Your Guide to Printing

Who

Who does what?

BERRY COLLEGE CREATIVE SERVICES
Hermann Hall 325
Director: Shannon Biggers
sbiggers@berry.edu, 706-236-2257
Designer: Kathy Clements
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Designer: Meaghan Marr
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To order a project that requires design services:
Creative Services provides assistance with planning, designing and producing publications primarily for external audiences; coordinates printing through Geographics; and provides design for display advertising, signs and promotional items. Our office will help ensure that your project meets your needs, stays within your budget and coordinates with the overall college messaging and identity program. Design services are free, but clients will be charged for the cost of printing, advertising, signs, specialty items and products purchased by Creative Services on their behalf. Clients are responsible for all aspects of mailing.

To initiate a project with Creative Services, go to http://www.berry.edu/pr and click on the link for Printing and Graphic Design Forms. This will take you to Viking Web, where you can log in and navigate to the Creative Services Project Request. The online form requires a purchase order number, which can be acquired through the community forms link on Viking Web.

What

What additional resources are available?

http://www.berry.edu/pr
• Identity Standards Style Guide
• Editorial Style Guide
• Your Guide to Printing (a pdf of this document)
• Downloadable Berry logos

https://brandfolder.com/berry-photos
• Online photo database

GEOGRAPHICS INC, ATLANTA, GA
Berry College is under contract with Geographics Inc., a commercial print vendor who provides a large range of printing services and volume discounts to the college. Geographics delivers all jobs to campus on Tuesdays and Thursdays. Creative Services orders all printing from Geographics except standard stationery items. Those items – which include standard business cards, letterhead and envelopes – are to be ordered directly by departments (see below for details); Order custom stationery items through Creative Services.

To order standard business cards, letterhead, and #10 regular and window envelopes:
Order these items online from Geographics at https://order2.geodirectinc.com/BerryStationery.
• The online form requires a purchase order number, which can be acquired through the community forms link on Viking Web.
• Orders must be placed from an on-campus computer for security purposes.
• Please note that you will be asked to approve an electronic proof before submitting the order. Once you have submitted an order, the item will be printed exactly as it appeared on your proof, and it can not be canceled or changed.
• Geographics will deliver the order to the location specified on the order form.
How

If you will be working with Creative Services on a project that requires design:

- Refer to the guidelines offered in “Where to begin.”
- Once you submit an online project form, your job will be assigned to a designer, who will contact you to request text and discuss the job. Please provide text or copy points that have been proofread and approved by all those who will see the design proofs. Microsoft Word files are preferred.
- A member of Public Relations and Marketing will edit your text for style, consistency and accuracy. Associated Press (AP) Style is followed for college publications.
- A designer will work with you to acquire photos, prepare a design mock-up for your approval, establish printing costs, and coordinate printing at Geographics.
- Your responsibilities include: 1) getting budget approval for printing costs; 2) proofreading each proof thoroughly; 3) showing a proof of any publication that will be mailed off campus to Tammi Crane at the campus Post Office to ensure that mailing regulations are met; and 4) coordinating the mailing.
- Upon completion, your print job will be delivered to you by Geographics. The Berry College Purchasing Office will forward all Geographics invoices to the appropriate department for payment. Please pay promptly. The Berry Post Office will coordinate departmental transfers for postage according to budget numbers acquired on the Creative Services project form.

Where

Plan a production schedule based on when you want the job delivered. General time frames are below:

1) **Mailing**: allow a minimum of 3 weeks for postal delivery of bulk mailings; 1 week for first-class mailings.
2) **Printing**: allow 1 week for “copy” jobs being sent to Geographics. Allow a minimum of 3 weeks for simple jobs being designed by Creative Services; longer for more complex projects. Discuss any scheduling concerns with Creative Services ahead of time.

3) **Planning a project that requires design services**: The time required for this step is up to you, but it is a critical step in ensuring that your job is delivered when needed. Below are some guidelines for this step:
   - Assign one person to coordinate the job. This person will be responsible for submitting the online project order form, gaining budget approval, circulating proofs among your department and providing collective feedback on any edits or changes to proofs.
   - The appointed liaison should discuss project specifications with all individuals who have a say in these decisions before the job is ordered.
   - Collect the following information, as it will be needed to submit the Creative Services Project Request form:
     - delivery deadline
     - size, if known
     - print and mail quantities
     - departmental billing number (required)
     - any special instructions and creative direction related to the job.

**Please Note**: The busiest times in Creative Services are mid-July through November and prior to major events such as commencement, Alumni Weekend and Mountain Day. We recommend allowing extra time for design and printing during these months.

How does the creative process work?