

Creating Brochures and Other College Marketing Publications



College Procedure for Brochures

Department heads are responsible for ensuring that brochures produced by their departments include accurate information, are competently written and designed, properly use the college logo and accessibility notices, and comply with accreditation standards and federal laws. Final layout for college brochures is usually done in the Graphics department. The Marketing Committee and Public Information Officer can offer advice on text and design.

Steps in Creating College Brochures:

1. Prepare a rough draft of the piece, and then have your department head review the draft of the text and design. Work with the graphic artist (Spencer Arington) to fine-tune the design.
2. Seek assistance from an employee whose field of instruction is English to proofread the brochure (Sharon Watts or Dr. Julliana Probst).
3. After receipt of input from one of these individuals, forward the brochure to the graphic artist in Graphics (Spencer Arington) to fine tune the design.
4. Once you have followed steps one, two and three, forward your draft of the proposed document to the Marketing Committee. The Marketing Committee will review only completed documents.
5. The Marketing Committee will review the brochure and provide input and forward comments back to the originator of the brochure.
6. The originator and department head will review comments and make final changes. Once changes are made, the originator will forward the final copy to the Marketing Committee for a final review before releasing for print.
7. Upon approval from the Marketing Committee, take your draft to an external printing company and obtain an estimate on the costs for layout, paper and printing.
8. Once you have received a quote or quotes and decided on the printing company that you will use to print the final document, the originator will complete an online requisition and submit for approval.
9. The originator and the department head will review the final proof carefully. Once the department head and the originator have decided the piece is ready to print, submit the document to Graphics or the printing company to print the brochure.

Basic Features of College Brochures:

- Front will have the department/program name near top, photo in middle, and college logo near bottom.

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- The back panel will include contact information with a phone number and web address, usually near the bottom of the page, the college's logo and equal opportunity statement: an equal opportunity/affirmative action institution statement.
- A disability notice that should say the following: Anyone desiring information about accessibility or services should contact the ADA Coordinator at (334) 420-4316. A Telecommunications Device for the Deaf (TDD/TTY) is available for hearing-impaired individuals and may be accessed through the Office of Admission by calling (334) 420-4300 or (334) 420-4310.
- The fonts should be an appropriate font used for general text and will depend on the type of marketing piece.
- Use the official college color(s) or one of the ink colors.
- Use standard and quality paper.
- Text that is in paragraph form should be left justified/aligned left.
- There should not be a crowded appearance. (Don't fill every bit of space with text.)

Photography

- If using a photograph, it should be of good technical quality and show subjects and the college in a positive light. For brochures, it is best to use photographs that are strikingly simple, clean and uncluttered.
- A signed model release form must be obtained from students before their recognizable image or testimonial statement can be used to market the college.
- Use Stock Photography Archives. The establishment of an Archives will be announced at a later date.
- To access downloadable college photographs and release forms, click on the Photography link to the left. Forms will be created at a later date.
- There are quality images of the main campus, Trenholm Tech Students and programs. (To be established and announced at a later date.)