

DESIGN SERVICES POLICY

Title:	Design Services Policy
Policy Number:	GA 54/02.17
Effective Date:	September 2018
Approval and Review:	Revised and approved on October 22, 2024
Issuing Authority:	Development - Communication and Alumni Relations Office

1. RATIONALE

- **Organize the provision of design services:** Ensure that design services are effectively coordinated and made available to the University academic and administrative units.
- **Brand consistency and protection:** Maintain consistent representation and protect the integrity of the RHU brand across all materials.
- **Centralized control with flexibility:** Establish central oversight of the University's representation to various audiences, while allowing academic and administrative units the option to outsource design services as needed.

2. POLICY

Definitions

University Publication: Material, in print or digital form, that:

- Provides information about the University or its programs, or
- Invites participation in a university event that commits the University to perform an activity or provide a service.
- It is distributed to audiences on- or off-campus, large or small.
- Always uses the University logo.

Unit: Any program, office, or department that is part of RHU.

- Design Services: The creation and layout of university publications.
- Publications: Include:
 - Informational publications: Describe University programs and policies.
 - Promotional publications: Invite participation in a university program or event.

University Program or Event: An event sponsored by the University as a whole or by any of its units. Club-sponsored activities or events are not included in this definition.

Principles

All university publications:

- Must follow official University Brand Identity Guidelines (BIS) to consistently and effectively represent the RHU brand across all media, print and digital, on- and off-campus, to internal and external audiences.
- Must present the University and its programs accurately.

- Must provide clear and complete information.
- Should include high-resolution photos.

Exemptions:

- Publications produced by student clubs.
- Research publications, including professional journals, proposals, and reports.
- Professional or technical newsletters, brochures, reports, and other publications intended for audiences of professionals and practitioners.

Procedures

• **Submission:**

Complete a **Design Request Form (DR)**, secure all necessary approvals, and submit it to the Office of Communication and Alumni Relations. Requests without proper approvals will **not** be processed.

• **Required Materials:**

- Purpose and intended audience of the project.
- Complete, accurate, and approved text (hard and soft copy).
- High-resolution photos for any graphics (low-resolution images will not be accepted).
- Optional: sample publications to illustrate style or aesthetic preferences.

• **Design Process:**

- For complex projects, the designer may meet with the requester to clarify requirements and preferences.
- The delivery date for the design will be established **after all necessary materials are provided** and will depend on the project type and current workload.
- The designer may provide multiple design options, especially for promotional publications targeting external audiences.

• **Printing Coordination:**

- Once design specifications are finalized (size, page count, color options, paper type), the Office of Communication and Alumni Relations will complete a **Purchase Requisition (PR)** and submit it to the Purchasing Department to solicit printing quotations.
- A soft copy of the completed design will be sent to the requesting unit for review and **final approval within 24 hours**.
- Any requested changes will be applied, and a hard copy must be signed by the requesting unit for final approval before printing.
- The Office of Communication and Alumni Relations will attach the signed copy to the PR and send the file to print.

• **Off-Campus Printing:**

- Procurement of off-campus printing services is managed by the RHU Procurement and Purchasing Office, following all applicable purchasing procedures.
- The designer is responsible for providing a complete, print-ready file to the Procurement and Purchasing Office.

Design Time Frames

To ensure timely and efficient service, it is essential for the requesting unit to be aware of the following design time frames and to plan design projects well in advance.

<i>Project Type</i>	<i>Time needed for the design</i>
Certificate	1 week

Invitation/ Greeting Card	1 week
Poster	1 week
Bookmark	1 week
Banner/ Roll-up Banner	1 week
Application	2 weeks
Flyer	2 weeks
Brochure	3 weeks
Booklet/ Handbook	3-4 weeks
Catalogue	4 weeks

Printing

- Offers for off-campus printing services are provided by the RHU Procurement and Purchasing Office and follow all appropriate purchasing procedures.
- The Procurement and Purchasing Office will provide the estimated time required for printing.

Control and Approval

1. Content Accuracy:

- Accuracy is essential for all University publications and includes complete and correct information as well as proper language use.
- Text must be reviewed and approved by the Vice President or Dean to whom the initiating unit reports before the design process begins.
- Once the design process is initiated, changes to the content will not be accepted. Any modifications will require restarting the design process, which may cause delays.

2. Request Follow-Up:

The requester must be the same individual who follows up on the request until the project is finalized.

Important Notes

- The Office of Communication and Alumni Relations reserves the right to decline any project that does not conform to the specified time frames.
- Rushed design jobs will **not** be accepted.
- Time frames are estimates and may vary depending on project complexity, quantity, and pending design jobs.
- The Office of Communication and Alumni Relations is responsible for notifying requesting units of any delays in the design process.

3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of all RHU faculty and staff to familiarize themselves with the University Design Services Policy as it pertains to their area of work and to fulfill their responsibilities in reviewing requests and completing the required forms. This policy also applies to communications intended for external audiences.

4. RELATED DOCUMENTS

- > **University Communication Policy**
- > **University Brand Identity Guidelines**
- > **Design Request Form**
- > **University Catalogue**

5. APPROVAL AND REVIEW

Approved by RHU Administrative Board on October 22, 2024