

Following are a few tips and guidelines to help with your next project:

- Marketing and Communications (Marcomm) is responsible for overseeing Brock's brand, as outlined in the [Brand Identity Policy](#). We encourage everyone to review the [Brand Standards Manual](#), an important tool used to ensure consistency and maintain the integrity of Brock's brand.
- Refer to the [Tips for Writing](#) for Brock's style guidelines, to ensure copy meets the brand standards. You'll find instructions for when to use capitals, what to abbreviate and more.
- Crisp, clear writing has more impact than bloated text. Too many words lead to clutter and a lack of focus. Use word counts to stay aware of your length. Ask a co-worker to review your document for redundant phrases or unnecessary words. Less is often more when it comes to copy.
- Check your facts. Before submitting your copy, confirm the figures, dates and other details, such as enrolment and program numbers, percentages, years etc. Marcomm staff can only edit copy for spelling, grammar and to ensure it meets Brock's style guidelines.
- Your department's decision-makers should approve copy before it is submitted, and review the project at the first draft stage. This helps avoid significant changes in later stages and missed deadlines.
- Do you have recurring events or publications? Plan ahead and ensure plenty of lead-time for your marketing needs.
- Ask us about samples of materials created for other clients. You may find inspiration and ideas for your project.
- Projects with multiple components will usually require separate [Requests for Services](#). Contact us if you're unsure.
- Many of our services are available at no charge. Clients are responsible for printing and production costs.

How to request our services

Timelines – We require a minimum three-weeks notice in order to ensure high quality work for your projects. If you have an urgent request, please contact Joanna Romano jromano2@brocku.ca or x4690 for assistance.

Content – All final, approved content is required at the time of request. This includes copy, key messages stated in bullet points, images, graphs, logos and illustrations. Changing content once the design has begun slows the production process and makes it difficult to meet deadlines.

Following is the step-by-step process for requesting our services:

1. Determine your needs and the services you'll require. Think about the questions below and put together any images, approved copy, samples of previous versions, etc.
2. Complete our [Request for Services](#) form with as much detail as possible. We'll need to know the following:
 - What services do you require?
 - What are the specifics i.e. size, quantity, etc.?
 - Who is your target audience?
 - When do you need the finished product?
 - What are your marketing/project/communication objectives?
 - What formats will be required, including print, web, video and accessibility?
 - How will it be printed i.e. offset, digital, promo piece in spot colour, etc.?
 - Who is responsible for sign-off and proofing?
3. Submit any supporting materials not included with the Request for Services to Joanna Romano jromano2@brocku.ca as soon as possible.

What happens next?

- A request is received by the marketing production co-ordinator and a docket is created once final content is submitted.
- The Marcomm team reviews the request to ensure the submitted information is understood and accepted.
- The client will be contacted to discuss the project and provide any additional required information. A meeting may be requested at this time.
- The graphic designer and Marcomm writer are provided the docket to begin the design process.

- Drafts are approved by the Marcomm team, then provided as low-resolution proofs for the client to review.
- Changes are made and sent back to the marketing production co-ordinator within five business days. Please review Marcomm's approval process tips below.
- A second and final low-resolution proof is sent with an approval sheet for sign-off within three business days. A maximum of three proofs will be provided at no charge. Additional versions will be billed at \$50 per hour.
- High-resolution final files are provided and the docket is closed.

Approval process tips

- Changes should be clearly marked on the latest version of a hard copy, or submitted via email. Submitting changes on the phone or in person leaves room for error.
- When making edits to a Word document, use the Track Changes feature.
- Always double-check spelling and grammar before submitting changes.
- Keep in mind that proof versions used for review are not suitable for publication or distribution. Only final versions provided by the designers should be considered ready to use.