

Process for Marketing and Publication Review of External Advertisements

Process for when Marketing and Publications is asked to create the ad

1. With the exception of Human Resources employment ads and any ads created by or for Student Government, Marketing and Publications will meet with the decision maker within three business days of the request and determine the scope of the project and help define the concept and creative.

Marketing and Publications will:

- Help generate ideas based on the need
- Create several concepts for departmental choice
- Design the ad
- Take any photos necessary
- Ensure consistent branding and messaging
- Ensure the ad meets University style and Visual Identity Standards

2. Marketing and Publications will provide proofs to the department and create camera-ready art once the ad is approved by department and Marketing and Publications director.
3. Marketing and Publications will communicate the ad's readiness with both the department and Purchasing so that it may move forward in the Purchasing process. A scanned copy with the director's signature will be forwarded to both the department and Purchasing for either hard or electronic files.

Process for when the ad comes to Marketing and Publications directly

1. With the exception of Human Resources employment ads and any ads created by or for Student Government, Marketing and Publications will respond to the request as soon as humanly possible (within three business days) and will review the ad for:
 - Messaging
 - Images
 - University style
 - Branding
 - Visual Identity standards
 - Brand promise
2. Marketing and Publications will work with the department to ensure the corrections (if any) are made in a timely manner and that the ad represents UNF in the best possible light.
3. Marketing and Publications will communicate the ad's readiness with both the department and Purchasing so that it may move forward in the Purchasing process. A scanned copy with the director's signature will be forwarded to both the department and Purchasing for either hard or electronic files.

4. Marketing and Publications will work with the department afterward to suggest bringing us in at the concept stage so we can have a hand in the design and implementation, thus avoiding any last-minute issues.

Process for when the ad goes to Purchasing first

1. When Purchasing receives an ad from a department to be published in an external publication, with the exception of Human Resources employment ads and any ads created by or for Student Government, they will send an e-mail to the department and to the director of Marketing and Publications with a link to the form.
2. Marketing and Publications will respond to the request as soon as humanly possible and will review the ad for:
 - Messaging
 - Images
 - University style
 - Branding
 - Visual Identity standards
 - Brand promise
3. Marketing and Publications will work with the department to ensure the corrections (if any) are made in a timely manner and that the ad represents UNF in the best possible light.
4. Marketing and Publications will communicate the ad's readiness with both the department and Purchasing so that it can move forward in the Purchasing process. A scanned copy with the director's signature will be forwarded to both the department and Purchasing for either hard or electronic files.