Relations and paid for by your department. The name badges are blue with white lettering and include the employee's name and department. They come with a choice of a magnetic or pin back. Name badges are ordered monthly. Magnetic back badge costs \$9.80. Shipping and handling cost varies. Lost badges are ordered through MPR form.

NOTE CARDS


Sandburg note cards and envelopes are available at no cost to your department. The cards are printed on white linen card stock with navy blue ink and have the Sandburg logo on the front. Envelopes are printed with a return address on the back flap and are available for all three campus addresses. To order, complete the MPR form.

PRESENTATION FOLDERS


Two-pocket presentation folders that hold 8.5" x 11" sheets and are available for departmental use. The folders have a similar look as other college publications. Cost may vary depending on quantity ordered. Approximate cost is \$0.55 each. To order, please complete the MPR form.

Name
Title

name@sandburg.edu
p: 309.341.0000
f: 309.344.5214
2400 Tom. L. Wilson Blvd.
Galesburg, IL 61401
sandburg.edu



CARL
SANDBURG
COLLEGE™



Bill
Gaither

Marketing & Public Relations



Business correspondence

ORDER LABELS ENVELOPES

Large white envelopes are recommended when mailing the folders, especially as a student inquiry packet with the label shown here. Mailing labels are available in the mailroom or by completing an MPR form.

PROMOTIONAL ITEMS

To order specialty items, complete an MPR form.

AWARDS

Before ordering awards with a vendor, ask if they have a logo license with **CLC**. Sandburg goes through Learfield to help maintain the college's branding. To find already licensed vendors, contact Marketing & Public Relations.



Copy Center/In-house printing

CARL SANDBURG COLLEGE COPY CENTER PRICES

I. Prices for college jobs:

Regular copies	\$0.04
Regular copies duplexed	\$0.07
Black/white on color copier	\$0.07
Color copies	\$0.20
Card stock	\$0.06
Card stock duplexed	\$0.09
Color paper	25% above cost per copy

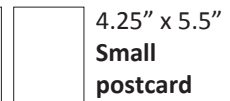
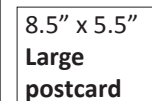
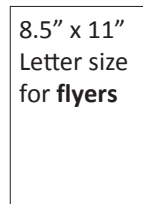
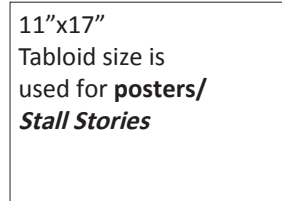
II. Prices for all other job requests:

Size	Color	Black & white
8.5" x 11"	\$0.59	\$.11 (letter)
8.5" x 14"	\$0.69	\$.12 (legal)
11" x 17"	\$0.98	\$.20 (tabloid)

Spiral binding

3/8"	\$0.14
1/4"	\$0.10
5/16"	\$0.08

Paper sizes



Paper weight

20# Regular copy paper 32#
Flyers
65# *Stall Stories* & poster
80# Poster
Card stock

All prices are per original. No discount given for duplexing. All prices subject to change.

III. Timeline on printing jobs:

Jobs requiring padding solutions: 1-2 days
Spiral binding jobs (25-50 small-medium books): 1-2 days
Color booklet (50+books): 5 days
Spiral binding jobs (50+ books): 3-5 days
Booklet folding (50-200 books): 3-5 days
Machine booklets (1,000 booklets on 8.5x11): 3-5 days
Brochure printing/folding 250 brochures: 1-2 days
Brochures 250-500: 2-3 days
Brochures 500+: 3-5 days
Postcards (500+): 3-5 days

For more information or questions please contact:
Barb Coleman
bcoleman@sandburg.edu
309.341.5482

OUTSOURCING PRINT JOBS

Please contact Marketing & Public Relations with any questions about outsourcing print jobs. This will help maintain the branding standards of the college.

Marketing contacts

MARKETING & PUBLIC RELATIONS OFFICE

STATEMENT OF PURPOSE

The purpose of this document is to provide procedure and design guidelines to assure there is a consistent, high-quality, public image of Carl Sandburg College. It is meant as an aid to help identify visual elements and procedures, and encourage appropriate use and process. This document establishes or reinforces standards for logo usage, production timelines, proofreading, advertising and public information. It also outlines procedures for marketing services job requests, marketing action plans and news releases. If there are any questions regarding its content or suggestions to make this more useful, please forward them to Laura Nagel, Executive Director of Marketing & Public Relations, lnagel@sandburg.edu.

Marketing & Public Relations

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While all projects are important, priority will be given to projects such as major media advertising campaigns, new programs, projects funded by individual department budgets/grant dollars and initiatives to increase enrollments and revenue. Unless otherwise noted, contact Laura Nagel for questions or information as appropriate.