



University Communications Publications Approval Form

"Publications" include traditional printed materials, electronic communications (web and mass distribution HTML emails) and video. All communications to external audiences (including students) must be approved by University Communications prior to distribution.

Please attach this form to your *final* proof and then route, in this order, to:
(1) Your department chair or supervisor; (2) Your dean or director; and (3) University Communications.
For additional information, contact University Communications at 445-4477.

1 CONTACT INFORMATION

Date needed _____
Your name _____ Department _____
CBX _____ Phone _____
Publication name/description _____
Intended audience _____
Type of paper to be used _____

Ink Colors

Four-color process Name of printer _____
 One color _____
 Two colors _____
 Three colors _____

2 DEPARTMENT/SCHOOL APPROVAL

Department chairs and deans/directors should closely review the attached publication to ensure information is accurate. Please use this checklist for reference as you edit this proof.

- | | | |
|--|--|---|
| <input type="checkbox"/> Class schedules/admissions policies | <input type="checkbox"/> Telephone numbers | <input type="checkbox"/> Correct address/indicia for mail |
| <input type="checkbox"/> Degrees/programs | <input type="checkbox"/> Days, dates, times, locations | <input type="checkbox"/> Grammar, spelling, punctuation |
| <input type="checkbox"/> Cost information | <input type="checkbox"/> Use of GC&SU logos | <input type="checkbox"/> Accuracy |

Signatures:

Department Chair _____ Date _____
Dean/Director _____ Date _____

3 UNIVERSITY COMMUNICATIONS APPROVAL

Section I and Section 2 of this form must be completed before routing to University Communications. Failure to follow this requirement will delay the approval of your publication. **Please allow at least two business days for final approval. Larger publications may take longer.**

Approval status:

- Approved as presented
 Approved pending minor changes
 Revise as noted and resubmit to University Communications for approval

Approved _____ Date _____

As part of the Graphic Identity Program, the university requires that all publications aimed at external audiences be routed through the Publications Approval Process. A **Publications Approval Form** must accompany each publication for approval, and the form must have two signatures when it is brought to University Communications: (1) the department chair or others who leads the office which originated the publication and (2) the dean or director who supervises the office which originated the publications. Publication approval forms can be found here: www.gcsu.edu/communications/publicationapproval.htm.

We encourage you to use the services of University Communications in planning and producing your publication. To this end, we've developed an electronic form to help identify your particular needs, timeframe, and how we can best service your request.

University Communications Service Request Form can be found here: www.gcsu.edu/communications/requestservices.htm.

Print Publications

Examples of print publications include: advertisements, announcements, annual reports (for public distribution), banners, business cards, billboards, brochures, catalogs, fact sheets, flyers, forms, envelopes, event programs, informational booklets, letterhead, magazines, newsletters, postcards, posters, promotional or recruitment materials, reports (for public distribution).

Web Publications

Web pages that appear on the Georgia College official site (www.gcsu.edu) are required to go through a review before publishing. Web guidelines are available to assist you with getting your content published and can be found here: www.gcsu.edu/communications/webguidelines.htm.

Video Publications

Official video productions related to promotion, education, or archiving and are designed for public broadcast on cable, satellite, webcasts, iTunes, YouTube and/or other web or on-line distribution, should use the standard Georgia College logo in its credits.