



**CARL SANDBURG COLLEGE**  
Branding Style Guide  
2014-2015

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# President's Message



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.

A handwritten signature in black ink that reads "Lori L. Sundberg". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Dr. Lori L. Sundberg, President

# 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.

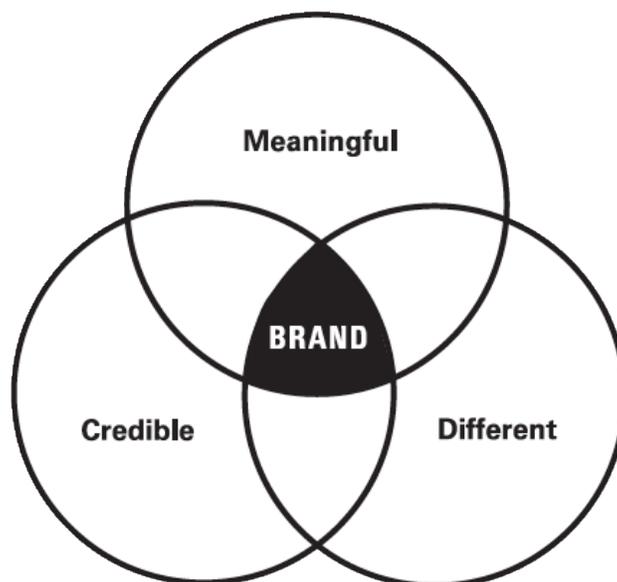
**DIFFERENT:** Carl Sandburg College must stand apart from its competitors and occupy a specific niche in the mind of our audiences. As the audience becomes more inundated with messages and claims, differentiation is critical for success.

**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 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 comprehensive, although we have tried to address some of the most frequently troublesome graphical issues. Sandburg’s guide is also 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 Sandburg Marketing Department.

## OFFICIAL CARL SANDBURG COLLEGE LOGO

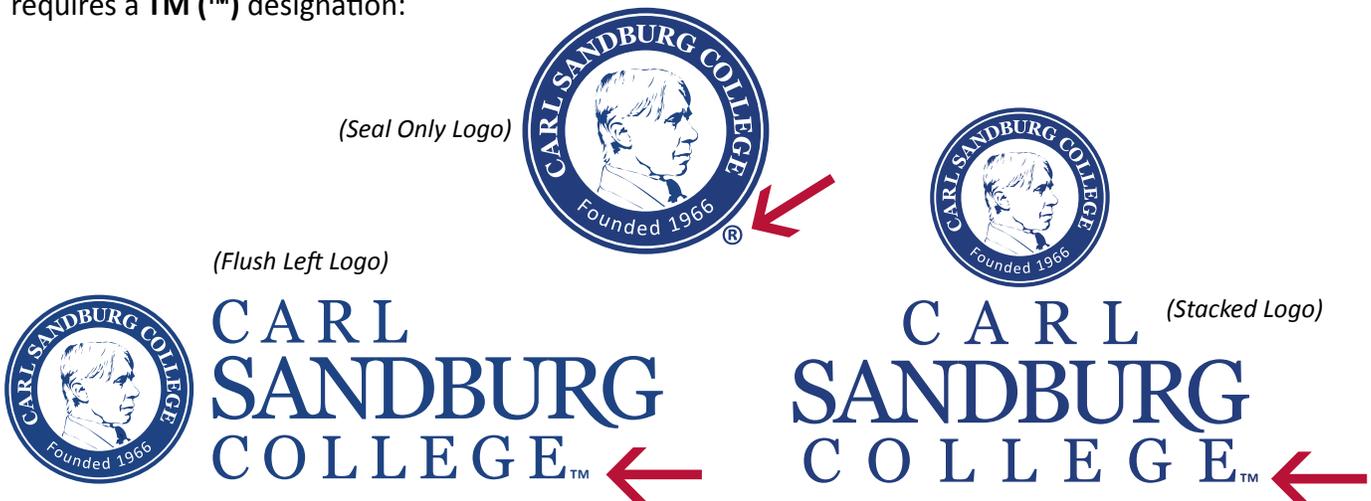
The term “logo” refers to the joining of two primary elements in the graphic identity system: the stylized image and the logotype. The logotype consists of the words “Carl Sandburg College” and is set in the Georgia font integrating unique ligatures. Both vertical and horizontal versions of the logo 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. Actual images and color and usage guidelines are found in Docushare on mySandburg.

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 [Robin DeMott at 309.341.5221 or rdemott@sandburg.edu](mailto:rdemott@sandburg.edu), or [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.



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.

## 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 281). 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

# Graphic Standards

## 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 copied from DocuShare and pasted into a document that will be printed. You can access the high-resolution logo art in DocuShare, in Administrative Collections, in the Marketing & PR folder. For logos incorporating your department name, contact the Marketing and Public Relations Office.

## 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 & typography should not be altered.
- d) Distortion: the logo should not be subject to distortion or manipulation (i.e. stretching, twisting, etc).
- e) Reversed: the seal (can not) be reserved 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 Sandburg will incorporate that color or image behind him.

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



# Athletic/Student Life Mascot

## WORKING WITH VENDORS

The Marketing and Public Relations Office works through a logo licensing company, Strategic Marketing Affiliates (SMA), for all of the College's product approvals (i.e. apparel, cups, bags, etc). Ask the vendor if they are approved through SMA. If the vendor is not approved through SMA, they will need to contact the University Services Rep., Jared Harding. In DocuShare, on the Sandburg site you can find an art sheet of all of the approved logos. For more information, contact Christina Diaz ext. 5324 or Robin DeMott ext. 5221.



### Jared Harding

University Services Representative  
 Strategic Marketing Affiliates  
 8900 Keystone Crossing, Suite 605  
 Indianapolis, Indiana 46240  
 765.404.1770  
 jharding@smaworks.com

for copy of SMA art sheet, go to:  
<http://docushare.sandburg.edu/dsweb/View/Collection-27>

## 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



100% Navy Blue



Navy Blue with Screen Tints

# 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**

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**

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

## PRIMARY COLORS - IDENTITY/INSTITUTIONAL USE



**\*Navy Blue (PMS 281C)**

RGB, 0, 38, 100  
CMYK, 100, 85, 5, 20  
HTML # 002664

*Enriching, Accomplished,  
Connected/Connection*

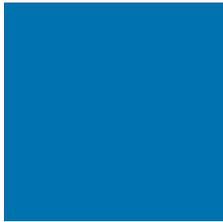
**Deep Red (PMS 187C)**

RGB, 167, 25, 48  
CMYK, 5, 100, 71, 22  
HTML # A71930

*Enriching, Connections/  
Connected, Accomplished*



## SECONDARY COLORS



**\*Medium Blue (PMS 3015C)**

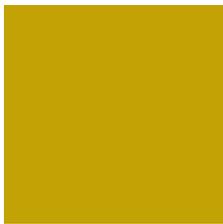
RGB, 0, 102, 161  
CMYK, 100, 31, 5, 20  
HTML # 0066A1

*Friendly, Connections,  
Connected*

**Red (PMS 185C)**

RGB, 224, 0, 52  
CMYK, 0, 92, 76, 0  
HTML # E00034

*Connected, Connections,  
Helpful*



**Gold (PMS 457C)**

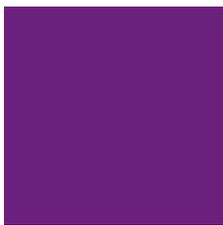
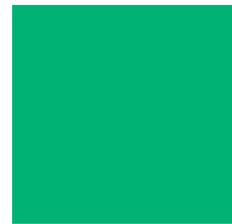
RGB, 177, 148, 1  
CMYK, 6, 23, 97, 26  
HTML # B19401

*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

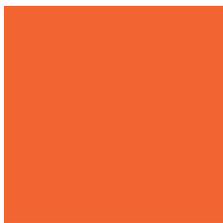
*Enriching, Accomplished,  
Diverse*

**Primary colors** are the 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.)

## TERTIARY COLORS



**Warm Red (PMSC)**

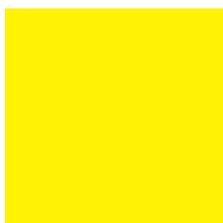
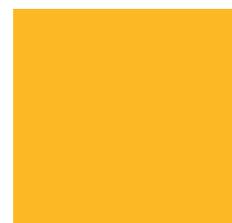
RGB, 247, 164, 58  
CMYK, 0, 86, 80, 0  
HTML # F7403A

*Diverse, Helpful*

**Orange Yellow (PMS 7409C)**

RGB, 238, 175, 0  
CMYK, 0, 33, 98, 0  
HTML # EEAF00

*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

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 Microsoft applications for easy usage.

Directions for using the Carl Sandburg College templates:

1. Contact the and Public Relations Office to request a template, or to use a template already created please visit: <http://sandburg.edu/about-us/marketing-department> or **DocuShare: Carl Sandburg College/Administrative Collections/Office of Marketing & Public Relations/Templates**
2. The corresponding Microsoft application should be installed on the computer being used.
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](mailto:afrey@sandburg.edu) for copy approval then you may proceed with a direct print request.

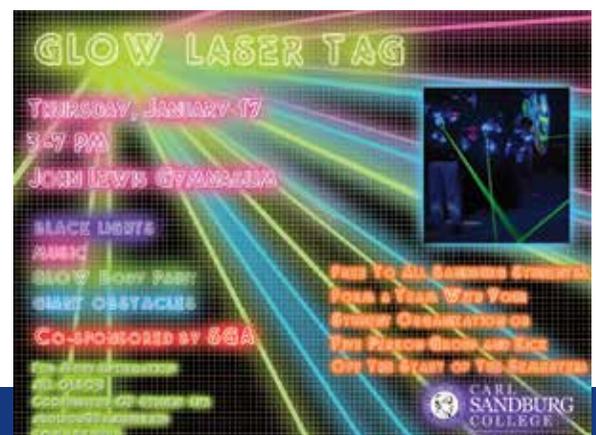


(Fig. 2)

8. For internal 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 Word template file into a PDF for best printing results.

(Fig. 1)

For more information or questions, please contact:  
**Christina Diaz at ext. 5324 or [cdiaz@sandburg.edu](mailto:cdiaz@sandburg.edu)**



# Templates

### Official Letterhead

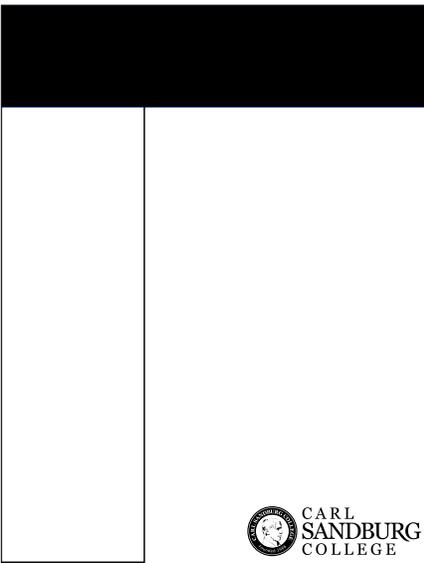


CARL SANDBURG COLLEGE  
www.sandburg.edu

EXCELLENCE | COLLABORATION | INTEGRITY | RESPECT

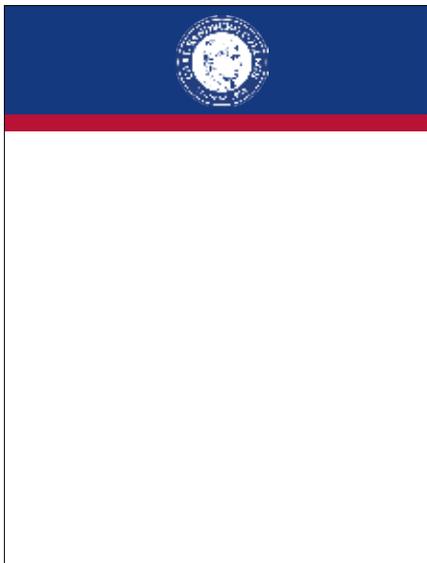
Main Campus, 2400 Tom L. Wilson Blvd., Sandburg, IL 61401 Phone: 815.364.2100 Fax: 815.364.1100  
The Robert Center, 305 Sandburg Blvd., Carthage, IL 61521 Phone: 217.357.2129 Fax: 217.357.2122  
The Extension Center, 380 East Main St., Bushnell, IL 61422 Phone: 309.772.2177 Fax: 309.772.2958

### Flyer Template Black & White



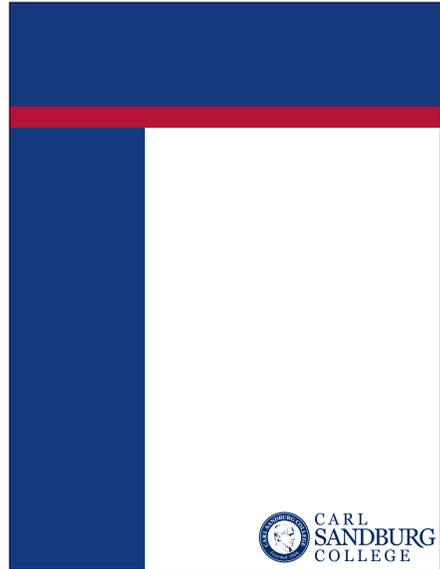
CARL SANDBURG COLLEGE

### Flyer Template 1 Blue & Red



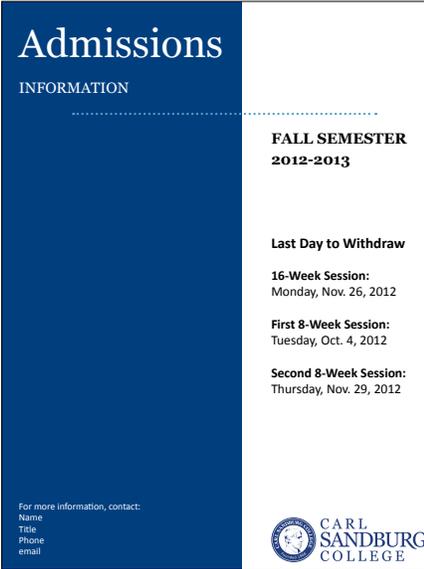
CARL SANDBURG COLLEGE

### Flyer Template Blue & Red



CARL SANDBURG COLLEGE

### General Flyer Template 2



**Admissions**  
INFORMATION

FALL SEMESTER  
2012-2013

Last Day to Withdraw  
16-Week Session:  
Monday, Nov. 26, 2012

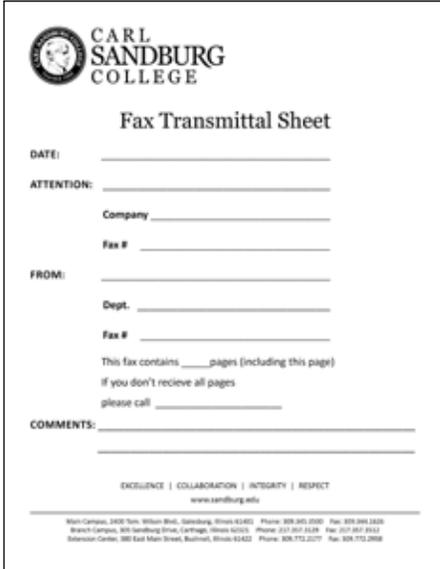
First 8-Week Session:  
Tuesday, Oct. 4, 2012

Second 8-Week Session:  
Thursday, Nov. 29, 2012

For more information, contact:  
Name \_\_\_\_\_  
Title \_\_\_\_\_  
Phone \_\_\_\_\_  
email \_\_\_\_\_

CARL SANDBURG COLLEGE

### Fax Template



CARL SANDBURG COLLEGE

Fax Transmittal Sheet

DATE: \_\_\_\_\_

ATTENTION: \_\_\_\_\_

Company: \_\_\_\_\_

Fax #: \_\_\_\_\_

FROM: \_\_\_\_\_

Dept.: \_\_\_\_\_

Fax #: \_\_\_\_\_

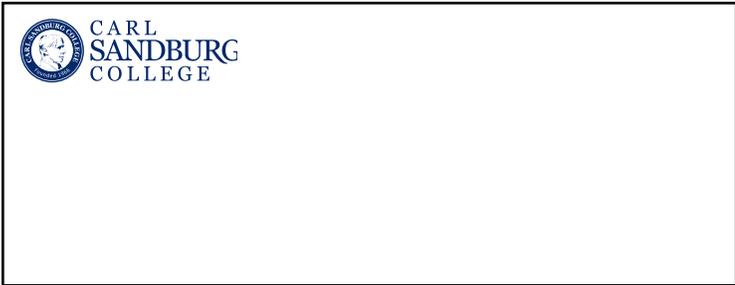
This fax contains \_\_\_\_\_ pages (including this page)  
if you don't receive all pages  
please call: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

EXCELLENCE | COLLABORATION | INTEGRITY | RESPECT  
www.sandburg.edu

Main Campus, 2400 Tom L. Wilson Blvd., Sandburg, Illinois 61401 Phone: 815.364.2100 Fax: 815.364.1100  
Branch Campus, 305 Sandburg Blvd., Carthage, Illinois 61521 Phone: 217.357.2129 Fax: 217.357.2122  
Extension Center, 380 East Main Street, Bushnell, Illinois 61422 Phone: 309.772.2177 Fax: 309.772.2958

### Official Envelope



CARL SANDBURG COLLEGE

# Templates

## Brochure Template Cover/Inside

Heading Placed Here

Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here

Heading Placed Here

Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here

Heading Placed Here

Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here

## Brochure Template Cover/Outside

Heading Placed Here

Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here

FIRST PANEL YOU SEE WHEN YOU OPEN  
BROCHURE

Heading Placed Here

Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here  
Copy Placed Here Copy Placed Here

MIDDLE OUTSIDE OF BROCHURE

Heading Placed Here

Place a picture here  
COVER



## Poster Template

### Update:

ID machine is now working.  
Please come in  
to get your new  
student ID.



## PowerPoint Template

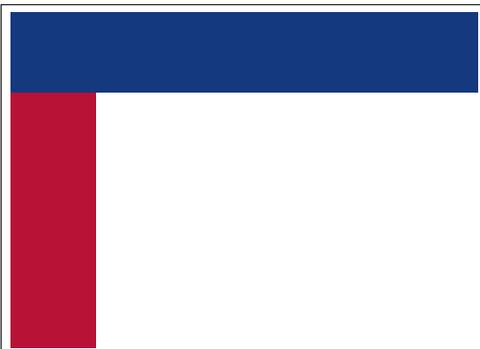
Click to add title

Click to add subtitle

First Year Seminar



## Postcard Template



CARL  
SANDBURG  
COLLEGE™  
2400 Tom L. Wilson Blvd.  
Galesburg, IL 61401  
309.345.3500  
www.sandburg.edu

## 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

ABCDEFGHIJKLMN

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

ABCDEFGHIJKLMN

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)*



**TRIO Student Support Services**

TRIO Student Support Services provides resources to assist selected first generation, income-eligible students graduate from Sandburg and transfer to a four-year college or university. Find out how TRIO SSS can support your success!

309.341.5362  
Room E136  
Student Success Center



## 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

Position Title

Email address

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. (College website using www. rather than just sandburg.edu for consistency with our business systems).

Attached is the link for you to make your email signature aligned with our institutional branding identity or you can copy the attached BLUE jpeg and place it into your signature. It is preferred the logo be blue rather than black for consistency. <http://docushare.sandburg.edu/dsweb/Get/Document-72963/BlueEmailLogo.jpg>.

Please keep in mind that this specific jpeg attached and on the link is only for this email logo. 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.

### **Robin DeMott**

Director

Marketing & Public Relations

[rdemott@sandburg.edu](mailto:rdemott@sandburg.edu)

309.341.5221 Phone

309.368.7786 Mobile

309.344.1395 Fax

2400 Tom L. Wilson Blvd.

Galesburg, IL 61401

[www.sandburg.edu](http://www.sandburg.edu)



CARL  
SANDBURG  
COLLEGE™

### **Tracy Engstrom**

Coordinator of Career Resources

[tengstrom@sandburg.edu](mailto:tengstrom@sandburg.edu)

309.341.5246 Phone

309.341.5429 Fax

2400 Tom L. Wilson Blvd

Galesburg, IL 61401

[www.sandburg.edu](http://www.sandburg.edu)



CARL  
SANDBURG  
COLLEGE™

# 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 **Leslie Thompson** at ext. 2518 or [lsthompson@sandburg.edu](mailto:lsthompson@sandburg.edu).

## 2. DOOR SIGNS CAN BE REQUESTED

Leslie Thompson at ext. 2518 or [lsthompson@sandburg.edu](mailto:lsthompson@sandburg.edu).

## 3. NAME BADGES

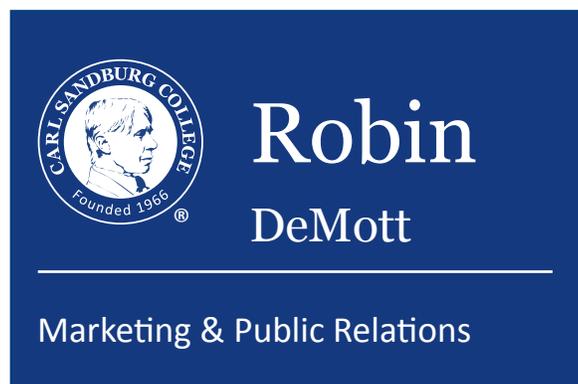
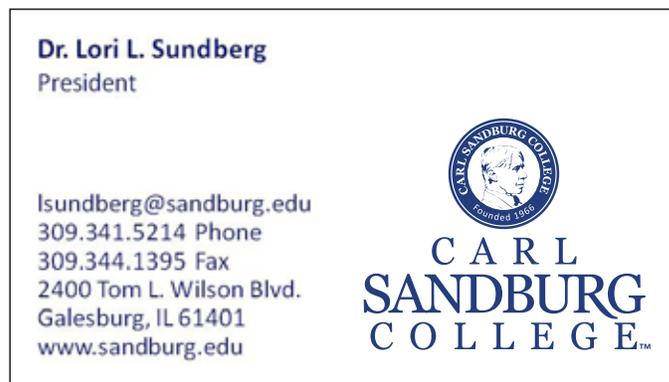
Sandburg name badges are ordered through the Marketing and Public Relations Office and paid for by your department. The name badges are blue with white lettering and include the employee's name and department. They come with a choice of a magnetic or pin back. Name badges are ordered monthly. Current new employees can order a name badge by contacting **Leslie Thompson** at ext. 2518 or [lsthompson@sandburg.edu](mailto:lsthompson@sandburg.edu). Please provide an account number when ordering. Magnetic back badge costs \$8.59 and for a pin back costs \$7.59.

## 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, contact **Melissa Bankes** at ext. 5328 or [mbankes@sandburg.edu](mailto:mbankes@sandburg.edu).

## 5. PRESENTATION FOLDERS

Two-pocket presentation folders that hold 8-1/2" 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, contact **Melissa Bankes** at ext. 5328 or [mbankes@sandburg.edu](mailto:mbankes@sandburg.edu).



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## 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 contacting **Melissa Bankes at ext. 5328 or [mbankes@sandburg.edu](mailto:mbankes@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, contact **Melissa Bankes at ext. 5328 or [mbankes@sandburg.edu](mailto:mbankes@sandburg.edu)**. You will need to give an account number when ordering.

## 8. AWARDS

Before ordering awards with a vendor, ask if they are a client with Strategic Marketing Affiliates (SMA). Sandburg goes through SMA to help maintain the College's branding. For questions or for more information please contact **Christina Diaz at ext. 5324 or [cdiaz@sandburg.edu](mailto:cdiaz@sandburg.edu)**.

Our SMA contact:

### **Jared Harding**

University Services Representative  
SMA-Strategic Marketing Affiliates  
8900 Keystone Crossing, Suite 605  
Indianapolis, Indiana 46240  
765.404.1770  
Fax: 317.669.0810  
Email: [jharding@smaworks.com](mailto:jharding@smaworks.com)

# 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
8-1/2" x 11"	\$0.59	\$.11 (Letter)
8-1/2" 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

**For more information  
or questions please contact:**

**Barb Coleman**  
**[bcoleman@sandburg.edu](mailto:bcoleman@sandburg.edu)**  
**309.341.5482 Phone**  
**2400 Tom. L. Wilson Blvd.**  
**Galesburg, IL 61401**  
**[www.sandburg.edu](http://www.sandburg.edu)**

## 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.

## 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, [rдемott@sandburg.edu](mailto:rдемott@sandburg.edu).

### Department of Marketing & Public Relations

#### Robin DeMott

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#### Christina Diaz

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309.341.5324 Office

#### Leslie S. Thompson

Public Relations Assistant  
[lsthompson@sandburg.edu](mailto:lsthompson@sandburg.edu)  
309.345.8511 Building B Info. Desk

#### Natalie Malone

Public Relations Assistant  
[nmalone@sandburg.edu](mailto:nmalone@sandburg.edu)  
309.345.8513 Building D Info. Desk

#### Eric Thatcher

Web Programmer  
Room E242  
[ethatcher@sandburg.edu](mailto:ethatcher@sandburg.edu)  
309.341.5275 Office

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 Robin DeMott for questions or information as appropriate.