
Publication Planning and Compliance

The Publication Process

There are many steps necessary for the successful completion of the creation, design and printing of a publication. The process should proceed in this order:

- initial meeting to discuss overall needs and desired outcome
- submission of approved text and photos/images
- layout and design stage
- proof provided to client
- editing and final approval
- publication sent to printer
- printer delivers final product to client

It is important to keep in mind that once a proof has been provided, edits and alterations should be kept to a minimum in order to keep the project on schedule and costs in line with the original printing bids.

PROJECT	ESTIMATED LEAD TIME NEEDED*
Proof reading and editing	2-3 days
Media release	2 weeks prior to event or program
Advertisements	2 weeks prior to run date
Invitations	2 weeks prior to mail date
Posters	2-3 weeks
T-shirts, banners	3 weeks
Programs	3 weeks
Brochures, booklets	3-4 weeks
Newsletters	4-5 weeks
Four-color magazines, handbooks	2-3 months

***Disclaimer**

These are only estimates and there are instances where final timelines can be extended due to the department's current project load, etc. To ensure that your project is completed on time, please provide information as early as possible in order to be added to the production schedule and to avoid last-minute delays.

Submitting Copy

The Office of University Communications is available to write copy for your publication as needed. Final copy that has been read, edited and approved by the approving body or bodies in the department should be submitted in Word format either via e-mail or on a CD. The entire production process is delayed when copy has to be revised, edited, etc. so it is vital that only final copy be submitted.

Minimal Design Standards for Printed Pieces

Submitted digital photos must be at least 300 dpi (dots per inch) to allow for quality reproduction. Artwork, logos and other graphics should also be at least 300 dpi. Preferred format is jpeg, tif or eps. Files saved in Microsoft Publisher will not be accepted.

Printing vs. Web: Examine the Costs

Given the popularity of the World Wide Web, many publications that used to be printed are now being produced for the Web only. This is obviously a major cost savings but there can be many reasons why you may need a printed piece. Please contact University Communications to discuss various budget options.

University Communications Review and Approval Process for Publications and Collateral Materials

In conjunction with the introduction of the Image Management Manual, the Office of University Communications continues its process for review and approval of all campus publications and collateral materials (i.e. newsletters, brochures, signage, merchandise, nametags, Web content, promotional items,

printed materials, etc.), in order to ensure a higher level of consistency and continuity in all branding, advertising, marketing and promotional efforts. The type of publications that require review and approval prior to printing and/or distribution are identified below. If you have any questions, please contact Tammy Whaley at ext. 5210 or twhaley@uscupstate.edu.

Publication	Review & Approval Required	No Review or Approval Required
University Event Materials Examples: invitations, programs, tickets, posters, newsletters, and other event related materials.	✓	
University Recruitment Materials Examples: view books, applications, advertisements, image ads, publications, invitations, brochures, etc.	✓	
University Web Page Copy and Photos	✓	
Printed Materials for Campus-Wide Distribution Examples: posters, booklets, newsletters, brochures, handbooks, etc.	✓	
Printed Materials for Off-Campus Distribution (external audiences) Examples: posters, booklets, brochures, flyers, student curriculum worksheets, newsletters, etc.	✓	
Advertisements	✓	
Classroom Material		✓
Printed Materials for Interdepartmental/ Division Distribution		✓
Grants		✓
Meeting Flyers/Announcements Must comply with USC Upstate Posting Policy, 8.5" x 11" or smaller		✓



Submitting Materials for Review

Final Draft Format

All materials submitted to University Communications for review are to be in final draft format. Any documents sent to University Communications that are not in final draft format (consisting of completed text and photos) will be returned to the project owner without being reviewed for revision to be in compliance.

Final Draft Format consists of:

- Approved logo—see Graphics and Visual Elements for details (See pages 9-14)
- Appropriate punctuation and font usage where applicable—see Editorial Style for details (See pages 23-26)
- Completed text and any photos to be used

Time Line

All materials submitted for review will require up to three (3) to five (5) working days for review depending on the size of the document. It is suggested that you build this review time into your project timeline in order to avoid crisis management of printing deadlines.

Submitting Materials

Text Documents

Most text documents created in the standard Microsoft programs can be submitted to University Communications as an e-mail attachment. Please add the version date to any text submitted for review to avoid confusion when multiple reviews are required.

Other Documents

Documents containing heavy graphics or created with any program not included in the standard Microsoft package must be submitted to University Communications in printed format or uploaded to the Temp Drive. Documents containing graphics must be printed in color for review of graphics and pictures, if the document is to be printed in color. Microsoft Publisher files are not acceptable.

Documents for review should be sent to Tammy Whaley at twhaley@uscupstate.edu, faxed to ext. 5072 or delivered to the University Communications Office, Room 222 in the Administration Building.

Logos

The institution uses two logos: the official System logo and what is referred to as the Upstate “script” logo. For internal and on-campus purposes, the script logo can be used as a stand-alone. However, when publications, advertisements, etc. will be used for external and off-campus purposes, the script logo must be used in conjunction with the official System logo in order to adequately identify the institution. The script logo can be the bigger identifier with the official System logo in a less prominent place such as the back cover of the publication.

Independently-created logos for USC Upstate colleges, schools and departments are not permitted. The Office of University Communications may create special logos for schools and colleges that have been donor named. Symbols recognized nationally for certifications, associations, areas of study, or professional schools may be used to show such affiliation, but not with the USC Upstate name or college/school name inside them and not exclusively—USC Upstate’s logo must be prominent and aligned visually with the college/school/department.