

# campus life graphic design.

design & marketing assistance  
for student organizations.

- |                  |               |                |                   |
|------------------|---------------|----------------|-------------------|
| 01 a-frames.     | 04 booklets.  | 07 flyers.     | 10 o'colly ads.   |
| 02 banners.      | 05 brochures. | 08 logos.      | 11 promo. items.  |
| 03 social media. | 06 videos.    | 09 campuslink. | 12 digital media. |

The Student Union marketing department and Department of Campus Life are proud to offer assistance to all registered/recognized student organizations for their marketing and graphic design needs. We work with student organizations to produce dynamic and effective informational and promotional materials in a timely and affordable manner. Marketing and graphic design assistance covers the full spectrum of student organizations' needs.

The Campus Life social media pages are also available to help promote your group's upcoming events, successes and recruitment! For more information or questions about how to get started on social media, contact Jenna Murray at [jenna.murray@okstate.edu](mailto:jenna.murray@okstate.edu). To request design and/or marketing assistance, student organizations should complete a project request online at <http://lcl.okstate.edu/projectrequest>

## student union marketing

Oklahoma State University  
Kailey Bookout - Communications Services Manager  
311D Student Union | Stillwater, OK 74078  
p. 405.744.5046 | [kailey.rose@okstate.edu](mailto:kailey.rose@okstate.edu)



STUDENT UNION



# timelines.

<b>social media</b>   2 weeks	<b>flyers &amp; posters</b>   2 weeks
<b>a-frames</b>   2 weeks	<b>logos</b>   3-4 weeks
<b>banners</b>   3 weeks	<b>newspaper ads</b>   2 weeks
<b>booklets</b>   6-8 weeks	<b>promo. items</b>   2 weeks
<b>brochures</b>   4 weeks	<b>t-shirts</b>   2-4 weeks

The lead times listed are the minimum amounts of time needed to fulfill any project request. Please note, we require a minimum of a two-week timeframe for any project unless otherwise stated. As a general rule, the earlier project requests are received, the easier it will be to accommodate changes and meet deadlines. Visit our website for additional projects and required timeframes.

# terms of use.

## availability.

- Client must be representing a student organization for a bona fide organizational purpose.
- The organization must be recognized by the Department of Campus Life and be in good standing.
- Graphic design services are partly funded by the Department of Campus Life.

## scheduling.

- A minimum of two weeks lead time required for all projects. We will not accept projects that must be finished in a shorter amount of time.
- Allow time before your event not only for the design of the project, but also its printing, publication and/or distribution.
- Services provided on a first-come, first-serve basis.
- Cannot guarantee the completion of a project if the department is working at full capacity. Notification will be given immediately if completion of a project is not feasible.

## content.

- All edited text, logos, photographs, artwork or other materials pertinent to the content of the project must be submitted to the designer before work on the project can begin.
- If all materials are not provided, the graphic designer will hold the job until they are made available. The deadline will then be adjusted accordingly.
- Text must be reviewed and edited by your department, committee or organization before submission.
- Excessive text edits while the project is in progress may result in penalty fees.
- We reserve the right to limit the number of hours spent to complete any project.

## art approval.

- The contact person for each student organization requesting graphic design services will receive proofs of all work via e-mail unless otherwise indicated.
- Only one person may be the contact for a designated project. Working with one contact person ensures faster final decisions and design consistency.
- No work will be printed unless the proof has been approved and any necessary changes have been made.
- A delay in returning proofs from the student organization contact person may result in a delay of printing or final delivery.

# pricing.

## a-frames.

You can work with Facilities Management to print and schedule your A-frame order through their website at [fm.okstate.edu/signs.html](http://fm.okstate.edu/signs.html). A-frame work orders and artwork must be submitted no later than 10 working days before the posting start date. They may only remain on display on campus for 10 days. Many campus locations are restricted to six A-frames per location and are assigned on a first come, first served basis. Visit their site to contact them and learn more about their policies.

**student organizations & campus departments. . \$75/each**

## flyers.

We utilize FedEx for most of our printing needs. Keep in mind, they do not accept student organization account numbers, but they do accept p-cards, credit cards and cash. Registered and recognized student organizations may have the opportunity for 100 free full-color flyer-sized prints, if they work with the Student Union Marketing Department for their design needs. We cannot include any designs created outside of the Student Union Marketing Department into the free flyer print promotion. For any questions about printing options or pricing you can contact Kailey Bookout at 405.744.5046.

## billing.

- Student organizations are provided graphic design services free of charge and will only be charged for materials used.
- Any charges incurred by the student organization will be billed to the organization's campus account. We are unable to accept any other form of payment.
- To open an account, or to check on the status of an account, please contact Leadership and Campus Life at (405) 744-5488.

## project restrictions, usage rights and waste.

- Spec work is strictly prohibited. Do not employ the graphic designer if you do not plan to use the designs produced.
- The copyright on all work produced may not be altered without permission.
- To protect the integrity of our work, the graphic designer retains ownership of all original designs.
- The client may not alter or adapt any design without approval.
- If a client decides to cancel a project after work has begun, the client must notify the designer of the cancellation immediately. Failure to do so may result in penalty fees.
- Abuse or waste of services and/or resources may result in termination of them indefinitely.

## university trademarks and images.

- When the university trademarks, logos, name and/or other images associated with the university are used, such use must be in compliance with the OSU Official Branding Styleguide and trademark licensing policy guidelines.
- Any items for commercial or promotional use must be produced by a licensed vendor.
- A list of current vendors may be obtained from the Office of Trademarks and Licensing at [trademarks.okstate.edu](http://trademarks.okstate.edu).
- Trademarks may not be used in conjunction with corporations or external organizations in a manner that implies university endorsement or sponsorship.

## violations and penalties.

- Any violation of these policies will limit the client's future use of graphic design services, up to the possible termination of services at the discretion of the department.