SGSC BRAND IDENTITY FAQs

1. **Why does SGSC care about producing consistent graphic and editorial communications?**
   Consistent communications help to achieve SGSC's strategic goals by maintaining quality control and allowing us to "speak with one voice." In doing so, we reinforce the college's mission and values.

2. **Who in the college is responsible for protecting SGSC's brand and visual identity?**
   The responsibility for creating the SGSC brand identity starts with the college's leadership team, then filters down to everyone in the college who has a communications role.

3. **What is the purpose of the newly designed Brand Identity Style Guide?**
   The visual identity standards represented in the SGSC Brand Identity Style Guide ensure consistency and act as the primary reference for anyone who communicates with and about the institution. Following the Brand Identity Style Guide allows all college constituents to deliver clear, consistent graphic and written messages.

4. **Are variations to images represented in the Style Guide allowed?**
   Without exception all print and promotional products must comply with graphic logo standards in the Brand Identity Style Guide, found under the Quicklinks Marketing tab. Logo files are password protected. Authorized users may forward appropriate logo files to vendors once a PO for a print or promotional product has been issued.

5. **Who can initiate a design project request?**
   Only faculty and staff, or a person in position of authority, may submit a request to Marketing to start the design process. The request should outline the project's goal, content, target audience and timeframe for delivery. Marketing will not start any print/promotional project graphic design without this information.

6. **How long does it take to create a new print or promotional product design?**
   Turnaround times vary depending on incoming projects and schedules. All projects containing the college's institutional or athletic logo mark must be approved by Marketing before the project can go to print. Please allow at least two to three weeks before first round design drafts are sent back to departments for edits and final approval.

7. **What is the print or promotional product production process?**
   All projects, whether designed independently, through an outside vendor or an inhouse graphic designer must be accompanied by a Department Request, approved and signed by the appropriate department manager, then sent to Marketing to approve the use of the college logo. Marketing will return the signed DR to the department manager usually within 24 hours.

8. **What happens next?**
   Once the use of the logo is approved, the department manager may forward the signed DR to the Office of Fiscal Affairs, who will review it and upon approval, issue a PO to the vendor. No project can move forward without issuance of a PO.

9. **Why does Marketing need to approve print and promotional product designs before printing?**
   While not trying to stifle creativity, Marketing is charged with maintaining quality control and consistency as well as protecting the college's visual and brand identity.

10. **What constitutes good graphic design?**
    No matter what medium is used, good design includes clear imagery, readable text and targets the audience with simple messages that relate to the subject. Communications should include a clear call to action and name the individual or organization within the college sponsoring the event, the event or department name and complete contact information.