

Publications and Printing Guidelines

Note: Publications and Printing services for this document will be referred to as P&P.

For assistance with accepted use of the WSU logo or the Athletic Lancer logo and to promote consistency of style in the University's printed and photocopied material, please review the [Institutional Identity Guidelines for Print](#) and the [WSU Style Guide for Writers and Editors](#) which can be found on the Public Relations and Marketing website www.worcester.edu/NewsnMedia/default.aspx.

Lancer Logo

For use on Athletic Department items only. Refer all usage to the Athletic Department. This logo should be done in full color whenever possible. A one-color logo (blue or black only) may be used for photocopies or one-color print reproduction.

Standard Business Use Items

Letterhead, Envelopes, Business Cards

These items are printed in reflex blue and will be processed in approximately two weeks.

Basic Black & White Photocopy Items

Examples: exams, syllabi, class/campus handout materials

These items will be processed within 48 hours.

(Note: Quantities of 25 or more should be photocopied by P & P.)

Exceptions to 48-hour turnaround:

Quantities in excess of 1,000

Comb/surebind booklets

NCR padding

Folds/perfs/cuts/scoring

Production time will be adjusted to accommodate the department's needs as well as P&P's production schedule.

Public Relations Materials and Promotional Items

New designs and redesigns of posters, flyers, postcards, brochures, etc. must be reviewed by the Public Relations Office for conformity to University standards and suggestions for additional promotional venues. Please complete the [Uniform Branding Control Form](#) and send with copy to the Public Relations Office.

Color Printing

Requests for full-color printing must be reviewed by the Public Relations Office.

Pieces that increase enrollment, raise brand image or increase revenue usually warrant full color. Please complete the [Uniform Branding Control Form](#) and send with copy to the Public Relations Office. Budget determination will be made once it is determined if the item will be printed off-campus.

Academic Department Brochures

Brochures will be developed for each major to match the style of the WSU Viewbook. This development process will be handled by Public Relations.

Production Schedule for Full Color Printed Items:

1. Approval by the Public Relations Office
2. Quantity determined
3. Budget determination made
4. Vendor established (quotes from P & P will be sent out)
5. Plan on a 4-week turnaround time from start to finish (assuming all proofs are turned around in a timely manner). This allows for the approximate 2-week turnaround time once the vendor has received the final file.

One and Two-Color Offset Press Items (1,000+)

On-campus printing for standard items will be processed within two weeks.

Invitation setups, (2 to 5 pieces - envelopes, panel cards, reply cards, directions, and return envelopes) require two weeks finish time from date of final approval.