



UNIVERSITY OF SOUTH ALABAMA
HOUSING

MARKETING DESIGN creative brief

When you are ready to submit the brief, please send to **Lauren McAnally** in the Central Housing Office who will be responsible for the design project's management and final approval. Be sure to send with all attachments and complete this form in Adobe Acrobat and not your browser.

Please allow 24 hours for confirmation on receipt of the marketing design request. Note that requests **must be submitted at least three weeks (21 days) prior to the event or installation.**

contact information

Name	Email
Position & Community/Office	Phone

project information

pick one

New Project <i>(project title)</i>	Desired Delivery Date* & Location
Revision Project <i>(previous project title & job number)</i>	Approving Supervisor**

*A production schedule will be developed based on this deadline, which will include draft deadlines and feedback deadlines.
**Supervisor will be contacted for approval notice.

Give me the details.
Please explain the overall project. List the organization, target audience (i.e. freshmen) and color scheme (full color or B/W). Please note that brand colors will be used where possible.

How do you want that done?
Please check the medium (select all that apply). Note that complex and/or multiple piece requests take longer to complete. Medium descriptions are on page 2. If the medium you need is not listed below, please mark other to meet with Lauren McAnally to discuss.

Logo	Booklet	Banner	A-Frame Sign	Promotional Item
Infograph	Poster	Invitation	Yard Sign	Sticker
Flyer	Postcard	Social Media Graphic	Mailer	Name Tags
Other <i>(please explain)</i>				

Printing/Finishing *(check all that apply)*

Publications	Central Office	JPEG/PNG	Quantity to be Printed
<small>Note: Supervisor approval is required for funds used to print projects with Publications.</small>	PDF	Vector AI/EPS	

By submitting this brief, you verify that you are responsible for providing accurate information for requested designs and the distribution of material. You also agree to follow the rules and regulations set by the University of South Alabama Student Handbook, the Lowdown, and all building and departmental policies.

medium descriptions

Logo

A custom symbol or other design used by an organization to identify its purpose. These purely digital files are supplied to other vendors for use on various materials. The project files that will be sent to the contact will be in vector (.AI/.EPS) and rasterized (.PNG/.JPEG) formats.

Infograph

This modern take on an informative chart creates visual interest and diversity amongst large amounts of data and information. This medium can be used as both a digital and printed tool. The dimensions of this project depend on the platform it will be displayed on. If it is to be printed, the maximum size is 11"x17". The project files created will be provided in either a high-resolution .JPEG or sent as .PDF to both contact and the designated printer.

Flyer

A single 8.5"x11" printed sheet that is useful as handouts and a quick reference/reminder when displayed. Best designed in full color but can also be in black and white. The project files created will be sent as .PDF to both contact and the designated printer. Note that all flyers must be stamped for approval by the Student Center Information Desk. Only 50 flyers are allowed for USA student organizations and only 15 flyers are allowed for non-USA groups. Placement of flyers on vehicles parked on USA grounds is not permitted. Please refer to the Lowdown for further details on regulations and posting policies.

Booklet

A limited-multipage book designed in a landscape (sideways) format and bound together. This medium is available for printing only through Publications and will be on the higher end of most budgets as well a longer design timeline. Any request for this medium must include a meeting with Lauren McAnally to discuss the details and production process.

Poster

A single 11"x17" or 17"x24" printed sheet that is useful for information and marketing when displayed. Best designed in full color but can also be in black and white. The project files created will be sent as .PDF to both contact and the designated printer. Note that all posters must be stamped for approval by the Student Center Information Desk. Only 50 posters are allowed for USA student organizations and only 15 posters are allowed for non-USA groups. Placement of posters on vehicles parked on USA grounds is not permitted. Please refer to the Lowdown for further details on regulations and posting policies.

Postcard

A small design (usually on cardstock paper) that is available for printing only through Publications and will be on the higher end of most budgets due to mail out costs. Any request for this medium must include a meeting with Lauren McAnally to discuss the details and production process.

Banner

A larger, typically vinyl, sign that is available for printing only through Publications. Available up to 60" wide, banners are available with grommets or banner stands to promote organizations or special events. The project files created will be sent as .PDF to both contact and to Publications for printing.

Invitation

A smaller design, usually on cardstock, used to advertise important dates & times for special events. Sizes vary but typically do not exceed 8.5"x11". Depending on the quantity needed, either Publications or the Central Housing Office will be sourced for printing the job.

Social Media Graphic

A purely digital design used to promote and marketing organizations, special events, or similar on social media platforms such as Facebook or Twitter. The sizing of the graphic will depend on the platform and other aspects such as accounts to be posted to and links require any request for this medium to include a meeting with Lauren McAnally to discuss the details.

A-Frame Sign

Larger signs that consist of up to two (2) 24" x 36" corrugated posters placed on large 'A-Frame' stands. Used often as informational or directional displays, this medium is available for printing only through Publications and any request for this medium must include a meeting with Lauren McAnally to discuss the details of placement approval and the reservation of the 'A-Frame' stands.

Yard Sign

A smaller, exterior sign printed on corrugated poster board normally used for direction/location markers or quick information on events. Mounted on 'H-shaped' stakes, this medium is available for printing only through Publications. The project files created will be sent as .PDF to both contact and to Publications for printing. Any request for this medium must include a meeting with Lauren McAnally to discuss the details of placement approval and the reservation of the 'H-shaped' stakes.

Mailer

A project designed to be mailed out to a specific list of people. This medium can only be printed through Publications which will also handle the mailing out. Note this will be on the higher end of most budgets due to mail out costs. Any request for this medium must include a meeting with Lauren McAnally to discuss the limitations, details, and production process.

Promotional Item

A medium that allows a logo or small artwork/limited information to be printed on specific hard or soft good items (i.e. cups, pens, etc.) to be used as giveaways or swag at events or to raise awareness for a cause. This medium is available for printing only through the USA Bookstore and will be on the higher end of most budgets due to certain quantities of the item being required for an order. Any request for this medium must include a meeting with Lauren McAnally to discuss details and production process.

Sticker

A small graphic that can designed or illustrated to showcase event information, mascots/non-copyrighted characters, etc., that can be given out as giveaways/swag. This medium is available for printing only through Publications and the project files created will be sent as to the contact as single JPEG graphic and a sheeted PDF file to Publications for printing.

Name Tags

A small identifying tag that can list a name, title, department, and logo. Available with either a magnetic or pin back, this medium can only be printed through Publications.

Other/Non-Listed Mediums

Any medium requests that are needed but not listed will require a meeting set up with Lauren McAnally to discuss options available.