

COMMUNICATIONS & MARKETING GUIDELINES



— Working together to keep Wallace State's communications consistent, professional, and on brand. —



MARKETING REQUESTS

Submit a **Marketing Request** for:

- Flyers
- Brochures
- Posters
- Photo/Video
- Press Release
- Web Updates
- Printed & Digital signage
- Social Media Graphics
- Event Promotion
- Business Cards
- Other marketing design & promotional projects



Please submit requests as early as possible.

Advance notice allows time for design, revisions, approvals, and printing when needed.



PUBLIC-FACING MATERIALS

Before distributing, posting, or printing any material representing Wallace State, it should be reviewed by Marketing.

This includes materials that will be:

- Posted on social media
- Displayed on campus
- Shared with students or the public
- Emailed college-wide
- Sent to a print vendor



AI GUIDELINES

AI is a useful brainstorming tool and may be used to help:

- Generate ideas
- Explore layouts
- Draft content
- Create rough concepts

AI-generated graphics, flyers, logos, and artwork should not replace the design process or Marketing review.



Common issues include:

- Distorted logos
- Incorrect branding
- Unrealistic imagery
- Inconsistent typography
- Low-quality graphics
- Accessibility concerns



WALLACE STATE BRANDING

DO use the college's official:

- Logos
- Colors
- Fonts
- Brand elements

DON'T:

- Stretch or distort logos
- Use outdated logos
- Alter official logos or templates



If you need logos or branded assets, contact the Marketing department.



PRINTING

Before sending artwork to an outside vendor:

- 1 Obtain Marketing approval
- 2 Ensure the artwork is print-ready
- 3 Verify specifications with the vendor



This helps avoid reprints, delays, and unnecessary costs.



PHOTOGRAPHY & VIDEOGRAPHY

Use only images you have permission to use.

Submit a request if you need:

- Photography
- Videography
- Live Stream
- Headshots
- Event Coverage

REQUEST FORM



NEED HELP?

If you're unsure whether something should come through Marketing, **just ask**. We're happy to answer questions, review materials, or point you in the right direction.

✉ Email us at marketingrequest@wallacestate.edu.

