

## Guidelines for third-party designs

- IMC graphic designers will not resize or edit materials created outside of the Creative Studio.
- Third parties may only use institutionally approved college symbols for their department(s). (No unofficial or self-made logos, no use of the Athletic Department's Bruin Bear, SL, and no altered version of the SLCC globe.) You can learn more about college symbols or download approved symbols [here](#).
- If your department doesn't currently have an official college symbol, contact your [Marketing Manager](#) to have one created.
- Please review our [branding guide](#).
- Deviation of SLCC colors and fonts to fit your project is allowed if items stay "inspired by" our colors and style.
- Writing should be done in AP format (ex. times are written as 2 p.m. or 3:15 p.m.) You can read more about these standards [here](#).
- Include a descriptive title
- Clearly state the location and time of your event, including the year.
- Ensure all items are in a clear, legible font.
- Clearly state what your project is and what you want your audience to do. (ex. Join us for a Film Screening, Band Auditions are today, Stop by the Ice Cream Social!)
- Include all participating department's logos/an event's design element.
- If you'd like to include a photo from SLCC's archives, reach out to your Marketing Manager with a description of the type of image you'd like to see, and they will pull options for you.
- An AA/EO statement must be included somewhere on your poster with the revision date reflecting the most recent date your design was worked on.
  - This is usually placed towards the bottom of the design. The statement should be a minimum of 6 pt and in all caps.

See the example here: "**AA/EO INSTITUTION • REV. 07-08-24**"

For clarity, update the revision date (two-digit month/day/year) each time you work on this document.

- If multiple versions are needed, size each for their specific need. Below is a list of popular sizes. If you don't see what you're looking for reach out to your Marketing Manager directly with sizing inquiries. The sizes below are width x height.
  - Poster 11”x17”
  - Flyer 8.5”x11”
  - Half-page flyer layout 2 up on an 11”x8.5” sheet
  - A frame poster: 24”x36”
  - Postcards “6x4” or 7”x5”
  - Campus digital monitors: 1920x1080px
  - Instagram/Facebook Story: 1080x1920px
  - Instagram Post: 1080x1350px

Approval Process:

Once your design has been completed, it must be sent through IMC's approval process before posting or printing. This can be done by contacting your Marketing Manager or by submitting a [Marketing Request](#). Please title your request according to the name of your design followed by APPROVAL. (ex. Swing into Spring Poster APPROVAL.) During the approval process, you may be asked to make specific changes to the design to fit SLCC standards. Subsequent updated versions must be sent to your Marketing Manager to send back through the approval process. Your Marketing Manager will inform you when your design has been approved for printing and/or posting.

Below are design samples with AA/EQ Statement placement examples:

