

Your San Jac Marketing team is happy to assist you with producing marketing materials that help you accomplish your goals. In order to produce high-quality materials and keep your projects running smoothly, we need your help. Here is a checklist of steps you can take to ensure that the Marketing team has all of the information required to effectively execute your project:

## 1. Conduct internal review of the content before it goes to Marketing.

We can always make changes to text after a project has been designed, but as we make more changes, the likelihood of errors increases. In addition, changing content late in production may also hold up your delivery date. By reviewing the content within your department before it comes to Marketing, we can ensure that we can be as close to the finished product as possible when we deliver your proofs and avoid any unnecessary delays.

## 2. Gather all content and submit it all at one time.

Seeing all of the material at one time will give our designer a complete picture of the project. **Please note:** text should be delivered as a Word document and high-resolution photos (if applicable) should be provided as separate attachments.

## 3. Use the Publications Request Form.

All projects start with our official Publications Request Form. It gives the Marketing team all of the information needed to initiate the project, including specifications, billing information, contact details and the deadline date. Even if you submit a request by email or over the phone, you will still be required to fill out the Request Form. You can find the form at [www.sanjac.edu/marketing-forms](http://www.sanjac.edu/marketing-forms) (under the "Publications" heading).

## 4. Please allow 4-6 weeks for production of your publication.

Planning ahead is always best when it comes to your projects. Allowing 4-6 weeks for production gives the Marketing team enough time to produce high-quality artwork and allow for client changes and internal marketing review/approval. If projects are rushed, it could potentially affect the quality of the piece.

## 5. Review your text and artwork proofs carefully.

We do our best to check for errors before delivering proofs, but there may be information that only you can verify. When you receive your proof(s), double-check any event dates, locations, times, contact details, URLs and other information.

If you provide text for your project, Marketing will review and submit a clean copy to you for approval if there are requested changes. Once text is approved, one of our designers will create the artwork. Marketing will provide up to five artwork proofs for your review. **Please note:** all artwork proofs are subject to Marketing review and minor grammatical/punctuation changes per Associated Press style rules.

We look forward to working with you to create an awesome final product! Thank you for your assistance.

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**All publications will align with our San Jac Branding Standards. Read more about our Branding and Graphics Standards at [www.sanjac.edu/brand-standards](http://www.sanjac.edu/brand-standards).**

281-998-6150

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