SUBJECT: Blinn College Printing Guidelines

To ensure the accuracy and consistency of the Blinn College image, all printing projects must be approved by the Office of Marketing and Media Relations. The Office of Marketing and Media Relations will assist Faculty, Staff and Student Organizations in creating marketing materials that meet individual, departmental and group needs, as well as adhere to Blinn’s branding standards, copyright regulations, advertising guidelines and printing procedures.

The printing process includes: print job design; cost estimation; printing and distribution. The bidding process must be completed by the Office of Marketing and Media Relations to determine the appropriate vendor for each project.

Printing Process Procedures:
1. Contact the Office of Marketing and Media Relations early in the process (most print jobs take several weeks to complete)
2. Provide all pertinent details about the project, including:
   • Target Audience
   • Content
   • Quantities Needed
   • Color/B&W
   The Office of Marketing and Media Relations will assist with the content and design of the project as well as acquire all necessary price quotes and determine the appropriate vendor.
3. Once the vendor is chosen, provide a signed Purchase Requisition (PR) to the Office of Marketing and Media Relations. The project cannot begin production until this step is complete.

Faculty, Staff and Student Organizations on the Bryan Campus should continue to utilize the University Copy Center for all copies, but any project that is defined by the College as "printing" should be approved by the Office of Marketing and Media Relations.

“Printing” shall be defined by the following criteria:
• any project beyond the normal, daily operation of a copy machine
• contains a Blinn College or departmental logo
• will be used for public consumption or distribution

For questions about the printing guidelines or assistance in determining whether a project is printing or copying, please contact the Marketing and Media Relations Department at 979-830-4113.