Best Practices in Format/Design

Do: Use color sparingly.

Don’t: Use too many fonts.

Do: Proofread. Have a second person read your work before publishing.

Do: Double check all promo to make sure it includes the date, time, location, and sponsored by.

Don’t: Use copyrighted images or other logos without permission!

Abide by copyright laws!

For more information:

• Complete Campus Posting Policy (available in Student Organization and Advisor handbook)

• Copyright Policy Organization Tip

• UW-P Creative services website: creative.uwp.edu/category
UW-Parkside’s Campus Policy on Posting Promotional Material

1. Promotions 8.5” x 14” or smaller can be hung on bulletin boards.

2. Promotions 8.5” x 14” or larger, but smaller than 23” x 31”, may be hung on posting strips.

3. Banners must be larger than 3’ x 6’. They must be hung by Student Activities in one of three designated spots.

4. All posters or flyers must clearly indicate the university organization that is sponsoring the event (“Sponsored by” or “Presented By”).

5. Student organizations, academic departments, faculty and staff may post on the classroom bulletin boards (25 boards). No size restriction needed.

6. Public posting bulletin boards are designated as For Sale, Rides/Riders Wanted, and Public Notices boards. Postings are located at:
   - Parkside Student Center: ground level next to the WIPZ Radio Station
   - Wyllie Hall: on the concourse across from Women’s Center
   - Molinaro Hall: ground level underneath the Bridge

7. Posters and flyers may not be attached to windows, doors, floors, trees, display cases or any other part of the University grounds. No posters or flyers are to be strewn about the main concourse on the furniture or floors.

8. No type of publicity material is to be placed within eight feet of all framed pictures, plaques and sculptures.

- Material which could be considered as racially, sexually, or otherwise offensive, may not be posted.

- Material which implies the use or abuse of alcohol or drugs will not be approved.

- Bulletin Boards may be used for posting information if it is of general interest to the campus community.

- All posters and flyers placed in unauthorized locations will be taken down.

- Due to limited space, the University reserves the right to limit the distribution of any and all promotion materials.

A complete copy of the Campus Policy on posting promotional material is available in the Student Activities Office, SCTR L104 or on the web at www.uwp.edu/cwis/admin/policy32

Promo Do’s and Don’t’s

Do: Include the current UW-Parkside logo on all promotion material. If you are sending your promo to print at Creative Services, they will not print without it!

Don’t: Change the UW-Parkside logo in any way! Do not rotate, flip, scale, crop, add effects, etc. to the logo. You may change the color, but only to black, white, or forest/dark green (Pantone PMS 3435).

Do: If food will be provided, and will be paid for by 128 funds, posters must reflect that fact.

Do: Make your own promotion in the Student Involvement Center Promotions Room (SCTR L101).

Don’t: Leave your mess for others to clean up! If you use the Promotion Room, put away and return the things you use.

Do: Use Creative Services for your poster, flyer, and printing needs. If you have questions, go online to: www.uwp.edu/departments/creative.services/

Do: Talk to the student organization Graphic Designer for help and designs (SCTR L104). If you have questions on what your promo needs or making promo

Don’t: Wait until the last minute to request promo! The student organization Graphic Designer is a busy student just like you, and may have other projects to work on. Creative Services needs at least 48 hours for print orders to be completed. Plan your promotion to be completed and printed at least 1 week before the event.

Do: Rent Bridge windows and tables on VEMS.

Do: Create promo for the Student Center digital screens. E-mail a 1280px by 720px .jpg image to Student Activities at universityactivities@uwp.edu

Do: Open a Promotion Director position in your organization. Recruit new members who enjoy creative design to make original and eye catching promo.