DIVISION: University Relations / The Office of Marketing & Communications
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SUBJECT: Campus Graphics	Page 1 of 1
Policy Number: MC002	Supersedes: Campus Graphics Policy Sept. 2010 V2
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I. STATEMENT OF POLICY

LMU Campus Digital Graphics is the exclusive reprographics, printing and duplication services vendor. Campus Digital Graphics provides economical and convenient solutions for offset printing, high-speed copying, digital color copying, large-format prints, binding and stationary printing. Campus Digital Graphics is also available to assist departments with the printing and implementation of the university's visual identity templates.

II. DEFINITIONS

LMU Campus Digital Graphics (Ricoh Professional Services) is a pre-approved, preferred vendor that may be utilized without prior approval subject to the guidelines set forth below.

III.   POLICIES/PROCEDURES

Policies

A. Many duplication orders can be completed in 24 hours or less. Print jobs that are accompanied by publication-ready images or artwork generally take three business days for completion. For all other orders, please contact Campus Digital Graphics for an estimate.

B. All services provided by Campus Digital Graphics are subject to Visual Identity Standards Policy http://comms.lmu.edu/visual-identity-program/ maintained by The Office of Marketing and Communications. For the purposes of this policy, highlighted guidelines and understandings are listed below:
   1. All advertising projects must be approved by The Office of Marketing and Communications prior to contacting Campus Graphics and/or prior to any advertising placements, commitments or other obligations.
   2. All external publications are required to utilize a visual identity template (see http://comms.lmu.edu/visual-identity-program/template-gallery/). Any customized templates, exceptions or other deviations from the established

templates require approval from The Office of Marketing and Communications prior to starting the design process.

3. All print and/or design work not completed through Campus Digital Graphics requires prior approval from The Office of Marketing and Communications to ensure the use of preferred vendors, adherence to the visual identity program and pre-negotiated rates approval.

C. Campus Digital Graphics provides staff for consultation and planning. All requests must be accompanied by an order form to ensure the accuracy of the job. To obtain assistance in completing the form, please contact Campus Graphics at 310.338.2730, cdgraphic@lmu.edu or http://bus.lmu.edu/digitalgraphics/.

D. Campus Digital Graphics accepts requisitions and flexi-dollars as forms of payment.

E. Faculty, staff and students may use Campus Digital Graphics for personal jobs.

Procedures

A. In conjunction with the policy stated above, the guidelines below outline considerations and procedures for efficient workflow and compliance with the university's visual identity template program.

B. Initial Request Handling
Upon the initial receipt of a job request by Campus Graphics, the process below must be followed:
   1. At the time of the initial request, ask the client to identify the target audience and the intended distribution/circulation of the publication.
   2. Use the guidelines further below and either proceed with production or contact The Office of Marketing and Communications at 310.338.2366 for guidance.

C. Intake Questions
   1. Which target audience are you trying to reach? If Group "a", then proceed to production. If Group "b", contact The Office of Marketing and Communications for coordination and approval *IF* a template is not being utilized. *ONLY GROUP "b" MUST ADHERE TO THE UNIVERSITY TEMPLATE PROGRAM.*
      a. INTERNAL: Currently employed faculty and staff of the university; currently enrolled students of the university. Templates do not need to be used for these internal audiences. Proceed to production.
      b. EXTERNAL: Alumni, prospective students and parents, local neighborhood, government officials, news media, unspecified external audiences via USPS mailing, donors, other universities and/or corporations.

   2. Often times, the source of the request combined with the type of publication provides context. The following are examples – Group "a" are typically

approved and do not need to use the template program. Group "b" is required to use the template program.

   a. Banners, fliers, posters and postcards that are intended for use on-campus are *NOT* required to use the template program. Generally, requests from Student Affairs are intended for on-campus use and may use their own design.
   b. Advertisements, brochures, letters, invitations and other publications that are clearly targeted for external circulation must use the template program.

3. Other
   a. Requests for photocopies of an internal document may be completed without approval.
   b. Requests for the stationary program may be completed without approval.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE – N/A: Grandfathered.