BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

SUBJECT: *Blinn College Printing Guidelines*
EFFECTIVE DATE: March 31, 2009; amended March 31, 2015, June 30, 2021
BOARD POLICY REFERENCE: CT

PURPOSE

To ensure the accuracy and consistency of the Blinn College District image, all printing projects must be approved by the Marketing and Communications Department. The Marketing and Communications Department will assist employees in creating marketing materials that meet individual and/or departmental needs, while adhering to the College District's branding standards, copyright regulations, advertising guidelines, and printing procedures.

The printing process includes print job design, cost estimation, printing, and distribution.

The Marketing and Communications Department will complete each bidding process to determine the appropriate vendor for each project.

PRINTING PROCESS PROCEDURES

1. Get the Marketing and Communications Department involved early in the process by submitting a [Marketing Request Form](https://my.blinn.edu/marketing) available at https://my.blinn.edu/marketing. Please submit the form as far in advance of your requested delivery date as possible: **4-6 weeks** is a good rule of thumb for most print-related projects, but production time may vary depending on the specifications and workload.
2. Provide all pertinent details about the project, including:
   - Target Audience
   - Content
   - Quantities Needed
      The Marketing and Communications Department will assist with the content and design of the project as well as acquire all necessary price quotes and determine the appropriate vendor.
3. Once the vendor is chosen, provide a signed Purchase Requisition (PR) to the Marketing and Communications Department. The project cannot begin production until this step is complete.

"Printing" shall be defined as anything that is a produced material, including, but not limited to:
- Any project that contains official Blinn College District logos, images, or verbiage; or
- Any project that will be used for public consumption or distribution.

Examples of printing include, but are not limited to:
Fliers, posters, calendars, wall graphics, banners, brochures, rack cards, bound reports, photos, wind screens, programs, invitations, and stationary.

For questions about the printing guidelines or assistance in determining whether a project is printing or copying, please contact the Marketing and Communications Department.