

Publication Checklist

The following is required in all publications.

College Logo

Each publication should contain the college logo. The logo is the most identifiable visual element on college publications. See the college logo section of this manual for details, pages.

College Web Site Address

All publications, even on-campus flyers or posters, should have the college Web site, www.guilford.edu, located prominently.

Guilford College Name

The name "Guilford College" should be displayed in a prominent manner on all publications publicizing events and activities sponsored or hosted by the college; promoting services, programs and academic components; and clubs, organization, or other groups supported by and affiliated with the college.

Contact Name and Phone Number

All publications, even on-campus flyers or posters, should have an individual or departmental name, phone number or address to contact for further information. All publications intended for mailing are to have a return address. No departmental artwork may appear in the return address area.

Bulk Mail

All bulk mailing pieces must contain the Guilford permit and follow postal regulations. Questions can be referred to campus mail services or post office.

Bulk mail is only required when mailing large quantities.