

LOGOS

If you are working with a vendor to buy merchandise like shirts, pens, or giveaway items with an MU or departmental logo, UR can make sure your items meet our Identity Standards in regard to fonts, logos, and colors.

Because of branding concerns, UR does not encourage the creation of new, separate logos for departments or events, but we will work with you on creating art that can be used in some cases. Please check with us to see what your options are.

SOCIAL MEDIA

MU manages the official social media accounts on Facebook, Twitter, Instagram, Pinterest, YouTube, and Flickr. Send UR your news and events for posting through social media, or tag us in your own social media messages.

BANNERS/SIGNAGE/DISPLAYS

There are two locations at the entrance to campus where approved banners can be posted. UR generally oversees the posting and removal of these banners. To avoid scheduling mishaps, please contact UR after your banner is designed to make sure your banner is on the schedule to be posted at the right time.

Monarch Press can print most printing projects, banners, signs, and displays at a low cost. Contact them to determine if your project can be printed on campus. If an outside vendor is required, UR will assist you in finding a vendor and sending them the digital files.

PHOTOGRAPHY

UR has several photographers on staff. Notify us to schedule photographers for your event and to capture photos that represent your program. UR takes photos of faculty and staff by appointment for the website, publications, and news releases.

 @MethodistUniversity

 flickr.com/photos/kingmonarch

 @MethodistUniversity

 @Methodist_News

MONARCH PRESS PRICE GUIDE

COLOR, SINGLE SIDED (Prices are based on standard brochure paper)

8.5" x 11"	.12 each
9" x 12"	.12 each
8.5" x 14"	.24 each
11" x 17"	.24 each
18" x 12"	.24 each
50-sheet notepad (1/4 letter)	\$1.40, full color
100-sheet notepad (1/4 letter)	\$2, varies w/ink
(If you need it on cover stock, add .04 to price)	

COLOR, DOUBLE SIDED (Prices are based on standard brochure paper)

8.5" x 11"	.23 each
9" x 12"	.23 each
8.5" x 14"	.48 each
11" x 17"	.48 each
18" x 12"	.48 each
4" x 6" postcard	.08 each + .35 postage*
*postage more for larger postcards	
(If you need it on cover stock, add .04 to price)	

COLOR SIGNS

Single sided 24" x 18" (includes stakes)	\$8.75
Double sided 24" x 18" (includes stakes)	\$10.75
Banner (3ft x 5ft)	\$20.00
Posters (print, laminated)	\$2 per sq. ft.
Mounted Posters	\$6 per sq. ft.

TABLE TOP DISPLAYS

6" x 9"	\$3
8" x 10"	\$4
10" x 14"	\$5

For more information, contact Monarch Press at
910.630.7032.



**METHODIST
UNIVERSITY**

CONTACT INFORMATION

Sandy Ammons

Vice President for University Relations & Advancement
sammons@methodist.edu
910.630.7609

Roxana Ross

Director of Marketing & Communications
ross@methodist.edu
910.480.8408

Michael Molter

Webmaster
mcmolter@methodist.edu
910.630.7646

Mike Harrison

Director of Monarch Press
mharrison@methodist.edu
910.630.7061

University Relations is located in the Mallett-Rogers House Annex.
Monarch Press is located in the Campus Services Building.

Methodist University
5400 Ramsey Street
Fayetteville, N.C. 28311-1498
www.methodist.edu

Methodist University does not discriminate on the basis of age, race, gender, national or ethnic origin, religion, sexual orientation or disability for otherwise qualified persons in the administration of its admissions, educational policies, scholarships, loan programs, athletics, employment, or any other university-sponsored or advertised program.

Design 2.0

**METHODIST
UNIVERSITY**

[Engage. Enrich. Empower.]

THE BRAND
Methodist University Logo

The Methodist University Lockup consists of the Tower Symbol and the Wordmark. The media are the Stacked Lockup or the Horizontal Lockup. The decision to use one or the other is based on the space available and the other elements of the design.

The Wordmark can be used without the Tower Symbol, but is not the preferred application. The Symbol may only be used as a signature on campus grounds signage. It should not be moved or taken off the campus without the approval of the University. Bumper stickers, off-campus signage, and other promotional items should use the full lockup.

An exception can be made for dynamic background graphics (even as a second sheet), and for use in conjunction with that dynamic background (stationery set). When using a portion of the Logotype, it should not bleed off the page (or other medium) without an optional. However, legibility is the primary concern.

Never attempt to re-proportion the Tower Symbol to combine with the Wordmark.



THE HORIZONTAL LOCKUP

THE WORDMARK

**HOW TO
COMPLETE A
MARKETING
PROJECT**

UNIVERSITY RELATIONS

The Office of University Relations (UR) strives to meet all campus-wide requests for marketing services in a timely manner. Please refer to this brochure to determine how far in advance to submit your requests for design and marketing projects. These guidelines are the minimum amount of time you should allow to design and proof your project. When working on an event desiring media coverage and requiring numerous marketing pieces, give as much notice as possible. It's never too early to start your project.

STEP ONE

Contact UR to request design services. Be prepared to provide all the information we need in a document reviewed and approved by your department. UR will not begin projects with missing information or materials. Consider your audience and how the project will be distributed. Projects designed by UR do not incur design costs, though Monarch Press will charge for printing services.

STEP TWO

When your request is confirmed, send a "Printing Request Form" or "Large Format Printing Request Form" to Monarch Press, using MUNet. Submitting the form early will ensure that your project is worked into the press schedule.

- ◆ Go to MUNET / Forms and Documentation / Monarch Press / and select "Printing Request Form."
- ◆ Fill out the form and hit "Submit," which will open an email addressed to Monarch Press Director Mike Harrison with the form as an attachment.
- ◆ Send the form. If you don't receive a confirmation email by the close of the business day, please call Harrison at x7061. *Note: Print requests must be made by the department paying for printing services.*

STEP THREE

When you have approved a final design, UR will upload the project files on a shared drive with Monarch Press. From this point forward, all printing-related inquiries should be directed to Harrison. It is not necessary to contact UR for reprints without changes, just submit a print request. Letterhead and business cards can also be ordered directly from Monarch Press.

TIMING YOUR PROJECT

You must include time for design and printing when planning your project. Remember that certain times of the year are busier than others. Project requests submitted in the weeks prior to the beginning of a semester or graduation can take longer. Submit your requests as soon as possible.

PRINTING: Monarch Press' standard turnaround time for printing requests is one week. Please allow two to three weeks for booklets.

PROJECT

Ad design	1 week
Ad placement.....	1 month, varies by outlet
Banner.....	1 week
Brochure design	2 weeks
Booklet design.....	2 weeks
Card/invitation design	1 week
Flyer/poster.....	1 week
Signage	3-4 weeks
Logo request/design (MU branded only).....	1 week
Photography at event.....	2 weeks in advance
Photo processing.....	1 week
Press release/PSA	2 weeks
Social media post (original).....	2 days
MU branded template/Power Point.....	1 week
Marketing plan development.....	1 month

UR Needs



UPDATING MATERIALS

It is important for every program and department to have current materials for student recruitment. The UR staff can help you create or update your materials, but it is the responsibility of each department to be aware of out-of-date materials.

WEBSITE

It is up to each individual department to keep their information on the website current. Notify the Webmaster with changes and updates.

PLACING ADS

If there is not an existing open space in UR's contracted advertising schedule, the cost of requested ad(s) will be billed to your department. Note that some outlets have deadlines two to three months ahead of publication.

POSTAGE

All postage costs on requested postcard/mailed projects will be paid by your department. A 4-by-6-inch postcard currently mails for 34 cents. If your project is going to be mailed, discuss with the MU Post Office the best option for postage, which may include stamps, metering, or bulk mail. This will affect the design and printing of your project.



PRESS RELEASES

Allow two weeks to write and proof news releases. At a minimum, a news release should be sent two weeks and up to three months in advance to announce an event, exhibit, or performance. Notify UR as soon as the event date, time, and location are confirmed. A more specific news release can be sent closer to the event. UR sends media a list of all events open to the public at the beginning of each semester. Submit your information early to be included.

TALKING WITH THE MEDIA

UR works closely with the media to obtain coverage of university news and events, to respond to requests for information, and provide subject matter experts. The University handbook states that all contact with the media is to be coordinated through UR. The VP of UR is the official spokesperson for the University. If you are contacted directly by the media, notify UR immediately to coordinate the interview and to assist with providing information. Check out our Media Policy at www.methodist.edu/media-information.

IDENTITY STANDARDS

All publications produced by the Office of University Relations will adhere to the standards set forth in the Identity Standards Manual, which is available online at www.methodist.edu/university-relations.

MU TODAY

The University magazine, *MU Today*, is published twice a year and sent to more than 20,000 alumni and friends around the country. The UR staff is always looking for good news and stories highlighting the accomplishments of faculty, staff, students, alumni, and friends. Send your story ideas to UR for consideration for *MU Today*.

