

Publication Basics

Before beginning any project, contact the graphics director or the director of marketing and publications in the division of University Relations to discuss the parameters of the project.

All publications, whether printed on campus, off campus, or published electronically, must follow the University of Wisconsin-Parkside Visual Identity and Communication Styleguide.

According to Wisconsin state law, printing done off campus and paid for with state revenue from any funding source must be coordinated through the “agency print manager.” At the University of Wisconsin-Parkside, either the graphics director or the director of marketing and publications is the designated agency print manager.

UW-Parkside Purchasing Guidelines for Printing, Paper and Envelopes

1.0 Printing

1.1 In order to purchase printing, you must be authorized to do so by the Wisconsin Department of Administration.

1.1.1 The Wisconsin Department of Administration conducts purchasing classes for printing each year.

1.2 All printing purchased by the University of Wisconsin-Parkside must be purchased using a state of Wisconsin printing contract, or a University of Wisconsin-Parkside local service printing contract, or Duplicating Services at the University of Wisconsin-Parkside.

1.3 University Relations must approve all printing done off campus.

1.4 Printing cannot be purchased using a procurement or “P” card.

2.0 Paper

2.1 All paper purchased by the University of Wisconsin-Parkside must be purchased using a state of Wisconsin paper contract.

3.0 Envelopes

3.1 All envelopes purchased by the University of Wisconsin-Parkside must be purchased using a state of Wisconsin envelope contract.

3.1.1 Rule 3.1 applies regardless of envelope quantity.

3.2 Blank envelopes can be purchased by the University of Wisconsin-Parkside using the state of Wisconsin envelope contract, or a state of Wisconsin paper contract.

3.3 To add any imprint to a blank envelope, a state of Wisconsin printing contract or a University of Wisconsin-Parkside local service printing contract, or Duplicating Services at the University of Wisconsin-Parkside must be used.

3.4 Envelopes, self-mailers, and postcards should include the authorized University of Wisconsin-Parkside signature.

3.4.1 Examples of the authorized signature can be found on the University of Wisconsin-Parkside website at uwp.edu Keyword: *Visual Identity*.

3.4.2 Contact the graphics director (262-595-2403) or ITS Graphics (262-595-2286) for electronic or hard-copy versions of the authorized University of Wisconsin-Parkside signature.

When designing a publication for off-campus production, be aware that the printing-industry standard is QuarkXPress, Adobe Illustrator and Adobe Photoshop software on a Macintosh platform. InDesign and Adobe Acrobat are becoming more widely accepted but are not yet a printing industry standard. Portable Document format (PDF) files are accepted by most printers; however, the project must adhere to the specifications of individual printers.

Most photographs or other artwork taken from the World Wide Web are low resolution and not adequate for most print reproduction methods. In addition, artwork found on the World Wide Web, just as in printed publications, has a copyright and cannot be duplicated or taken without permission or a fee. For additional information on copyright restrictions, contact the division of University Relations, or the Library. The University of Wisconsin-Parkside division of University Relations maintains a variety of up-to-date campus images. Contact the graphics director to find images needed for your publication and to determine the appropriate image format for your application.

In addition to the University of Wisconsin-Parkside graphics director, design assistance is available from ITS Graphics located on the D2 level of the Library in Wyllie Hall. If an outside or freelance graphic designer is hired, that person must follow the Visual Identity and Communication Styleguide.

Electronic publications must adhere to the Visual Identity and Communication Styleguide with very few exceptions. For assistance with electronic publications, please contact the University of Wisconsin-Parkside web content and design coordinator in the division of University Relations at 262-595-3234.