

## DESIGN SERVICES POLICY

Title: **Design Services Policy**

Policy Number: GA 54/02.17

Effective Date:

Issuing Authority: Development - Communication and Alumni Relations Office

### 1. RATIONALE

- To organize the provision of design services to university academic and administrative s
- Ensure consistency of the representation and protection of the RHU brand.
- Establish central control over the representation of Rafik Hariri University to its various publics, while at the same allowing the academic and administrative units to outsource design services.

### 2. POLICY

#### Definitions

- A "university publication" is material that:
  - Is provided in print or digital
  - Is intended to :
    - a- provide information about the university or university programs
    - b- invite participation in a university event that commits the university to perform an activity or provide a service
  - Is distributed to a small or large audience in- or off- campus
  - Always uses the university logo
- "Unit" means any program, office or department which is part of RHU.
- "Design services" is the design of university publications.
- "Publications" include "Informational publications" that describe university programs and policies; "Promotional publications" that invite participation in a university program or event
- A "university program or event" is one sponsored by the university as a whole or by any of its units.  
**Activities or events that are sponsored by clubs are not included in this definition.**

#### Principles

All university publications:

- Should follow official University Brand Identity Guidelines (BIS) for RHU to strongly entrench its brand and consistently spread it across different medium, print and digital, on- and off- campus, to the inside and outside audience.
- Must present the university and university programs accurately.
- Must provide clear information.
- Should have high resolution photos

- Publications that are exempt from this policy are:
  - a- Publications produced by student clubs
  - b- Research publications, including professional journals, research proposals and reports,
  - c- Professional and technical newsletters, brochures, reports and other publications intended for audiences of professionals and practitioners

### Procedures

- Fill out a Design Request Form (DR) and secure the necessary approvals then submit the form to the Communication and Alumni Relations Office. Requests not having the necessary approvals will not be processed.
- Provide the following with the design request form:
  - An idea of the purpose and audience of the project
  - Complete, accurate and approved text or information that will be used (hard and soft copy)
  - If the publication includes graphics: High resolution photos (low resolution photos will not be accepted) you want to use
  - Optional: samples of publications that might help understand what is intended in terms of style and aesthetics
- For complex jobs, the designer might need to meet with the requestor to discuss his/her requirements and preferences.
- The requester will establish a delivery date for the design only after the requester has provided all the necessary requirements for it. This delivery date depends on the jobs in queue and time needed to design based on the project type (see below).
- The designer may provide design options to choose from, especially if the publication is a promotional publication that is meant for an external audience.
- Once the complete design specifications of the project are clear (size, number of pages, no color/ color, paper type), the Office of Communication and Alumni Relations will fill out a Purchase Requisition Form (PR)
- Based on the data provided in the Design Request Form and submit it to the Purchasing Department to solicit quotations from printing houses.
- Upon completing the design, a soft copy of the publication will be sent to the requester unit for review and final approval before sending it to print. The requesting unit is required to give feedback as to whether there are any changes or not within 24 hours.
- Changes (if any) will be applied and the document will be sent back for approval. The requester unit is required to sign a hard copy of the publication as a final approval to be sent for print.
- The Office of Communication and Alumni Relations will attach the signed copy with the PR and send the file to print.
- Offers for the purchase of off-campus printing services are provided by RHU Procurement and Purchasing Office and follows appropriate purchasing procedures (please check the Purchasing Manual).
- It is the responsibility of the designer to provide a complete file that is ready for printing to The Procurement and Purchasing Office.

### Design Time Frames

To be able to provide a better service, it is very essential for the requesting unit to be aware of the following design time frames and plan its design projects accordingly and in advance.

<b>Project Type</b>	<b>Time needed for the design</b>
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 the purchase of off-campus printing services are provided by RHU Procurement and Purchasing Office and follows appropriate purchasing procedures.

**Time needed for the printing is provided by the Procurement and Purchasing Office.**

### Control and Approval

1. Accuracy of content in university publications is very essential. Accuracy means complete and correct information and language use. It is important that the text is reviewed and approved by the vice president or dean to which the initiating unit reports before initiating the design job.  
**Changes in the information will not be accepted once the design process is initiated. If the text needs to be changed (information added or deleted), the design process will need to be restarted and delays will occur in completing the job.**
2. It is important that the requester is the same person who will follow up on the request until its finalization.

### Important Notes

- RHU Communication and Alumni Relations Office reserves the right to decline any project that does not conform to these time frames.
- Rushed jobs are not accepted.
- The above time frames are estimates and are subject to change depending on the quantity and the complexity of the design project and the jobs pending in queue.
- It is the responsibility of RHU Communication and Alumni Relations Office to notify requesting units of any delays in the design process.

## 3. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of each RHU faculty and staff member to familiarize themselves with RHU University Design Services Policy relevant to their area of work, and execute their responsibilities in reviewing petitions and completing forms accordingly. This policy will also impact our external audience.

## 4. RELATED DOCUMENTS

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

> **APPROVAL AND REVIEW**

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**OFFICER RESPONSIBLE:** VP for Development

**AUTHORITY:** University Administrative Board

**POLICY REVIEWED BY:** University Administrative Board

**EFFECTIVE DATE:** February 2017

**REVIEW DATE:**

**REVISION HISTORY:**

**RELATED POLICIES:** All University Policies and Procedures

**FINAL APPROVAL BY THE PRESIDENT:**

**Signature:**

**Date:**