

# BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

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**SUBJECT:** *Blinn College Printing Guidelines*

**EFFECTIVE DATE:** March 31, 2009; amended March 31, 2015

**BOARD POLICY REFERENCE:** CT

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## PURPOSE

To ensure the accuracy and consistency of the Blinn College image, all printing projects must be approved by the Office of Marketing and Communications. The Office of Marketing and Communications will assist employees in creating marketing materials that meet individual and/or departmental 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 Communications to determine the appropriate vendor for each project.

## PRINTING PROCESS PROCEDURES

1. Get the Office of Marketing and Communications involved early in the process by submitting a [Marketing/Communications Request](#) (Please submit the form as far in advance of your requested delivery date as possible: **4-6 weeks** is a good rule of thumb for most print-related projects, but production time may vary depending on the specifications and workload).
2. Provide all pertinent details about the project, including but not limited to:
  - Target Audience
  - Content
  - Quantities Needed

*The Office of Marketing and Communications 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 Communications. The project cannot begin production until this step is complete. Any printing will be charged to the printing object code, 7273.

**“Printing” shall be defined as anything that is a produced material, including but not limited to:**

- Any project that contains official Blinn College logos, images, or verbiage; or
- Any project that will be used for public consumption or distribution

**Examples of printing are the following, but not limited to:**

Fliers, posters, calendars, wall graphics, banners, brochures, rack cards, bound reports, photos, wind screens, programs, invitations, stationary, etc.

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