



Office of College Marketing

Guidelines _____ _____

for Color Printing

Definition of use

Color printing is limited to marketing efforts where a need for color is necessary and black & white may not be sufficient. Generally, color prints are used for the President's Office notices and events, college-wide projects, OCM-sponsored projects and departmental events.

Limited color production with OCM input and approval:

- posters
- flyers
- color logo usage

Not permitted, including but not limited to:

- Class notes
- PowerPoint presentation handouts

Procedures

1. Fill out an OCM Services Request Form to describe color printing need and justification.
2. Once a user's request is forwarded to OCM staff, the user will receive an email stating that the request has been approved and the file can be emailed to:
Tom Violante in K709
tviolante@nvcc.commnet.edu
or
Sharon DeCrescenzo in K709
sdecrescenzo@nvcc.commnet.edu
3. Users must print one copy, check it for accuracy and sign off on the copy and provide it to OCM before sending the file to OCM for printing. Once your file is sent to the printer, there can be no additional corrections. If there is an error in your copy, the user will be charged for any additional reprints.

4. User must provide a department chargeback account number approved by dean, division director or department chair to OCM before the job can be printed. Color copy charges are 25¢ for 8 ½ x 11 copies and 30¢ for 11 x 17 copies **per side**.
5. Sizes: For all student-sponsored color copies, size is limited to 8 ½ x 11 for posting on bulletin boards, as we have limited space on these boards. For 11 x 17 color prints, exceptions are **ONLY** for the President's Office, college-wide OCM products and other departmental events.
6. Lamination is limited to projects that are
1) long-term, 2) in color 3) for exterior use and
4) college-wide. Temporary paper signs, posters or flyers that address a short-term event or date will **NOT** be laminated.
7. Posting: All signs, posters and flyers must bear the start and end date of the posting (not to exceed 30 days) and originator's name and phone number in at least 8 point type in the lower left-hand corner. For posting on bulletin boards, item must be stamped by OCM.
8. Exceptions to any of the above items will be decided on a per-case basis.



Thank you for your cooperation!

***Color printing, like all campus printing,
is strictly for college-related use only.***