



CARL SANDBURG COLLEGE

Branding Style Guide

2017-2018

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As Carl Sandburg College continues its commitment to excellence in the classroom, it's important that we also commit to providing a consistent brand and image for the College. Doing so portrays a unified, professional identity that resonates with our district.

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

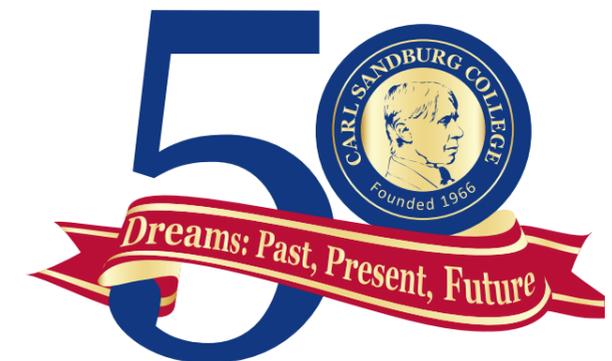
With that in mind, the College has developed this branding style guide to give clear direction and examples of graphic and writing style for

Carl Sandburg College. Each item produced by the College is a depiction of what we do, how we represent ourselves and how others view us. Following this branding style guide will help give Carl Sandburg College a unique, consistent and credible message through everything produced by the College. Each of us will play a vital role in those efforts.

College employees are asked to follow these guidelines, and I appreciate your support as we continue to work toward a consistent image and brand.


Dr. Lori L. Sundberg, President

DIVERSITY STATEMENT
Carl Sandburg College is a community of lifelong learners that welcomes, values and respects diversity. The College fosters a climate of mutual respect that celebrates diversity by embracing our similarities as well as our differences. We demonstrate this commitment by serving students, faculty, staff and community members with fairness and equality.





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.

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.

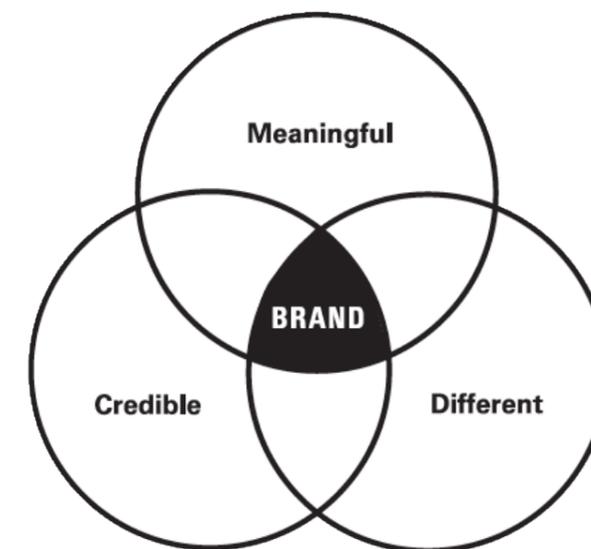
DIFFERENT: Carl Sandburg College must stand apart from its competitors and occupy a specific niche in the mind of our audiences. As the audience becomes more inundated with messages and claims, differentiation is critical for success.

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 environment. 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.

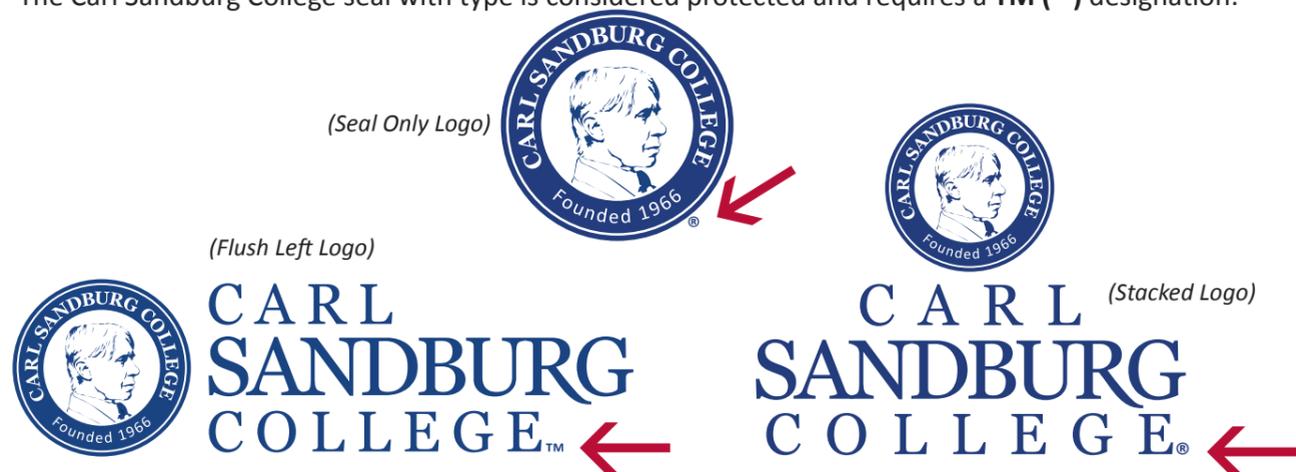
OFFICIAL CARL SANDBURG COLLEGE LOGO

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/index.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:

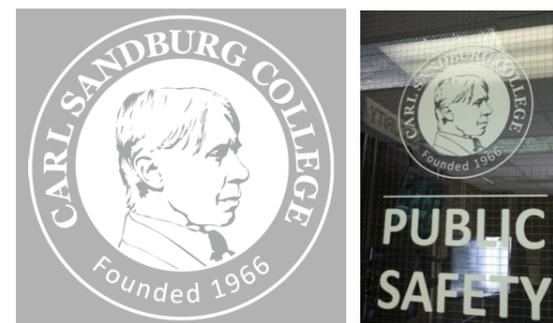


Permission to utilize restricted-use logos must be obtained from the Marketing and Public Relations Office. For further information or to request the use of College logos, contact [Christina Diaz at 309.341.5324 or cdiaz@sandburg.edu](mailto:cdiaz@sandburg.edu).

Graphic Standards



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, Public Safety window is correct. *However the logo on the award (Fig. 1) is incorrect. The lines on Carl's face is reverse. Carl's face with red background (Fig. 2) is also incorrect.

Incorrect Examples



LOGO COLOR

Acceptable logo color is outlined below. 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 the Marketing and Public Relations Office).

TWO-COLOR PRINTING

The preferred color is Navy Blue (PMS 281C). Any deviation from this color must be approved by the Marketing and Public Relations Office.

FOUR-COLOR PROCESS PRINTING (CMYK)

The preferred color is Navy Blue (PMS 281C). Any deviation from this color must be approved by the Marketing and Public Relations Office.

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

Athletic/Student Life Mascot

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. In order to establish and maintain consistent and effective use of the Carl Sandburg College brand identity, it is 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.

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 www.sandburg.edu/About/Marketing-Department/Downloadable-Logos.html.



INCORRECT ✗

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

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



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.



Four-Color Process Builds



100% Red & Navy Blue



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



100% Navy Blue



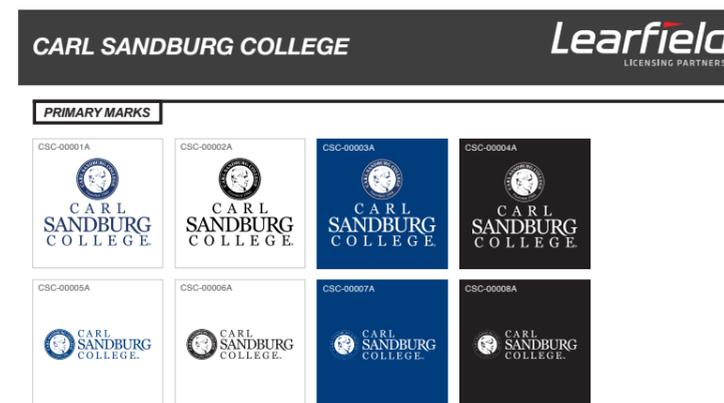
Navy Blue with Screen Tints



Text Option Without Horse

WORKING WITH VENDORS

The Marketing and Public Relations Office works through a logo licensing company, **Learfield Licensing**, for all of the College's product approvals (i.e. team uniforms, apparel, cups, bags, etc). Ask the vendor if they are approved through Learfield. If the vendor is not approved through Learfield, they will need to contact **Kyle McGinnis**, Brand Management Representative. In mySandburg or the MPR page on the Sandburg website, you can find an art sheet of all of the approved logos. For more information, contact Christina Diaz at ext. 5324 or Brittany Grimes at ext. 5221.



Kyle McGinnis
Brand Management Representative
203.648.8065
kyle.mcginiss@learfieldlicensing.com

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 that 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 that what gets printed looks the same as what appears on the monitor.

SOLID



Any portion of a publication printed at 100 percent 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



Artwork or type that appears as the color of the paper on which it is printed as a result of being "reversed out" of a dark background.

College Color Palatte

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

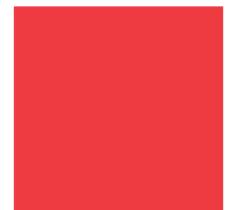


***Medium Blue (PMS 3015C)**
RGB, 0, 102, 161
CMYK, 100, 31, 5, 20
HTML # 0066A1

*Friendly, Connections,
Connected*

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

*Connected, Connections,
Helpful*

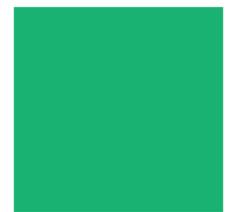


Gold (PMS 457C)
RGB, 177, 148, 1
CMYK, 6, 23, 97, 26
HTML # B19401

Accomplished, Enriching

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

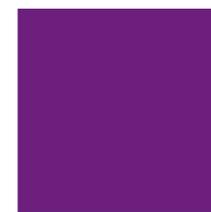
Resource, Accomplished



Primary colors are the 3 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.)



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

*Enriching, Accomplished,
Diverse*

TERTIARY COLORS



Warm Red (PMS C)
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 is **Navy Blue** and **Medium Blue**. The opacity can be either 10% or 20%. The rest of the color palette cannot be changed.

Templates

Templates & Title IX

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 & Word applications for easy usage.

DIRECTIONS FOR USING THE CARL SANDBURG COLLEGE TEMPLATES:

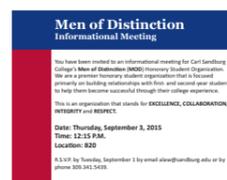
1. Contact the Marketing and Public Relations Office to request a template, or to use a template already created on <http://www.sandburg.edu/About/Marketing-Department/Downloadable-Logos.html>
2. Publisher application should be installed on the computer being used. If you don't have Publisher application, contact Help Desk or support @sandburg.edu.
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**). **External** audience, branding of the College should be taken into account (**Fig. 2**).
9. Export Publisher and/or Word template file into a PDF for best printing results. For more information or questions, please contact: **Christina Diaz at ext. 5324 or cdiaz@sandburg.edu**



(Fig. 1)
11" x 17"
Poster size



(Fig. 2)
8.5" x 5.5"
Large Postcard



4.25" x 5.5"
Small postcard

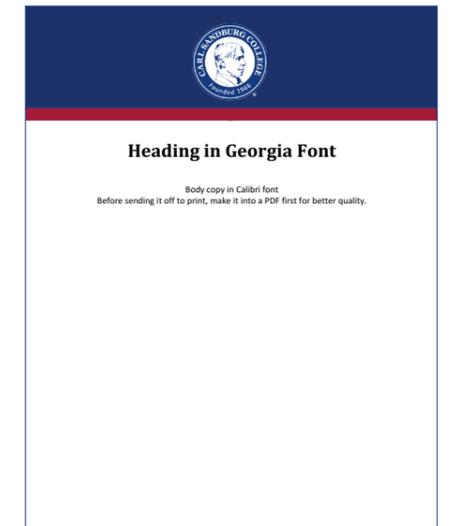
If you are creating a publication with or without using the templates please note that the following verbiage **MUST** be included on the publication(s):

NON-DISCRIMINATION STATEMENT

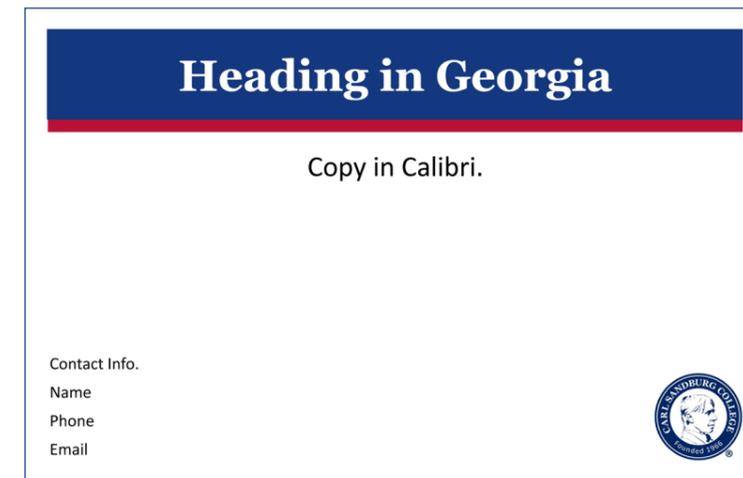
Career and technical programs/courses are offered without regard to race, color, national origin, sex, sexual orientation, age, disability or status in any group protected by applicable federal, state or local law. Please contact the Title IX Coordinator or ADA/Section 504 Coordinators with further questions.

The text size can be as small as 8 points but no smaller for legibility. If you have any questions, contact **Christina Diaz ext. 5324** or cdiaz@sandburg.edu.

Flyer Template (8.5" x 11", Word)



Poster Template (11" x 17", Publisher file)



PowerPoint Template



Large Postcard Template (8.5" x 5.5", Publisher file)



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

OFFICIAL NAMES

MAIN CAMPUS

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

ANNEX

209 E Main St.
Galesburg, IL 61401
309.344.2595

BRANCH CAMPUS

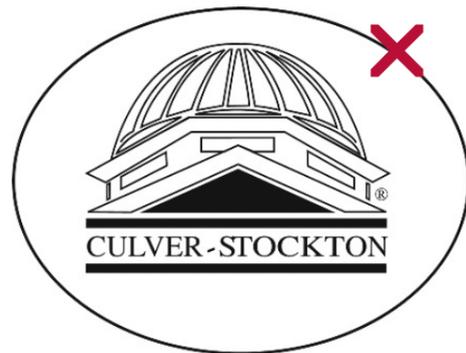
305 Sandburg Dr.
Carthage, IL 62321
217.357.3129

CENTER OF MANUFACTURING EXCELLENCE (CME)

2051 Tom L. Wilson Blvd.
Galesburg, IL 61401
309.345.3501

OFFICIAL NAMES FOR CARL SANDBURG COLLEGE

To use **CSC** in short for Carl Sandburg College is **INCORRECT**. 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.



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. When typing, use Georgia font in all caps i.e. SANDBURG. <http://www.sandburg.edu/About/Marketing-Department/Downloadable-Logos.html>

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 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 process.

Tracy Engstrom

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

Please begin any Marketing or Public Relations request an MPR form. The Marketing and Public Relations Office requests to be informed of activities and events on campus and can assist with identifying other steps to help make an event successful. Publications and announcements intended for students or the public should be initiated through one of these forms, including:

- Flyers, brochures, newsletters, pamphlets and posters
- Press releases
- Photography
- Ads for newspapers, magazines, radio, television and online
- Content for the public website, campus monitors, electronic signs and social media (Twitter, Facebook, Instagram, Snapchat, Flickr, Blogger, YouTube, etc.)

Materials written solely for staff and/or faculty use do not need to go through the Marketing and Public Relations Office. A checklist for event planning and media relations is included in the Publicity Guidelines. <http://www.sandburg.edu/About/Marketing-Department/Marketing-Request-Form.html>

Please Note:

In an effort to serve you with the highest level of efficiency and quality, please allow a minimum lead time of **two weeks** for most items to ensure that all requests can be fulfilled. If an event is less than two weeks away, please be aware that we may not be able to accommodate all requests.

A minimum of **two weeks** lead time should be given for:

- brochures
- programs
- videos
- projects color copied or with photographs
- projects requiring folding, collating, stapling, labeling or sorting for mailing

The production process includes graphic design, proofing, editing, printing and delivery. MPR will follow-up your request with a consultation call or email to discuss details. If you do not receive a confirmation email of your request please call **ext. 5328** or email marketing@sandburg.edu

[Home](#) > [About](#) > [Marketing & Public Relations Office](#)
MARKETING REQUEST FORM

MARKETING REQUEST FORM

The MPR office is here to fulfill all of your marketing and public relations needs. We kindly ask that you please fill out an MPR request form for all marketing requests you have. A minimum lead-time of 2 weeks is required for all requests. We do our best work when we have adequate time, and anything less than 2 weeks will not allow us to do so.

If you would like to request a meeting with the Marketing Department, have any questions or need assistance with the MPR form please contact Makenzie Perryman at 309.341.5328 or mperryman@sandburg.edu.

** Unless otherwise specified, the MPR Office will decide which avenues to promote your upcoming event.

Name

Email

Department

Your request is for a(n) Event Print Material/Graphic Design Review/Edit/Approval Publicity Photography Video

Event/Publication Name

Date of Event

Location

Additional Details

Upload File: No file chosen

Deadline for Project materials:

Who is your audience: Prospective Student Current Student Staff/Faculty Donors Alumni General Public/Community

How does this fit with Strategic Goals of the Institute?

Are you requesting video/photography for this event/publication?

If an event, are you requesting posters? Yes No

FONT FOR HEADING: GEORGIA

Sandburg (Georgia Regular) Sandburg (Georgia Bold)

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

Reasoning: Words workshop participants used to describe this font were “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: Words workshop participants used to describe this font were “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 done by the Marketing and Public Relations Office staff. However, when official marketing materials are created for the College (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:

- Type should either be flush left, flush right or a combination of both. Center on center should be avoided whenever possible.
- 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.
- Sandburg logo should be placed in the lower right-hand corner.
- All contact information must be included at the bottom of all layouts.

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

[Email address](#)

Phone number 000.000.000

Fax (optional) 000.000.000

College address

City, Zip

sandburg.edu

Phone number with periods (dots) separating the area code and prefix followed by the word “Phone”
 Fax number with periods separating the area code and prefix followed by the word “Fax”
 Address abbreviating Blvd., Dr. and St. We ask that you abbreviate as that is how we will have it listed on the business cards and stationery due to space limitations. Use Sandburg.edu without www.

Tracy Engstrom

Coordinator of Career Development

tenstrom@sandburg.edu

309.341.5246 Phone

309.341.5429 Fax

2400 Tom L. Wilson Blvd.

Galesburg, IL 61401

sandburg.edu



Christina Diaz

Graphic Design Specialist

cdiaz@sandburg.edu

309.341.5324 Phone

2400 Tom L. Wilson Blvd.

Galesburg, IL 61401

sandburg.edu



Robert W. Stevens

Director of Technology Services Information Technology Services

rstevens@sandburg.edu

309.341.5457 Phone

2400 Tom L. Wilson Blvd.

Galesburg, IL 61401

sandburg.edu



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

How to import 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

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

You are welcome to keep your personalized quotes, “green,” and confidentiality information for your own personal touch. **We would ask that you avoid references to your personal faith.**

Business Correspondence

1. 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 the Marketing and Public Relations Office about ordering business cards after monthly board meetings. To reorder, contact **Marketing ext. 5328** or marketing@sandburg.edu.

2. DOOR SIGNS CAN BE REQUESTED

Call **ext. 5328** or marketing@sandburg.edu.

3. NAME BADGES

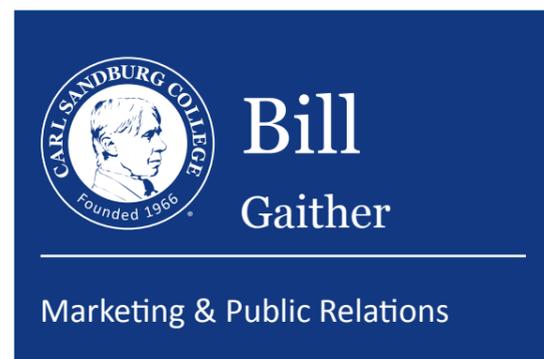
Sandburg name badges are ordered through the Marketing and Public Relations Office and paid for by your department. The name badges are blue with white lettering and include the employee's name and department. They come with a choice of a magnetic or pin back. Name badges are ordered monthly. Current new employees can order a name badge by calling **ext. 5328** or marketing@sandburg.edu. Please provide an account number when ordering. Magnetic back badge costs \$9.80. Shipping and handling cost varies.

4. 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 call **ext. 5328** or marketing@sandburg.edu.

5. 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 call **ext. 5328** or marketing@sandburg.edu.



Business Correspondence

6. 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 calling **ext. 5328** or marketing@sandburg.edu.

7. PROMOTIONAL ITEMS

A variety of promotional items with the Sandburg logo are available from the Marketing and Public Relations Office. Items may be used for class speakers and College visitors. Items available include Sandburg pens, coffee mugs, reusable/recycle bags, umbrellas and gift bags. To order or to see sample items call **ext. 5328** or marketing@sandburg.edu. You will need to give an account number when ordering.

8. AWARDS

Before ordering awards with a vendor, ask if they have a logo license with **Learfield Licensing**. Sandburg goes through Learfield to help maintain the College's branding. For questions or for more information please contact **Christina Diaz** at **ext. 5324** or cdiaz@sandburg.edu.

For information regarding a logo license contact:

Kyle McGinnis
Brand Management Representative
203.648.8065
kyle.mcginiss@learfieldlicensing.com



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

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

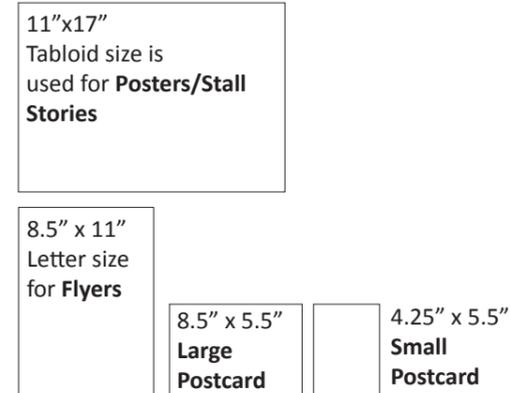
III. Timeline on Printing Jobs:

- 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

OUTSOURCING PRINT JOBS

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

Paper Sizes



Paper Weight

- 20# Regular Copy Paper
- 32# Flyers
- 65# Stall Stories & Poster
- 80# Poster
- Card Stock

For more information or questions please contact:

Barb Coleman
bcoleman@sandburg.edu
309.341.5482

MARKETING & PUBLIC RELATIONS OFFICE

STATEMENT OF PURPOSE

The purpose of this document is to provide procedure and design guidelines to assure that 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 Robin DeMott, Director of Marketing & Public Relations, rdemott@sandburg.edu.

Office of Marketing & Public Relations

Brittany Grimes

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The Marketing & Public Relations Office provides services and expertise in event planning, advertising, promotion support, print production, graphic design, photography, videography, social media, webpage design and public relations. 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 Brittany Grimes for questions or information as appropriate.

Christina Diaz

Graphic Design Specialist
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309.341.5324 Office

Sherry Morris

Student Information Assistant
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