

# Bryan College Marketing and Communications Graphic Design Policy

## I. Introduction:

The Marketing & Communications Department of Bryan College holds the responsibility for overseeing all graphic design projects from the institution. This policy outlines the procedures and guidelines for requesting graphic design projects to ensure the best results and compliance with brand standards. These services are available through ticket requests submitted through the Bryan College ticketing system at [www.bryan.edu/ticket](http://www.bryan.edu/ticket). To ensure the proper documentation, approval, and execution of requests, **the department will only consider and respond to requests that are received through the official ticketing form.** Requests submitted through any other method will not be considered.

## II. Request Notice:

At Bryan College, we value the timely delivery of high-quality graphic design projects. To ensure that we can meet the needs of our clients in a timely and efficient manner, we have established the following guidelines for required notice on project requests:

- Apparel/Merch: Print times vary depending on project. Most jobs print in 2-4 weeks after final approval. A timeline can be provided for special projects by request.
- Banners: Please provide a minimum of 30 days' notice for all banner requests.
- Business Cards: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Certificates Templates: Please allow a minimum of 5-7 business days for any certificate requests.
- Digital Graphic: If multiple graphics needed for social media, please list the dates of all the posts needed. Please allow a minimum of 4 business days for any digital art requests.
- Envelopes: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Greetings/Thank You Cards: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Invitation: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Letterhead: Please provide a minimum of 2-4 weeks' notice. Project timelines may vary based on complexity.
- Mailings: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Name Tags: Please provide a minimum of 2-4 weeks' notice. Project timelines may vary based on complexity.
- Personal Notes: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Poster/Flyer: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.

- Programs/Booklets/Magazines/Workbooks: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Response/Survey Cards: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Save the Dates: Print times vary depending on project. Most jobs print in 10-14 business days after final approval. A timeline can be provided for special projects by request.
- Slideshow Templates: Please allow a minimum of 5-7 business days for any slideshow template requests.
- Table Cards: Please provide a minimum of 2-4 weeks' notice. Project timelines may vary based on complexity.
- Table Display Runners: Please provide a minimum of 2-4 weeks' notice. Project timelines may vary based on complexity.
- Tablecloth: Please provide a minimum of 30 days' notice for all tablecloth requests.
- Trifold Brochure: Please provide a minimum of 30 days' notice for all trifold brochure requests.
- Other Requests: If you have a project that is not listed above, please provide a minimum of 2-4 weeks' notice. Project timelines may vary based on complexity.

Please note that these timelines are subject to change based on the complexity of the project and the workload of the Marketing & Communications Department

### **III. Branding:**

Details regarding Bryan College branding can be found in our [Branding Policy](#) and [Brand Standards Guide](#).

### **IV. Conclusion:**

Our graphic design policy is focused on maintaining a consistent and professional approach to all of our communications. This policy has been established to guide our practices and ensure that we adhere to our brand standards. By following these guidelines, we can achieve effective and high-quality communication that reflects positively on our department and institution. Thank you for your cooperation in helping us maintain a high standard of quality in our graphic design work.