

DESIGN MATERIALS & BRANDING



Overview

To ensure the College and University brand remains strong and recognizable, branded materials must be designed or reviewed by Creative Services. Review the information below to determine what role Creative Services will play based on medium and target audience.

■ Design Review Request

	Task	Completed By	Timeline
1	Send design to Will Hieronymus (wlhi223@uky.edu) and Sam Reynolds (sare222@uky.edu).	Requester	Refer to Project Timelines section below
2	Creative Services will review the design and respond with: Approval, request edits to be made by the requester, begin making a redesign.	Creative Services	Within 2 business days of request
3	If edits are required, the requester should edit the document.	Requester	
	If a redesign is being made, Creative Services will redesign the document and send it back for approval from the requester.	Creative Services	Dependent on project, refer to Project Timelines below for a rough outline
4	Once approved by requester, project will move onto print or dissemination as necessary.	Creative Services	
5	If professional printing is necessary, Creative Services will communicate with printer and send a quote to the requester.	Creative Services	
6	If quote is approved by requester, Requester will submit an order form using the quote provided and inform Creative Services that the order form has been submitted.	Requester	
7	Creative Services will have the printer proceed with printing and shipping.	Creative Services	
8	Upon arrival of order, Creative Services will provide requester with an invoice. Requester will upload invoice to the order form and inform business office that the order has arrived.	Creative Services & Requester	

■ Creation of Design Work Request

	Task	Completed By	Timeline
1	Send request to Will Hieronymus (wlhi223@uky.edu) and Sam Reynolds (sare222@uky.edu). Include desired due date, how this project will be disseminated, and all text content.	Requester	Refer to Project Timelines section below
2	Creative Services will respond with follow up questions and begin designing.	Creative Services	Within 2 business days of request
3	Creative Services will send a first draft to requester.	Creative Services	Determined by type of document, See Project Timelines below
4	Requester should review document and request any necessary edits.	Requester	
5	Once approved by requester, project will move onto print or dissemination as necessary.	Creative Services	
6	If professional printing is necessary, Creative Services will communicate with printer and send a quote to the requester.	Creative Services	
7	If quote is approved by requester, requester will submit an order form using the quote provided and inform Creative Services that the order form has been submitted.	Requester	
8	Creative Services will have the printer proceed with printing and shipping.	Creative Services	
9	Upon arrival of order, Creative Services will provide requester with an invoice. Requester will upload invoice to the order form and inform business office that the order has arrived.	Creative Services & Requester	

Creative Services Involvement

Medium/Purpose	Target Audience	Creative Services Role	Notes
<i>Classroom Use</i>	N/A	No Services Needed	Ex: Presentations
<i>Digital Signage</i>	N/A	Design; Dissemination	Includes CTW screens in public areas.
<i>Email Graphics</i>	Internal	No Service Needed	
	Current Students	Review	
	Prospective Students, Donors, Alumni	Design	
<i>Web Graphics</i>	N/A	Design; Dissemination	For use on CTW website
<i>Social Media Graphics</i>	N/A	Design	
<i>Event Materials</i>	Internal, Current Students	Review	
	Prospective Students, Donors, Alumni	Design	
<i>Philanthropic</i>	Donors, Alumni	Design	

Creative Services Roles

- *No Service Needed*: Creative Services does not need to play a role in this project
- *Review*: Creative Services must review this material prior to dissemination. This may result in a request to change the design, or a redesign performed by Creative Services.
- *Design*: Creative Services must design this material.
- *Dissemination*: Creative Services will disseminate the material after approval from the requester.

Target Audiences

- *Internal*: Primarily to be seen by faculty and staff of the College of Health Sciences
- *Current Students*: Primarily to be seen by current students of the College of Health Sciences
- *Prospective Students*: Primarily to be seen by prospective students and/or parents and guardians of prospective students
- *Donors*: Primarily to be seen by current and/or potential donors
- *Alumni*: Primarily to be seen by alumni of the College of Health Sciences

Projected Timelines

Various factors play into projected timelines for projects from initiation to completion. If requests for services are not made within the projected timelines we will work as quickly as possible, but cannot guarantee completion of the project by the requested due date.

Medium	Timeline
Digital Graphics (Email, Web, Social Media)	3-5 business days
Single-Page Stationary Print	8-10 business days
Multi-Page Stationary Print	13-15 business days
Foam Board Signage	7-9 business days
Banners, Vinyl Signage, Backdrops, etc.	4-8 weeks

Please note that projected timelines are per individual project. For example, creating a series of digital graphics for a single event may take longer than 3-5 business days. Banners, vinyl signage, and backdrops are highly variable based on size and shipping.