Publication Approval Form

Valdosta State University

Creative Design Services
LOCATION 903 N. Patterson St. • **ADDRESS** 1500 N. Patterson St. • Valdosta, GA 31698–0215
PHONE 229.333.5980 • **FAX** 229.259.2558
WEB www.valdosta.edu/administration/emc/creative-design-services/

Date
_____ | _____ | _____

Publications created for distribution to any external audience, whether on- or off-campus, must go through the Publications Approval Process. See details on back.

Please attach this form to your *final* proof and then route, in this order, to: (1) Your department head or supervisor; (2) Your dean or director; and (3) Creative Design Services. *For additional information, contact Creative Design Services at 333.5980.*

❶ Contact Information

DATE NEEDED

YOUR NAME

DEPARTMENT

ADDRESS

PHONE

PUBLICATION NAME/DESCRIPTION

INTENDED AUDIENCE

TYPE OF PAPER TO BE USED   COLOR   WEIGHT

DISTRIBUTION METHOD

Ink Colors
❍ Four-color process
❍ One color spot
❍ Two colors spot
❍ Three colors spot

❍ VSU Printshop   ❍ Off-campus Printer

OFF-CAMPUS PRINTER'S NAME

❷ Department/College Approval

Department heads and deans/directors should closely review the attached publication to ensure information is accurate. Please use this checklist for reference as you edit this proof.

❍ Class schedules/admissions policies   ❍ Phone numbers   ❍ Correct address/indicia for mail
❍ Degrees/programs   ❍ Days, dates, times, locations   ❍ Grammar, spelling, punctuation
❍ Cost information   ❍ Use of VSU logos   ❍ Accuracy

Signatures:

DEPARTMENT HEAD

DATE

DEAN/DIRECTOR

DATE

❸ Creative Design Services Approval

Section I and Section 2 of this form must be completed before routing to Creative Design Services. Failure to follow this requirement will delay the approval of your publication. Please allow at least two business days for final approval. Larger publications may take longer.

Approval status:
❍ Approved as presented
❍ Approved pending minor changes
❍ Revise as noted and resubmit to Creative Design Services for approval

APPROVED

DATE

About the Publications Approval Process

A strong visual identity program is important for Valdosta State University to maintain a clear and consistent image before the public. The logo and its associated marks have been chosen to project the quality that the university offers, and it is important that they not be altered or used in ways that will reduce their effectiveness or compromise their legal standing.

As a part of that program, the university requires that all publications aimed at external audiences be routed through the Publications Approval Process. As the department responsible for maintaining the university's visual image, Creative Design Services provides guidelines that ensure that public information about VSU is:

- clear, concise and accurate
- meets the requirements of various academic and administrative units
- meets the requirements of the Board of Regents of the University System of Georgia; and
- reflects the stated image and priorities of the university.

What Needs Approval?

Publications prepared for distribution to any external audience, whether on- or off-campus, require approval if:

- They are paid for by VSU or with money processed through the university, such as grant, contract or foundation funds.
- They provide information about university programs, personnel or activities.
- Publications of projects co-sponsored by VSU and other groups (such as professional organizations, community agencies and other educational institutions) require approval as well, even if such publications are not paid for with university funds.
- Revisions or reprints of existing materials must be routed for approval even if only minor changes are anticipated. (This does not apply to reprints done during the same academic year.)

Materials needing CDS approval include:
- Advertisements
- Announcements
- Annual Reports (for public distribution)
- Brochures
- Catalogs
- Fact sheets
- Flyers
- Informational booklets
- Magazines
- Newsletters
- Newspapers
- Posters
- Programs
- Promotional materials
- Recruitment materials

What Doesn't Need Approval

Publications produced by students, such as the student newspaper and notices of student activities, do not require approval. However, any usage of the university logo must conform to the standards of the Visual Identity Program.

- Business cards, letterhead, memo pads, note cards*
- Class materials: notes, tests, handbooks, etc.
- Faculty publications and reports
- Forms
- Invitations
- Letters
- Programs for internal audiences
- Surveys (internal)
- Scholarly papers, journal articles, monographs, books, theses, dissertations
- Student publications
- Reprints within the same academic year

*Stationery items are important components of the university image and must conform to standard formats specified in the *Visual Identity Program Guide*.

For additional information, please refer to the university's *Visual Identity Program Guide*, which is available online at www.valdosta.edu/administration/emc/creative-design-services/visual-identity-program-guide.php. Or call Creative Design Services at 229.333.5980.

Writing/Layout Tips

When producing publications, follow these helpful guidelines:

- Check everything twice—you can never be too careful. Verify information in the manuscript; whenever possible, have others check your work. Verify photo captions. Assume nothing is correct until you get corroboration from reliable sources.
- Get approval for everything. That applies to copy, art, and layout.
- Keep organized files of your print materials.
- Plan a realistic schedule that allows adequate time for each stage to be completed properly. Identify possible problems in advance and be absolutely sure the information provided is accurate.
- Prepare a checklist to ensure that all loose ends are tied.
- Incorporate graphics, illustrations, and logos into what you produce. This helps make the publication more interesting to read.