

BRANDING AND IDENTITY GUIDELINES

LINDENWOOD UNIVERSITY

A GUIDE TO
CONSISTENT
COMMUNICATION,
GRAPHICS, AND STYLE

UPDATED JULY 2021

LINDENWOOD.EDU
REAL EXPERIENCE. REAL SUCCESS.

LINDENWOOD
UNIVERSITY



LETTER FROM **ORRIE COVERT**

Lindenwood University is rooted in tradition, driven by innovation, and educates for the future. Founded in 1827, the institution is a cornerstone in the St. Charles community and has a long-established reputation for forward-thinking and excellence in education.

Therefore, our institution's communication should reflect the quality Lindenwood instills in each student. Through our written, digital and visual communications, our brand should reflect the standards of excellence Lindenwood is known for. Contained in this document are important resources to promote consistency of work and ensure that communication is uniform across all platforms.

The brand guidelines include Lindenwood standards for use of University logos and marks, official colors, fonts and recommended imagery guidelines for visual communication. Additional copy and tone recommendations are included for writing consistency and University representation.

It takes many people to protect and maintain a brand, and everyone involved with Lindenwood University shares responsibility to maintain these standards. Together, we commit to representing a consistent Lindenwood University brand, and I am grateful for your support and partnership.

Sincerely,



ORRIE COVERT

Vice President, Advancement and Communications

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BRAND

LINDENWOOD UNIVERSITY

Our brand reflects the rich history of **Lindenwood University**, rooted in tradition and driven by innovation.



OUR BRAND

BRAND

MISSION

REAL EXPERIENCE. REAL SUCCESS.

Enhancing lives through quality education and professional preparatory experiences.

VALUES

- **EXCELLENCE**
- **DEDICATION**
- **INTEGRITY**
- **CREATIVITY**
- **TEAMWORK**

OUR BRAND

Our brand reflects the rich history of Lindenwood University—driven by innovation, rooted in tradition, and educating for the future.

As an all-encompassing brand, it involves historic elements such as the Sibley Crest that pay tribute to the University's rich heritage. These elements are framed in a fresh look and feel that leans on the forward-thinking and innovation driving Lindenwood's upward trajectory.

Our brand highlights Lindenwood's academic excellence shares stories of both our past and future, with a call to faculty, staff, students, alumni, and community members to serve as storytellers. As brand ambassadors, these voices unite to tell the beautiful story of Lindenwood.

OUR BRAND PROMISE

The Lindenwood brand promises a high-quality education, enhanced by individualized experiences and hands-on, high-impact learning practices. Additionally, our commitment to providing these real experiences empowers students for their future, to achieve real success in their endeavors, both personally and professionally.

BRAND IDENTITY ELEMENTS

BRAND

The elements below are used to create the visual identity of Lindenwood University in St. Charles Missouri. Reference each section below to learn more about proper usage and application in order to ensure the brand is applied consistently across all University materials.

1 UNIVERSITY LOGO

How to use the official Lindenwood University Logo

2 UNIT AND DEPARTMENT LOGOS

Understanding the brand hierarchy, logo visualization, and usage

3 OTHER MARKS

When and how to use other University marks, including the crest, seal and athletics logos

4 COLOR PALETTE

Color breakdowns and how to use the primary and secondary color palettes

5 TYPOGRAPHY

How to acquire and use the official University typefaces and acceptable substitutes

6 ADDITIONAL BRAND ELEMENTS

How to use additional brand elements, such as shapes, patterns, textures, a background photo treatment, photo frames and callout text templates

7 BRAND EXAMPLES

Sample projects that highlight brand elements and correct usage

UNIVERSITY LOGO

BRAND

LOGO HIERARCHY

The primary Lindenwood logo should be used if the specific unit or department logos become too small to read. The font size of the unit or department should not fall below a 6pt font (“Marketing” is at a 6pt font in the Department example below). Below is the order in which logos should be used. If readability becomes an issue, go to the level above your current logo choice. On the following pages there will be more details into each of the options below.

LINDENWOOD
UNIVERSITY

1. PRIMARY LOGO

LINDENWOOD UNIVERSITY

2. SECONDARY LOGO

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS

3. UNIT LOGO

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS
— MARKETING —

4. DEPARTMENT LOGO

UNIVERSITY LOGO

BRAND

The Lindenwood University logo is the keystone of our visual identity and marketing. This logo, or a University unit or department logo, should be used on all communications materials. Using the logo consistently will enhance the recognition of the University by all audiences. The primary logo uses a rectangle layout and the secondary logo is centered in a horizontal format.

The **primary logo** should be the first choice when the University logo is used. When a specific size or composition is needed, it may be substituted with the secondary logo.

LINDENWOOD
UNIVERSITY

PRIMARY LOGO

LINDENWOOD UNIVERSITY

SECONDARY LOGO

GUIDELINES FOR LOGO USAGE

DON'T

- ✗ Alter the logo.
- ✗ Configure the elements into a different logo.
- ✗ Crop or remove any part of the logo.
- ✗ Distort the logo.
- ✗ Tilt the logo in any direction.
- ✗ Add any effect or treatments to the logo.
- ✗ Alter the proportions of the logo.
- ✗ Duplicate any part of the logo to create a pattern.
- ✗ Recreate the type or substitute another typeface.
- ✗ Surround logo with other competing shapes.
- ✗ Create your own logo.

DO:

- ✓ Use high-resolution digital artwork on all material.
- ✓ Give the logo the proper amount of clear space.
- ✓ Ensure the logo's integrity
- ✓ Reverse the logo on a gold or black background.
- ✓ Keep the logo intact.
- ✓ Use the primary logo with any program logo.

UNIVERSITY LOGO

BRAND

COLOR OPTIONS

Both the primary and secondary university logos come in three different colors: gold, black, and white. See below for correct color combinations.

LINDENWOOD
UNIVERSITY

LINDENWOOD
UNIVERSITY

LINDENWOOD
UNIVERSITY

LINDENWOOD
UNIVERSITY

LINDENWOOD
UNIVERSITY

PRIMARY LOGO

LINDENWOOD UNIVERSITY

LINDENWOOD UNIVERSITY

LINDENWOOD UNIVERSITY

LINDENWOOD UNIVERSITY

LINDENWOOD UNIVERSITY

SECONDARY LOGO

UNIVERSITY LOGO

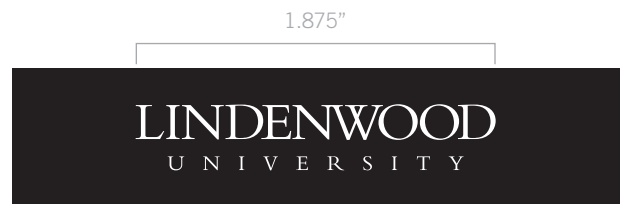
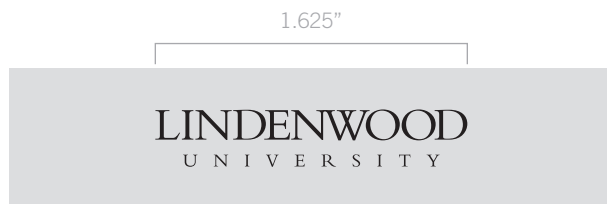
BRAND

SIZE REQUIREMENTS

The logo must be resized proportionally and in its entirety; therefore, measurements for all elements in the logo are relative to each other.

PRIMARY LOGO

When gold or black is used in printing the logo, the minimum width for the logo is 1.625 inches. When the logo appears as a white knockout on a color background, the minimum width is 1.875 inches. If a 4-color process build is used to print the logo, the minimum width is 1.875 inches.



SECONDARY LOGO

When gold and black is used in printing the logo, the minimum width for the logo is 2.5 inches. When the logo appears as a white knockout on a color background, the minimum width is 2.75 inches. If a 4-color process build is used to print the logo, the minimum width is 3 inches.



UNIVERSITY LOGO

BRAND

CLEAR SPACE REQUIREMENTS

Never place the primary or secondary logo too close to other type or graphical elements. The clear space around the logo should be equal to the capital height in the word “LINDENWOOD” displayed below.



PRIMARY LOGO



SECONDARY LOGO

UNIT AND DEPARTMENT LOGOS

BRAND

The University identity system has two levels of logos under the primary University logo: **unit** and **department**.

UNIT LOGOS

Unit logos are a way of branding individual units within the University. University units include approved schools, centers, institutes, foundations, and departments. Any group meeting one of these criteria is eligible to receive a unit logo, which must be created by the Lindenwood Advancement & Communication department. Unit logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS

DEPARTMENT LOGOS

Department logos are a way of branding individual groups within a University unit. Any group within a unit, such as a department, office, division or program, is eligible to receive a department logo. The decision on how to allocate department logos is made at the unit level and requires approval by the respective dean, vice chancellor, vice provost, or vice president. All department logos must be created by the Lindenwood Advancement & Communication department. Department logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS
— MARKETING —

UNIT AND DEPARTMENT LOGOS

BRAND

USAGE

All groups allocated a unit logo or department logo have access to a version of their respective logo. This provides flexibility of use in print and online materials.

In order to ensure consistency across the University, all words must be spelled out completely and must not be abbreviated. Non-alphanumeric characters, such as ampersands (&) and at symbols (@), may not be used.

When using a unit or department logo, the University's full name, "Lindenwood University," must appear elsewhere on the publication. Unit and department logos can replace the primary Lindenwood University logo on printed and online materials; it is not necessary to use both logos.

CLEAR SPACE REQUIREMENTS

Never place the primary or secondary logo too close to other type or graphical elements. The clear space around the logo should be equal to the capital height in the word "LINDENWOOD" displayed below.



UNIT LOGO



DEPARTMENT LOGO

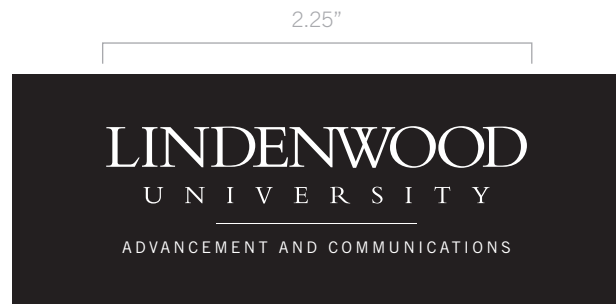
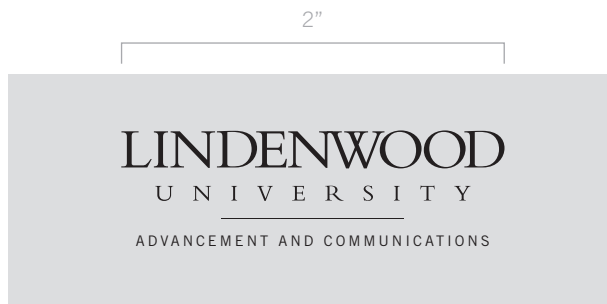
UNIT AND DEPARTMENT LOGOS

BRAND

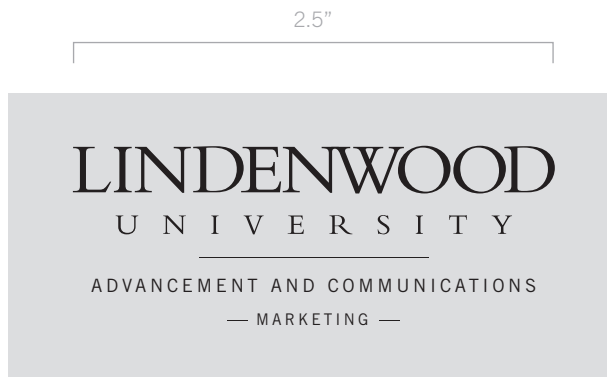
SIZE REQUIREMENTS

For the unit logo, the minimum width for the logo is 2 inches. When the logo appears as a white knockout on a color background, the minimum width is 2.25 inches.

For the department logo, the minimum width for the logo is 2.5 inches. When the logo appears as a white knockout on a color background, the minimum width is 2.75 inches.



UNIT LOGO



DEPARTMENT LOGO

UNIT AND DEPARTMENT LOGOS

COLOR OPTIONS

There are only two color options for unit and department logos: black and white. White can only be used on a black background as displayed below.

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS

UNIT LOGO

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS
— MARKETING —

LINDENWOOD
UNIVERSITY
ADVANCEMENT AND COMMUNICATIONS
— MARKETING —

DEPARTMENT LOGO

OTHER UNIVERSITY MARKS

BRAND

There are a number of logo marks associated with Lindenwood University in addition to the primary University logo and the unit and department logos. Each of these marks has specific usage criteria and guidelines. In general, they should not be considered for primary use.

LU LOGO USAGE

This option is primarily for social media use (profile images) or an area where a square composition must be used.



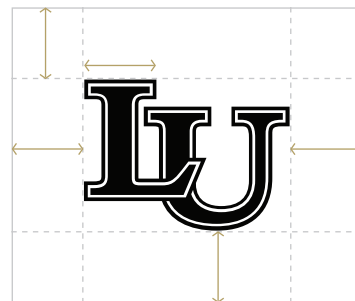
MINIMIZING SIZE

The logo should never be used where it will be too small to read. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the logo too close to other type or graphical elements. The clear space around the logo should be equal to the serif width of the "L" displayed below.



OTHER UNIVERSITY MARKS

BRAND

SIBLEY CREST

Usage of the Sibley crest is restricted to specific offices only and requires permission and approval from the Director of Marketing.



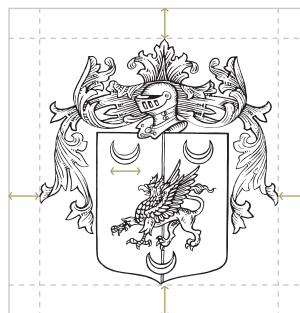
MINIMIZING SIZE

The crest should never be used where it will be too small to see the detail. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the crest too close to other type or graphical elements. The clear space around the crest should be equal to the width of the moons in the shield.



CREST WATERMARK

Sibley crest watermark on the right used to balance content on the left like the example below. Watermark should be no less than 10% black.

HEADLINE

SUBHEAD



OTHER UNIVERSITY MARKS

BRAND

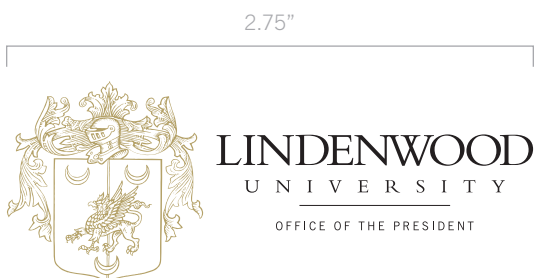
OFFICE OF THE PRESIDENT LOGO

The usage of our primary logo with the Sibley Crest is reserved for the Office of the President material. For assistance, please contact the Director of Marketing.



MINIMIZING SIZE

The logo should never be used where it will be too small to read. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the logo too close to other type or graphical elements. The clear space around the logo should be equal to the capital height in the word "LINDENWOOD" displayed below.



OTHER UNIVERSITY MARKS

BRAND

UNIVERSITY SEAL

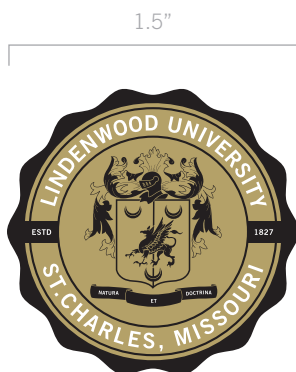
Usage of the seal is restricted and requires permission and approval from the Director of Marketing.



ONE COLOR VERSIONS

MINIMIZING SIZE

The seal should never be used where it will be too small to read. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the seal too close to other type or graphical elements. The clear space around the seal should be no less than 1/4 the diameter of the seal as displayed below.



OTHER UNIVERSITY MARKS

BRAND

ATHLETICS LOGO

Usage of the athletic logos is restricted and requires permission from the Advancement and Communications Department or Athletics Department. The athletic logo should only be used to represent athletics. For assistance, please contact the Director of Marketing.



MINIMIZING SIZE

The athletics should never be used where it will be too small to read. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the seal too close to other type or graphical elements. The clear space around the logo should be half the capital height in "LINDENWOOD" displayed below.

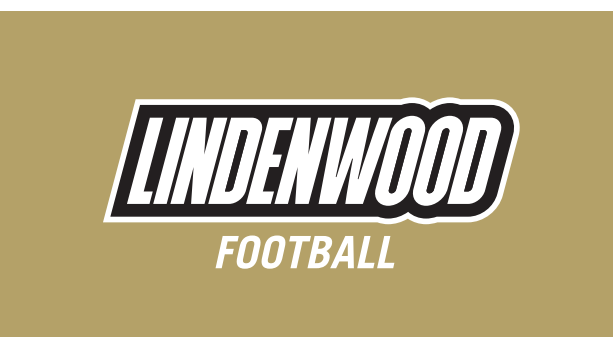


OTHER UNIVERSITY MARKS

BRAND

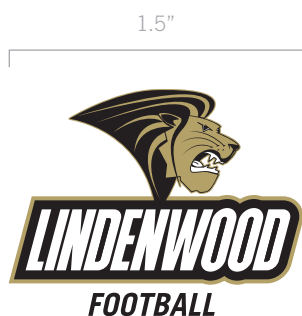
ATHLETICS SPORT LOGOS

Specific sports logos can be requested from the Advancement and Communications office. For assistance, please contact the Director of Marketing.



MINIMIZING SIZE

The athletics should never be used where it will be too small to read. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the seal too close to other type or graphical elements. The clear space around the logo should be half the capital height in "LINDENWOOD" displayed below.



OTHER UNIVERSITY MARKS

BRAND

J. SCHEIDEGGER CENTER LOGO

This logo should only be used in the creation of material for the J. Scheidegger Center for the Arts. For assistance please contact the Director of Marketing.



MINIMIZING SIZE

The logo should never be used where it will be too small to read. Smallest size displayed below.



CLEAR SPACE REQUIREMENTS

Never place the logo too close to other type or graphical elements. The clear space around the seal should equal to the "J" in J. Scheidegger Center.



OTHER UNIVERSITY MARKS

BRAND

TAGLINE LOGO

This is how the University Primary logo should be displayed with our tagline of “Real Experience. Real Success.”

LINDENWOOD
UNIVERSITY

REAL EXPERIENCE. REAL SUCCESS.

LINDENWOOD
UNIVERSITY

REAL EXPERIENCE. REAL SUCCESS.

RETURN ADDRESS LOGO

This is how the University address should pair with our primary logo.

LINDENWOOD
UNIVERSITY

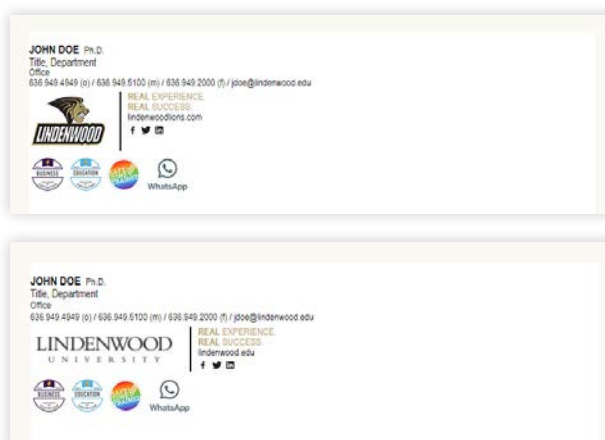
209 S. KINGSHIGHWAY • ST. CHARLES, MO 63301

LINDENWOOD
UNIVERSITY

209 S. KINGSHIGHWAY • ST. CHARLES, MO 63301

EMAIL SIGNATURES

Lindenwood employee email signatures are a part of the University’s brand. All employees should use the Signature Creator to build their email signature. Approved badges can be selected in the Signature Creator. Additional quotes or badges should not be added.

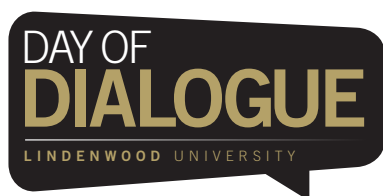


OTHER UNIVERSITY MARKS

BRAND

CUSTOM PROGRAMMATIC LOGOS

The following groups and initiatives are outside the University logo system and do not have a standardized unit logo or department logo: events, studies, campus-wide initiatives, revenue generators, groups funded outside of the University, alumni groups and student groups. These groups and initiatives may create their own unique logo, which can be paired with the primary University logo, or a unit or department logo, when appropriate. Custom programmatic logos can be created for special University initiatives. Things to remember when designing these logos: they need to use University colors and font treatments. If time allows, please put in a Project Request Form and let the Marketing Department help you with our programmatic logo needs.



COLOR GUIDELINES

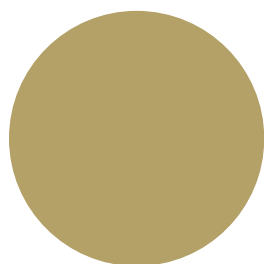
BRAND

The Lindenwood University brand uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette. Lindenwood Gold is the main color of the University and must be used at least 10% on all designs.

Adhering to the following color reproduction guidelines will help to create a consistent image and maintain the visual impact of the identity. See the following page for color breakdowns.

COLOR BREAKDOWNS

PRIMARY COLORS



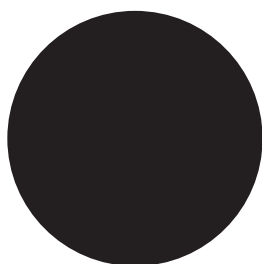
LINDENWOOD GOLD

PMS 4515

CMYK 30, 31, 69, 2

RGB 182, 162, 105

WEB #B5A36A



BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

WEB #000000



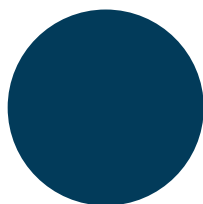
WHITE

CMYK 0, 0, 0, 0

RGB 255, 255, 255

WEB #FFFFFF

SECONDARY COLORS

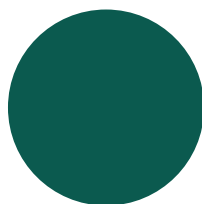


BLUE

CMYK 100, 74, 40, 32

RGB 0, 61, 91

WEB #003A5D

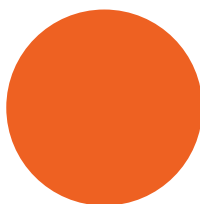


GREEN

CMYK 89, 42, 67, 32

RGB 12, 90, 78

WEB #0B5A4E

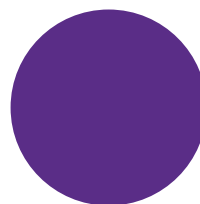


ORANGE

CMYK 2, 76, 100, 0

RGB 236, 98, 36

WEB #EC6223

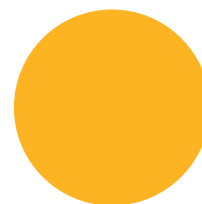


PURPLE

CMYK 80, 100, 7, 2

RGB 91, 44, 134

WEB #5C0F8B



YELLOW

CMYK 0, 32, 95, 0

RGB 253, 181, 37

WEB #FCB525

COLOR GUIDELINES

BRAND

COLOR USAGE

DO:

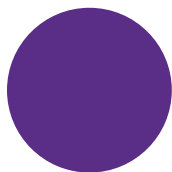
- ✓ Use at least 10% Lindenwood Gold on all designs.
- ✓ Make sure to use proper color breakdowns for specific uses.
- ✓ Use colors from the primary color palette as the main colors in a design.
- ✓ Use colors from the secondary color palette for accents only.

DON'T:

- ✗ Omit Lindenwood primary gold on any design.
- ✗ Eyeball or guess at a specific color.
- ✗ Use colors from the secondary color palette as primary colors (unless there is a specific color to be used on certain material).

SPECIFIC COLOR USAGE

TRADITIONAL UNDERGRADUATE COLORS (SECONDARY)



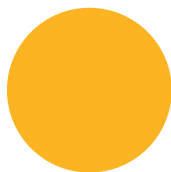
PURPLE

CMYK 80, 100, 7, 2
RGB 91, 44, 134
WEB #5C0F8B



ORANGE

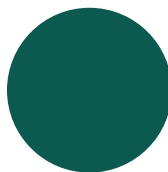
CMYK 2, 76, 100, 0
RGB 236, 98, 36
WEB #EC6223



YELLOW

CMYK 0, 32, 95, 0
RGB 253, 181, 37
WEB #FCB525

NON-TRADITIONAL UNDERGRADUATE COLORS (SECONDARY)



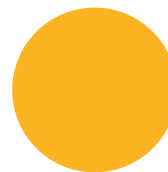
GREEN

CMYK 89, 42, 67, 32
RGB 12, 90, 78
WEB #0B5A4E



ORANGE

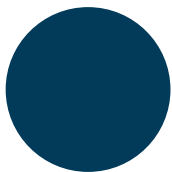
CMYK 2, 76, 100, 0
RGB 236, 98, 36
WEB #EC6223



YELLOW

CMYK 0, 32, 95, 0
RGB 253, 181, 37
WEB #FCB525

GRADUATE COLORS (SECONDARY)



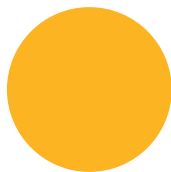
BLUE

CMYK 100, 74, 40, 32
RGB 0, 61, 91
WEB #003A5D



ORANGE

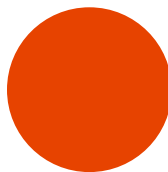
CMYK 2, 76, 100, 0
RGB 236, 98, 36
WEB #EC6223



YELLOW

CMYK 0, 32, 95, 0
RGB 253, 181, 37
WEB #FCB525

J. SCHEIDEGGER CENTER COLORS



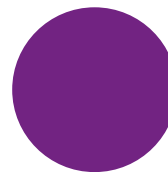
ORANGE

CMYK 7, 87, 100, 1
RGB 224, 68, 3
WEB #E04403



BLUE

CMYK 100, 62, 7, 0
RGB 0, 92, 185
WEB #005CB9



PURPLE

CMYK 68, 100, 11, 2
RGB 114, 35, 130
WEB #722282

PRIMARY TYPEFACES

Trade Gothic can be used on any communication materials. It has the versatility to work well for body copy and headlines, but also on print materials, outdoor boards, and everything in between.

Arial is a great substitute because it is a universal font accessible by everyone.

TRADE GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Light
Trade Gothic Light Oblique

Trade Gothic Medium
Trade Gothic Oblique

Trade Gothic Bold Two
Trade Gothic Bold Two Oblique

Trade Gothic Bold
Trade Gothic Bold Oblique

Trade Gothic Condensed Eighteen
Trade Gothic Condensed Eighteen Oblique

Trade Gothic Condensed Twenty
Trade Gothic Condensed Twenty Oblique

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

Arial Narrow Regular
Arial Narrow Italic

Arial Narrow Bold
Arial Narrow Bold Italic

SECONDARY TYPEFACE

Bembo should only be used with the permission of the Lindenwood Marketing Department.

BEMBO STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bembo Regular
Bembo Italic

Bembo Semibold
Bembo Semibold Italic

Bembo Bold
Bembo Bold Italic

Bembo Extra Bold
Bembo Extra Bold Italic

SPECIAL USE TYPEFACE

Great Vibes should only be used with the permission of the Lindenwood Marketing Department.

Great Vibes
abcdefghijklmnopqrstuvwxyz
1234567890

OTHER BRAND ELEMENTS

BRAND

TAGLINE

Our tagline **“Real Experience. Real Success.”** needs to permeate everything that we do. However, it does not always have to be presented with the logo. Only put it in places where it makes sense. Refer to logos on page 7 for usage and spacing guidelines. See below for an example on how our tagline can fall within a layout aligned with our primary logo.

REAL EXPERIENCE.
REAL SUCCESS.

LINDENWOOD
UNIVERSITY

ICONS/ICONOGRAPHY

Icons are a great way to bring more life to the brand and visually break up the copy or key points into digestible parts. Here are some guidelines and examples to follow when using icons:

- Keep them small when used to support a paragraph of copy or as a visual for a key message (pull-quote, stat, etc.).
- Stick with modern, keyline style icons as opposed to icons that are filled in.
- Icons are not to be added to any of our official or programmatic logos.



BRAND EXAMPLES

BRAND

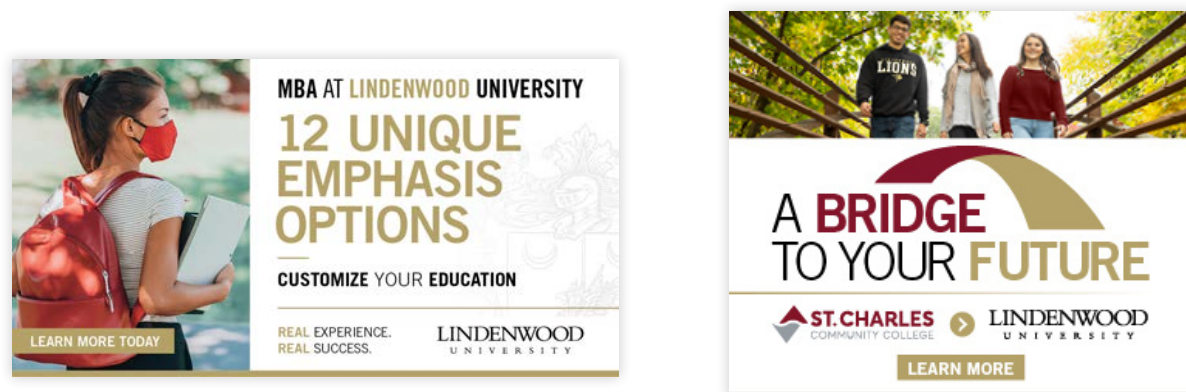
Using brand elements correctly and consistently helps to increase brand recognition for both the University as well as individual units on campus. While the brand is flexible and allows for various styles and tones, it is important to always create designs that are distinctly “Lindenwood.”

The examples below illustrate how the core and optional University brand elements can be used together to achieve a variety of visual tones and styles across many different types of materials.

DIGITAL EXAMPLES



SOCIAL MEDIA GRAPHICS



ONLINE ADVERTISEMENT

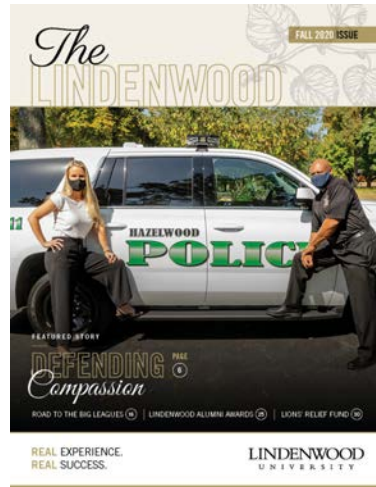
BRAND EXAMPLES

BRAND

PRINT EXAMPLES



PRINT ADVERTISEMENT



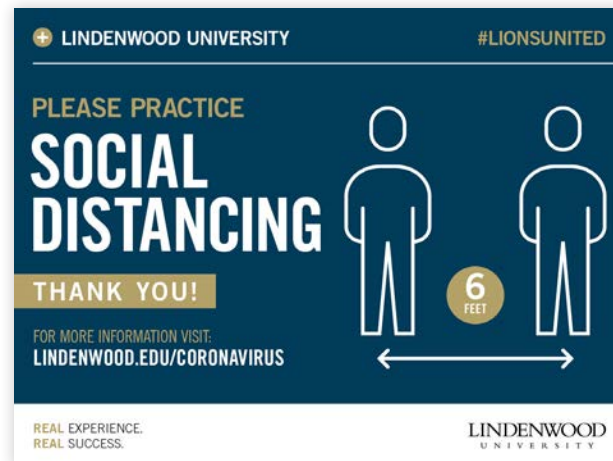
MAGAZINE



DIRECT MAIL



POSTER



CAMPUS SIGNAGE

CONTENT

LINDENWOOD UNIVERSITY

A story has many parts, and all elements need to operate in cooperation with one another to be successful. In our words and through our images, we have a responsibility to tell the **Lindenwood story.**



CONTENT OVERVIEW

CONTENT

Each section below includes guidelines and best practices for creating content that achieves the University's communications goals.

1 PHOTOGRAPHY

Guidelines and foundational steps to creating engaging and effective photographs

2 VIDEOGRAPHY

Guidelines and foundational steps to creating engaging and effective videos

3 WEBSITES

Information about accessibility, templates and other best practices for creating websites and other online applications

4 SOCIAL MEDIA

Best practices and guidelines for communicating on social media platforms

5 WRITING STYLE

Tips for writing in a way that conveys the University's tone, message and mission

6 EDITORIAL STYLE

Guidelines for producing written content that adheres to the University's editorial style, including the University-specific AP Style Guide rules

PHOTOGRAPHY

CONTENT

Photography is one of the most impactful ways we communicate the Lindenwood brand. Images are often the first impression, a snapshot of the story you are telling that should represent Lindenwood in a thoughtful and effective way.

Lindenwood photography should be used in materials whenever possible. For help scheduling a photo shoot or identifying images to use for projects, please contact publicrelations@lindenwood.edu.

Photos and images should represent the diversity of Lindenwood and should reflect the tone of any accompanying copy, understanding that one image does not unilaterally resonate with every audience.



PHOTOGRAPHY

CONTENT

Professional headshots and formal profile portraits should be friendly and approachable. The focus should be the subject of the photo so simple backgrounds without distraction should be incorporated into the composition.



All imagery should be captured with great lighting which can be secured through natural light or artificial light sources. Avoiding direct sunlight reduces harsh shadows and is not ideal for photographing people.



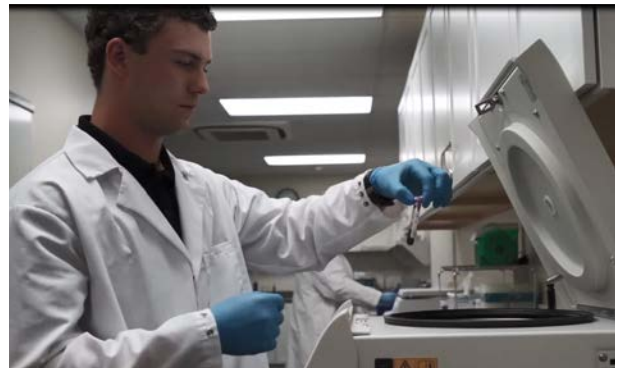
VIDEOGRAPHY

CONTENT

Video is an impactful way to tell the Lindenwood story, and should reflect high quality in production, sound and visual aspects. It is important to use professional videography whenever possible. For help scheduling a video shoot or requesting B-Roll footage for projects, please contact publicrelations@lindenwood.edu.

Lindenwood videography should reflect the values of the institution—excellence, dedication, integrity, creativity, and teamwork. A successful video will incorporate footage and audio that clearly represents any of these values.

All video footage should be recorded with professional equipment, and stabilized shooting. Audio should be recorded in a clear manner, with minimal background noise taped in a quiet setting. Microphones should be used to record audio when possible.



Websites are valuable tools for sharing information about Lindenwood University and engaging with the University community. The guidelines below are designed to assist staff and faculty who create and manage official University websites, such as for a professional school, department, office, center or institute.

ESSENTIAL FOUNDATIONS FOR AN EFFECTIVE WEBSITE

USER ACCESSIBILITY

An effective and engaging website should be accessible to all users. Lindenwood University is committed to creating an accessible web presence. We adhere to Web Content Accessibility Guidelines (WCAG 2), Level AA and AAA; therefore, all web content contributors must develop and edit their content with accessibility in place.

CONTENT STRATEGY

Content strategy focuses on the planning, creation, delivery and governance of content. Who are the target audiences? Why do they come to this website? What should they know or do once they're on the site? How often will the site be updated? Who is responsible for ensuring that the content is up to date? Consider these questions at the beginning of any website project to ensure that content is accurate and useful.

RESPONSIVE DESIGN

The website should work as well on mobile devices as it does on bigger screens; visitors will be frustrated if the site provides a disappointing mobile experience. A responsive website presents the same copy, images and elements no matter what device it is viewed on, but the content may be arranged differently based on screen size.

REQUIRED FEATURES

GLOBAL NAVIGATION ELEMENTS

The available templates include global navigation components that must appear (or be available on all www.lindenwood.edu pages). This includes a campus alert banner, the main navigation menu, and footer navigation menu.

DOMAIN NAMES

The University does not provide subdomains or custom domains for schools, departments, and services. Exceptions do exist, but it must be noted that the domain registration must be processed by the Department of Information Technology with Lindenwood University being the owner of the domain. The department requesting the custom domain will be responsible for any and all addition cost.

COLOR CONTRAST RATIOS

To successfully meet the accessibility standards set forth for contrast ratios. These standards are already applied by the www.lindenwood.edu style sheets. Content contributors with website content management system (web cms) access should not modify text presentation (font family, color, etc.) without the approval of Marketing and Communications.

TOOLS

BIGTREE – WEBSITE CONTENT MANAGEMENT SYSTEM (WEB CMS)

Content contributors from various departments have the opportunity to receive access and training within the Web CMS in order to help facilitate their own website updates.

SITEIMPROVE – WEBSITE GOVERNANCE TOOLS / SERVICES

To help enforce and ensure accessibility compliance, Lindenwood University utilizes third party software that scans our web pages on a regular basis and indexes any errors that require review or modification.

GOOGLE LIGHTHOUSE

A free tool built into the Google Chrome browser. Can be used to run individual page scans for Performance, Best Practices, Accessibility, and SEO.

WCAG CONTRAST CHECKER BY ACART COMMUNICATIONS

This site provides precise contrast ratio testing that includes an interactive picker (click the mini palette next to the hex number). contrastchecker.com

LEA VEROU'S CONTRAST RATIO

This site provides a useful interface to compare foreground and background colors. contrast-ratio.com

WEBAIM COLOR CONTRAST CHECKER

This site provides contrast ratio testing with helpful features that include incremental lightening and darkening options. webaim.org/resources/contrastchecker

TOTA11Y TOOLKIT CHROME EXTENSION

This tool reviews published pages and reports errors and warnings in real time. chrome.google.com/webstore/detail/tota11y-toolkit-chrome-ex/plgldjckfjonhhafibghkdmbcmffccpn?hl=en

CHROME COLOR CONTRAST ANALYZER EXTENSION FROM NCSU

This tool captures sections of the page with text on top of images and scans the pixels to determine if enough contrast exists (eyeball test). bit.ly/1b0G3Tk

WEBSITE RESOURCES

To download web resources, including logos, photos, and font files, visit www.lindenwood.edu/brand.

As a Lindenwood University team member, you are an ambassador of our brand 24/7. That means that when you are using social media, whether for business or personal reasons, you need to be mindful that the Internet is permanent—once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous.

BE SMART

Approach the online world in the same way you do the physical one—by using sound judgment, common sense, and by following Lindenwood University policies.

BEWARE WHAT YOU SHARE

Do not post information about Lindenwood University that you would not otherwise be permitted to share, including:

- Confidential, non-public information, including non-public financial information, business plans and growth strategies
- Confidential information about our staff and students
- Other information about meetings or activities involving Lindenwood University that is not public

Use good judgment and be truthful—you are responsible for what you post. You should assume anything you post will be public and permanent, regardless of “privacy settings” or other limits you may try to place on your posting. Remember, anything you post can be saved, forwarded, and/or copied. Refer to the Employee Handbook for full and updated policies.

NETWORKING

Lindenwood University recognizes that team members may want to use professional networking sites (e.g., LinkedIn). For such sites, you may identify yourself as an Lindenwood University team member,

but if you do, ensure your posts comply with Lindenwood University’s policies. You are not required to accept “friend requests” from work colleagues (including team members, supervisors, and direct reports). If you include work colleagues in your social network, be thoughtful about these decisions, since the personal information you share can impact perceptions of you in the workplace.

LANGUAGE IN SOCIAL MEDIA

Please refer to the University Values on page 3, and the Brand Attributes section on page 16 when you are using social media.

GUIDELINES AND AGREEMENTS

Official Lindenwood University social networking guidelines are available, which include information on factors to consider when creating an account, best practices for ongoing operation, and guidance regarding setup processes and account administrator requirements.

All social media accounts associated with the university must be registered with the Advancement and Communications Department and require the approval of the Digital Marketing Manager. Please visit www.lindenwood.edu/brand and register your account under the Online, Social, Email heading.

SOCIAL MEDIA

CONTENT

The Lindenwood social networking guidelines can be accessed in the following locations:

ADVANCEMENT AND COMMUNICATIONS PORTAL

Access to the portal with all brand elements and social media guidelines can be found at www.lindenwood.edu/brand

LINKS

Lindenwood University social media links are as follows:



[linkedin.com/company/lindenwood-university](https://www.linkedin.com/company/lindenwood-university)



facebook.com/LindenwoodUniversity



[@LindenwoodU](https://twitter.com/LindenwoodU)



[@lindenwooduniversity](https://instagram.com/LindenwoodUniversity)

2021 IMAGE ASPECT RATIOS AND DIMENSIONS

FACEBOOK

Dimensions and Aspect Ratios

- Profile Picture – 170 x 170px
- Cover Photo – 820 x 312px desktop (displayed taller at 640 x 360px on mobile)
- Image – recommended 1200 x 630 pixels
 - Landscape Image – 1.91:1 (1080 x 608px)
 - Square Image – 1:1 (1080 x 1080px)
 - Portrait Image – 4:5 (1080 x 1350px)
- Video – recommended 4:5 (1080 x 1350px)
 - Landscape Video – 9:16 for audience on mobile
 - Square Video – 1:1
 - Portrait Video – 16:9
- Stories – 9:16 (1080 x 1920px)
- Carousel – 1:1 (1200 x 1200px)

INSTAGRAM

Dimensions and Aspect Ratios

- Profile Picture – 320 x 320px
- Landscape Image – 1.91:1 (1080 x 608px)
- Square Image – 1:1 (1080 x 1080px)
- Portrait Image – 4:5 (1080 x 1350px)
- Video Posts – 1.91:1 (1080 x 608px) OR 4:5 (1080 x 1350px)
- Stories – 1.91:1 (1080 x 608px) OR 9:16 (1080 x 1920px)
- IGTV – 9:16 (1080 x 1920px)
- IGTV Cover Photos – 1:1.55 (420 x 654px)
- IG Live – 9:16 (1080 x 1920px)

TWITTER

Dimensions and Aspect Ratios

- Profile Picture – 1:1 (400 x 400px)
- Header Image – 3:1 (1500 x 500px)
- Banner Image – 3:1 (1500 x 500px)
- Image Post Size – 16:9 (1200 x 675px)
- Twitter Moments – 9:16 recommended

LINKEDIN

Dimensions and Aspect Ratios

- Profile Picture – min (400 x 400px) to max (7680 x 4320px)
- Cover Image – 4:1 (1584 x 396px)
- Image Size – 1.91:1 (1200 x 627px)
- Blog Link Image – 1.91:1 (1200 x 627px)
- LinkedIn Stories – 9:16 (1080 x 1920px)

SOCIAL MEDIA PROFILE GUIDELINES

CONTENT

Lindenwood University's brand should be reflected on all of our social media platforms—especially in profile and cover photos. Follow the guidelines below when creating these photos. Please contact the Advancement and Communications Department with any questions regarding acceptable social media photos before posting them.

ACADEMIC PAGES

PROFILE PHOTOS

Acceptable profile photos include:

- The interlocking LU logo
- The Lindenwood Lion from the Athletics logo
- Approved academic school logo
- Images relevant to the academic school

Additional organizations affiliated with Lindenwood can use their own approved logos.

Be sure to adhere to the social media platform's suggested dimensions when creating the profile photo. Be sure that the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo. Instagram has minimal room for multiple profile photo components, so national organizations and local chapters may use their national crest as long as the Lindenwood name is in the handle, otherwise the Lion head may be used.

COVER PHOTOS

Cover photos should use visual elements that reflect your school, program, or organization. In addition to visual storytelling, this is a good place to highlight upcoming events or iconic spots on campus. Only use high-resolution imagery. If text is being added, it is good practice to cover no more than 20% of the area. Also make sure that the text is not blocked by other profile elements. Be sure to follow the social media platform's suggested dimensions when creating the cover photo. If a logo is being used, be sure that the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo.

ATHLETIC PAGES

PROFILE PHOTOS

Any of the outlined athletic logos on page 6 are acceptable profile photos. Be sure to follow the social media platform's suggested dimensions when creating the profile photo. Be sure that the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo.

COVER PHOTOS

Cover photos should use visual elements that reflect the team, squad, or organization. Suggested imagery includes: team photos, player images, game photos, and stadium/field images. Only use high-resolution imagery. If text is being added, it is good practice to cover no more than 20% of the area. Also make sure that the text is not blocked by other profile elements. Be sure to follow the social media platform's suggested dimensions when creating the cover photo. If a logo is being used, be sure that the whole logo is visible—it should never be cropped. Do not recreate or use photographs of the logo.

WRITING STYLE

CONTENT

Telling the **Lindenwood story** is the essence of our writing. Our copy should be simple and clear, speak in a conversational tone, and embody Lindenwood's quality of education and professional preparatory experiences. Language should center around Lindenwood University's commitment to tradition, while highlighting the innovation and forward-thinking of the institution.

Our writing should highlight the campus happenings and speak to the real experiences and real successes of our campus constituents—faculty, staff, students, and alumni.

tone words

The following words should inform writing and serve as a guide for the content.
The tone of Lindenwood writing should always mirror our university values:

Excellence | Dedication | Integrity | Creativity | Teamwork
Future | Innovation | Forward-Thinking | Traditional | Engagement | Community

WHY WRITE?

Communication from Lindenwood University should seek to answer the following questions:
Why is Lindenwood University communicating about this topic or situation?
What makes Lindenwood's involvement with this topic or situation significant?

Lindenwood University seeks to maintain consistent writing to unify our delivery of messages. Lindenwood generally follows Associated Press (AP) style, but exceptions are made on occasion. University standards, and AP style exceptions are outlined below.

ACADEMIC DEGREES

Examples of degrees awarded by Lindenwood include the following:

- bachelor of arts : BA, a bachelor's
- bachelor of science: BS, a bachelor's
- master of arts: MA, a master's
- master of business administration: MBA
- master of public administration: MPA
- doctor of education: EdD

Use an apostrophe in casual reference to a bachelor's degree. However, there is no possessive in formal references, such as a Bachelor of Arts or Master of Science. Use abbreviations such as BA, MA, and EdD only after a full name, and include periods in academic titles. When used after a name, the academic abbreviation is set off by commas.

Example: Brad Hansen, EdD, gave a guest lecture to graphic design students last week.

ACADEMIC COLLEGES

The first reference to Lindenwood's academic colleges should use the full name and capitalize it—Robert W. Plaster College of Business and Entrepreneurship.

Colleges:

- College of Arts and Humanities
- College of Education and Human Services
- College of Science, Technology, and Health
- Robert W. Plaster College of Business and Entrepreneurship

EDITORIAL STYLE

CONTENT

ACADEMIC DEPARTMENTS

When referring to a department by name, use its full name and capitalize it.

Example: the Chemistry Department, the History Department

Casual references to a particular subject should not be capitalized.

Example: She studied chemistry for two years. His degree is in history

The exception is when the subject name is a proper noun in which case it should be capitalized on all references.

Example: English, French, American studies

ACRONYMS

Do not use acronyms on first reference unless the particular group is well known by the acronym and use of the acronym will eliminate any confusion (i.e.: ROTC, NBC)

ADDRESS

The address of the main Lindenwood campus should be expressed as follows:

Lindenwood University, 209 S. Kingshighway, St. Charles, Mo., 63301

When no street number is included, the entire street name should be spelled out (The campus is located on South Kingshighway).

ALUMNI

All alumni should be identified with class year. Include graduate designations for alumni who did not earn undergraduate degrees from Lindenwood. Examples: Susan Brewer '94, Janet King '14 (EdD)

Appropriate variations to distinguish alumni should be used when relevant.

- alumna = one female graduate
- alumnae = two or more female graduates
- alumnus = one male graduate
- alumni = individual non-binary graduates, groups of two or more graduates that are comprised of male, non-binary, or a variety of genders

BOARD OF TRUSTEES

Lindenwood University's governing body that oversees the institution. Full name should be used on first reference, and BOT abbreviation may be used on subsequent references.

EDITORIAL STYLE

CONTENT

COMMENCEMENT

Capitalize in all uses associated with the University's Commencement ceremonies held in May and December and capitalize if using with Spring Commencement or Winter Commencement. Graduation is an acceptable alternative and preferred for social media. Lowercase graduation.

DATES

Specific dates are to be expressed with the day of the week first, followed by the month and, if applicable, the year.

Example: Monday, September 14, 2020

Always use Arabic numbers without st, nd, rd, or th. When using a day and date in a sentence, set off the date with commas.

Example: Spring break will start on Monday, April 14, and end on Monday, April 27

When listing only a month and year, do not abbreviate the month or set off the year with commas

Example: January 1827 was a cold month

When a month is used with a specific date, always abbreviate per AP Stylebook—Jan., Feb., Aug., Sept., Oct., Nov., Dec. Always spell out March, April, May, June and July, and spell out all months when used without a specific date.

HOMEcoming

Capitalize in uses associated with the University's Homecoming event held in October.

LINDENWOOD UNIVERSITY

Lindenwood is acceptable on second reference.

NAMES

Always use a person's first and last name in first reference. On second reference, use last name only. Do not include courtesy titles such as Mr., Mrs., Miss, Ms., Mx., or M. unless they are part of a direct quote or needed to decipher between two people with the same last name.

NUMBERS

Ordinal numbers, first through ninth, should be spelled out. Figures 10th and above can be used when describing order or time. Numbers indicating political or geographic order should use figures in all instances.

Example: 2nd District Court, 12th ward.

OXFORD COMMA

Lindenwood University uses the Oxford comma in all University publications and communications.

SEMESTER

When used with a season (fall semester, spring semester) the term should be lowercase. Seasons with a specific date should be capitalized if both the season and the year are included in the instance.

Example: Fall 2020, Spring 2021

TIME

When expressing time, use lowercase a.m. and p.m., with periods. Always include a space between the time and a.m. or p.m. If it is an exact hour, :00 is not required to follow the hour. When indicating a range, it is necessary to include a.m. or p.m. after the end of the range. If the time frame spans both a.m. and p.m. hours, both should be included.

Example: 3 p.m., 11:45 a.m., The event is from 3–5 p.m. Susan’s class is from 10:30 a.m.–2 p.m.

TITLES

Capitalize formal University job titles, but only when the complete title is used. The titles of other university officials would only be capitalized following AP Stylebook rules which calls for capitalization only when the title precedes the official’s name.

Example: Student Government President Emily Hansen called the meeting to order. Brad White, president of the Student Government, called the meeting to order.

UNIVERSITY

Capitalize “university” when used in conjunction with Lindenwood’s name, or when used in reference to Lindenwood even when the name is not associated with the term. Only refer to Lindenwood as the university after it has been identified as Lindenwood University on first reference. Uppercase use of University when referring specifically to Lindenwood University.

WEBSITES AND URLS

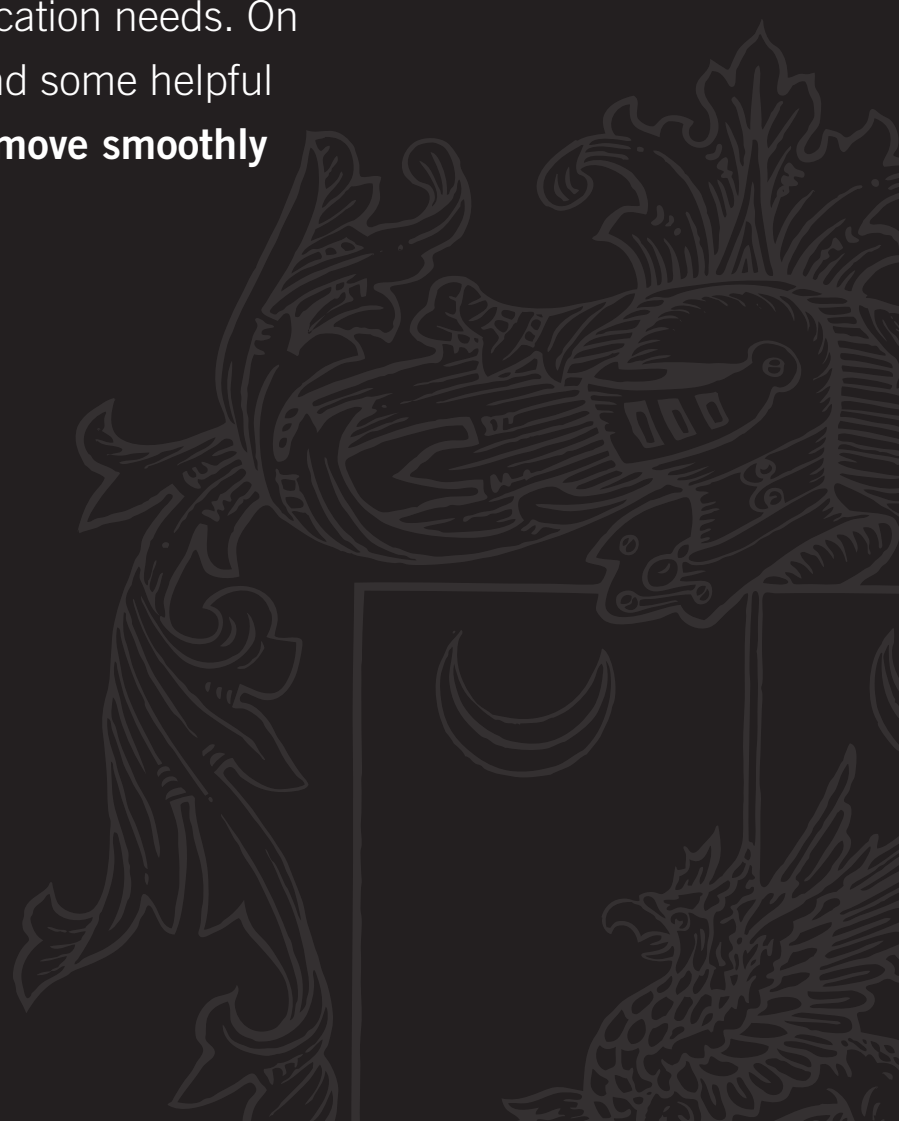
When listing a website on a printed document or in a digital space, do not use http:// in front of the address.

Example: www.lindenwood.edu

OPERATIONS

LINDENWOOD UNIVERSITY

The University's Marketing and Communications Departments stand ready to support you and your marketing and communication needs. On the following pages you will find some helpful hints to **ensure your projects move smoothly through the system.**



OPERATIONS OVERVIEW

OPERATIONS

Each section below includes guidelines to successfully enter a project request for the Marketing and Communication Departments.

1 PROJECT BRIEF

2 PROJECT LEAD TIMES

3 STEP ONE: SUBMIT COPY-EDITING FORM

4 STEP TWO: SUBMIT CREATIVE & DESIGN REQUEST FORM

PROJECT BRIEF

OPERATIONS

Completing a detailed Project Brief will not only ensure your marketing request is meeting your intent, it will serve as the guidepost for the marketing team as they develop your marketing materials. This brief should be included with your project request.

PROJECT BRIEF

ADVANCEMENT & COMMUNICATIONS

LINDENWOOD UNIVERSITY

STAKEHOLDER	
Project Name	Insert project name here

BRIEF PROJECT DESCRIPTION	
What does this project entail? Insert info here	
What is the purpose? Insert Info here	

PROJECT OVERVIEW	
Insert info here	

GOALS	
Goal One	Insert info here
Goal Two	Insert info here
Goal Three	Insert info here

TARGET AUDIENCE	
Primary Target	Insert info here
Secondary Target	Insert info here
Secondary Target	Insert info here

MAIN MESSAGE	
Insert info here	

VOICE & TONE	
Insert info here	

COMPETITIVE ANALYSIS	
Competitor 1	Website here
Competitor 2	Website here
Competitor 3	Website here

LINDENWOOD.EDU
REAL EXPERIENCE. REAL SUCCESS.

LINDENWOOD
UNIVERSITY

LEAD TIMES

OPERATIONS

Then you need to assess your project lead times. If your project falls within the lead times, it is recommended you reach out to the Marketing Director to ensure the shorter suspense can be met.

2021 MARKETING & COMMUNICATION CREATIVE LEAD TIMES

PROJECT	TOTAL LEAD TIMES	CREATIVE LEAD TIME (from PRF submission)	PRODUCTION LEAD TIME (upon PO approval)
Website Edit	3 business days	3 business days	N/A
Digest Submission	3 business days	3 business days	N/A
Secondary & Tertiary Logos	1 week	1 week	N/A
New Web Page	2 weeks	2 weeks	N/A
CMS Access	2 weeks	N/A	N/A
Request for Purchased Photos Searching	2 weeks	2 weeks	N/A
Email Graphics & Headers	2 weeks	2 weeks	N/A
Social Media Graphics / Posts	2 weeks	2 weeks	N/A
Graphics for Campus Monitors	2 weeks	2 weeks	N/A
Marketing Ads	2 weeks	2 weeks	N/A
Copy Editing	2 weeks	2 weeks	N/A
Flyers	3 weeks	2 weeks	1 week
Press Release or Website Story	3 weeks	2 weeks	1 week
New Photography / Photo Shoot	3 weeks	2 weeks	1 week
Billboards	4 weeks	4 weeks	N/A
Awards & Posters	4 weeks	3 weeks	1 week
Banners & Yard Signs	4 weeks	2 weeks	2 weeks
Postcards / Invites / Handouts	4 weeks	2 weeks	2 weeks
Videography / Video Shoot	4 weeks	2 weeks	2 weeks
Bi & Tri-Fold Brochures	5 weeks	4 weeks	1 week
Orientation Guides & Handbooks	6 weeks	4 weeks	2 weeks (if printed)
Stewardship & Appeal Fund Pieces	6-8 weeks	2-4 weeks (each)	4 weeks
Commencement Programs	9 weeks	6 weeks	3 weeks
Scheidegger Season Brochure	9 weeks	6 weeks	3 weeks
Large Event Print Collateral (Dark Carnival, Homecoming, etc.)	9 weeks	6 weeks	3 weeks (if printed)
Retractable Banners & Photo Backdrops	9 weeks	4 weeks	5 weeks
Decals (ex. Parking Decals)	9 weeks	3 weeks	6 weeks
Info / Display Board Panels	11 weeks	8 weeks	3 weeks
Program / Degree Slicks	3 months	8 weeks	4 weeks
Annual Report	4 months	3 months	4 weeks
Admissions Viewbook & Support Pieces	7 months	6 months	4 weeks

ALL REQUEST MUST BE SUBMITTED ONLINE AT WWW.LINDENWOOD.EDU/PRF

UPDATED 3/10/2021

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STEP ONE: SUBMIT COPY-EDITING FORM

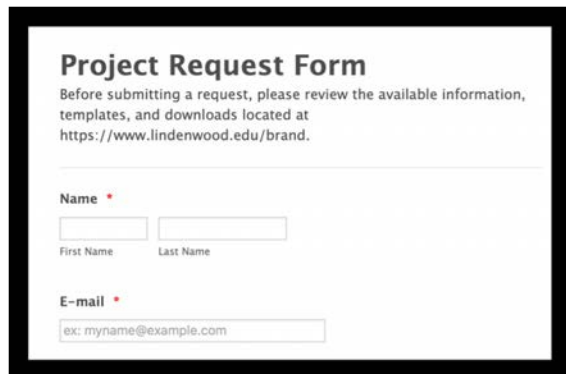
Once you have successfully created your Project Brief and have reviewed your lead times, you are ready to enter in the request in the system.

To begin a project request form, follow this link:

<https://www.lindenwood.edu/advancement-and-communications/project-request-form/>

To request Copy Editing and Creative & Design services, you will need to fill out a Copy-Editing form AND a Creative & Design form.

- Start by entering your name and preferred email.



Project Request Form
Before submitting a request, please review the available information, templates, and downloads located at <https://www.lindenwood.edu/brand>.

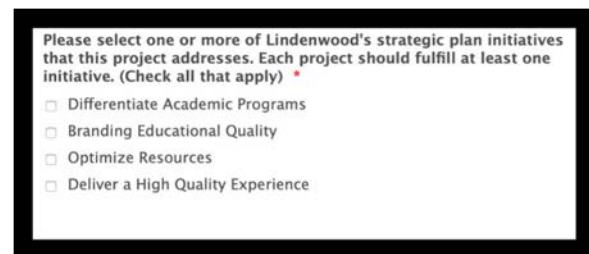
Name *

First Name Last Name

E-mail *

ex: myname@example.com

- Describe what the intention of the request is for by selecting one of the strategic plan initiatives.



Please select one or more of Lindenwood's strategic plan initiatives that this project addresses. Each project should fulfill at least one initiative. (Check all that apply) *

- ☐ Differentiate Academic Programs
- ☐ Branding Educational Quality
- ☐ Optimize Resources
- ☐ Deliver a High Quality Experience

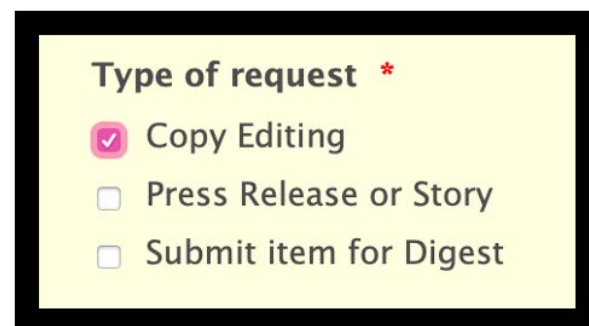
- Click "Next".
- Select the Copy Editing option.

- Select the Communications and Public Relations option.



Type of Request *

- ☐ Creative and Design
- ☒ Communications and Public Relations
- ☐ Website and Digital
- ☐ Photography & Videography



Type of request *

- ☒ Copy Editing
- ☐ Press Release or Story
- ☐ Submit item for Digest

STEP ONE: SUBMIT COPY-EDITING FORM

- Fill out all sections that pertain to your request.
- Make sure to include the Copy you are requesting to be edited.
- Before submitting any request, be sure to reference the current Creative Lead Times for all projects.
- Check all fields to confirm everything is correct and submit the Communications and Public Relations Request.

If this is a copy editing project, please upload your document for editing

Browse Files

Submit Communications and Public Relations Request

STEP TWO: SUBMIT CREATIVE & DESIGN REQUEST FORM

OPERATIONS

Once you have submitted your Communications and Public Relations Request, navigate back to the Project Request Form's first page and begin a new request form

If you have worked with the communication team on copy editing, be sure to upload a clear and clean version of your text/visual copy.

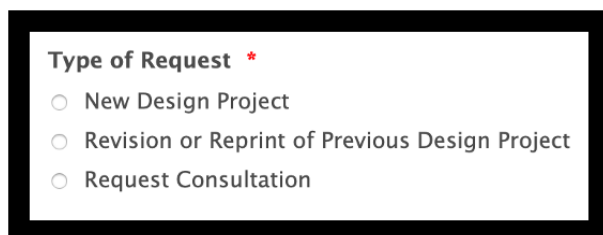
- Start by entering your name and preferred email.
- Select the Creative and Design option.



Type of Request *

- ☒ Creative and Design
- ☐ Communications and Public Relations
- ☐ Website and Digital
- ☐ Photography & Videography

- Describe what the intention of the request is for by selecting one of the strategic plan initiatives.
- Click “Next”.
- Select the type of request you are entering.

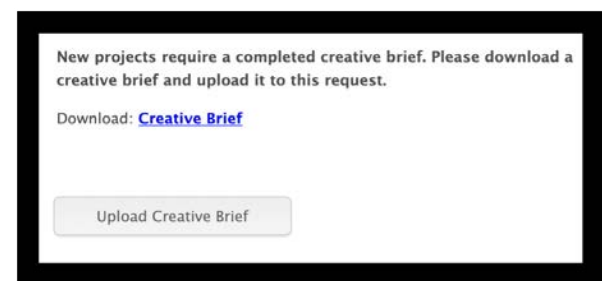


Type of Request *

- ☒ New Design Project
- ☐ Revision or Reprint of Previous Design Project
- ☐ Request Consultation

FOR NEW DESIGN PROJECT

- Download the creative brief, complete the form, and upload it to your request.



New projects require a completed creative brief. Please download a creative brief and upload it to this request.

Download: [Creative Brief](#)

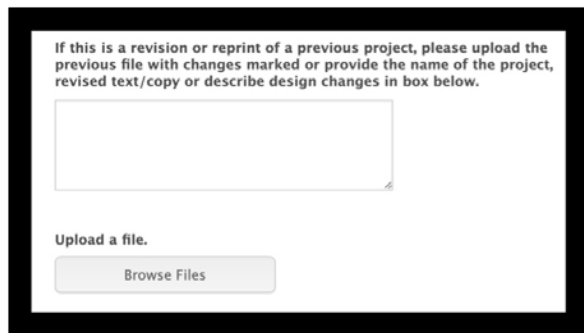
Upload Creative Brief

- Upload your project file.
- Consider whether you have answered the 5 W's: Who, What, When, Where, and Why, with your request.
- Complete all fields.
- Before submitting any request, be sure to reference the current Creative Lead Times for all projects.
- Submit Creative and Design Request.

Submit Creative and Design Request

STEP TWO: SUBMIT CREATIVE & DESIGN REQUEST FORM

FOR REVISION OR REPRINT OF PREVIOUS DESIGN PROJECT

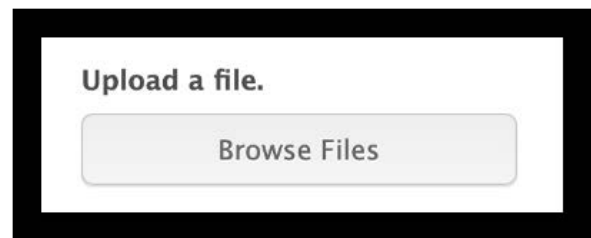
A screenshot of a web form titled "FOR REVISION OR REPRINT OF PREVIOUS DESIGN PROJECT". The form contains a text area with the instruction: "If this is a revision or reprint of a previous project, please upload the previous file with changes marked or provide the name of the project, revised text/copy or describe design changes in box below." Below the text area is a button labeled "Browse Files". At the bottom of the form is a button labeled "Submit Creative and Design Request".

- Upload a file or include your revisions in the provided text box.
- Complete all fields.
- Before submitting any request, be sure to reference the current Creative Lead Times for all projects.
- Submit Creative and Design Request.

Submit Creative and Design Request

FOR REQUEST CONSULTATION

- Upload your file.

A screenshot of a web form titled "FOR REQUEST CONSULTATION". The form contains a button labeled "Browse Files". At the bottom of the form is a button labeled "Submit Creative and Design Request".

- Before submitting any request, be sure to reference the current Creative Lead Times for all projects.
- Consider whether you have answered the 5 W's: Who, What, When, Where, and Why, with your request.
- Check all fields to confirm everything is correct and submit the Creative and Design Request.

Submit Creative and Design Request