STUDENT LIFE MARKETING GUIDELINES

The following process is in place for students creating posters to advertise events and opportunities on campus.

ALL POSTERS MUST GO THROUGH ONE OF THE TWO FOLLOWING APPROVAL PROCESSES WITH THE OFFICE OF MARKETING & COMMUNICATIONS (MARCOM@CORBAN.EDU).

GENERAL GUIDELINES FOR ALL POSTERS

All designs should:

- Clearly identify the event and relevant details, including date, time, place, etc.
- Be free of typos.
- Avoid content or images that do not align with Corban values.
- Be approved by the Office of Marketing & Communications before printing.

You may use your creativity to produce designs that will best connect with other students and build interest in your event. Should you want to use Corban colors and fonts (this is optional), you may find them in our Brand Style Guide.

APPROVAL PROCESS FOR STUDENT LIFE EVENT POSTERS & SLIDES

All big, Student-Life-sponsored events on campus fall into this category. This includes:

- **Dorm events** that involve the entire dorm or more of the Corban community (not including hall activities, etc.)
- **SAB events**
- **SGA events**
- **Intramurals**

1. **Create poster and campus TV slide.**
   - *Posters are typically 8.5" x 11" or 11" x 17."*
   - *Slides should be 1920 pixels wide x 1080 pixels tall.*

2. **Incorporate the official "Office of Student Life" bar in the design,** aligned in any corner at least ½" from the bottom or top edge of the design. Do not stretch or squish the bar.

For example:

3. **Get approval from MARCOM.**
   - Email final designs as **.pdf files** to marcom@corban.edu.
   - MARCOM will respond within 24 hours (except weekends and holidays) with approval or any changes needed. NOTE: If you email us at midnight on Friday, you will not get a response until Monday. Please plan ahead as much as possible!
   - If changes are necessary:
     - MARCOM will reply via email with direction on necessary changes.
     - Changes must be made and the poster sent back to MARCOM. Please complete edits promptly! They are not optional.
     - This back-and-forth process will continue (as quickly as possible) until MARCOM approves the design.

4. **Print.** AFTER posters are approved, student leaders may use the self-service printer in the Advancement Workroom to print the posters. Standard 8.5 x 11 and 11x17 paper is provided, in both copy paper and cardstock.
   - **NOTE:** The computer in this room *should* be set up with access for all student leaders, but you may contact IT Support (support@corban.edu) if there are any issues connecting to the printer.

5. **Post.** Once the TV slide is approved, MARCOM will manage posting it on relevant screens around campus.

APPROVAL PROCESS FOR ALL OTHER POSTERS
1. **Create poster.**

2. **Get approval from MARCOM.**

- **Email final designs to marcom@corban.edu. Files MUST be .pdf.**
- MARCOM will respond within 24 hours (except weekends and holidays) with approval or any changes needed. NOTE: If you email us at midnight on Friday, you will not get a response until Monday. Please plan ahead as much as possible!
- If changes are necessary:
    - MARCOM will reply via email with direction on necessary changes.
    - Changes must be made and the poster sent back to MARCOM. Please complete edits promptly! They are not optional.
    - This back-and-forth process will continue (as quickly as possible) until MARCOM approves the design.
- **Once approved, MARCOM will add an "Approved by Corban University MARCOM" image to the poster design file and send it back via email.**

3. **Print.** AFTER posters are approved, you may print and post around campus.

AFTER THE EVENT
- **Event posters** should be taken down promptly after the event.
- **Event TV slides** will be removed from campus TVs by MARCOM after the event has concluded.