PRINT PROJECTS

Student organizations are encouraged to design their own marketing and communications materials whenever possible, especially for internal, student-focused events. Should you need additional assistance, University Relations can recommend other avenues you can pursue. If you have questions, please contact UR at 319-273-2761 to discuss, or email ur@uni.edu.

DESIGN BASICS

When designing promotional material for your student organization – there are a few key items that you need to remember.

1. The university visual identity and style guide can be found at ur.uni.edu/ur/style-guide/UNI_Style_Guide.pdf
2. All logos must include UNI or University of Northern Iowa, and must be reviewed and approved by University Relations prior to use.
3. All print pieces must include the university logo (nameplate) or university name (wordmark). We suggest placing somewhere along the top or bottom of your piece.
4. Print and Web versions of the university logo (nameplate) and university name (wordmark) in the correct font, as well as a copy of this reference guide, can be found at studentlife.uni.edu/student-life/student-organizations.

PRINTING PROCESS

The university has a contract with Copyworks that provides a reduced rate (approximately 50 percent) for jobs submitted using proper procedures. In order for student organizations to take advantage of the discount, jobs must be submitted online using the Copyworks Request form at studentlife.uni.edu/copyworks-ordering.

ADDITIONAL KEY ITEMS TO NOTE:

1. It is your responsibility to plan ahead. Requests are processed between the hours of 8 a.m. to 4:30 p.m., Monday through Friday. Plan to allow for at least a 24-hour turnaround on printing submissions.
2. To receive the discounted pricing, you must include the university nameplate or wordmark.
3. Any orders using the university nameplate, wordmark or associated marks that are taken directly to Copyworks will be redirected to follow the approval process above.
4. Any orders placed outside this approval process will not receive the discount.

IF YOU HAVE QUESTIONS, PLEASE CONTACT:
University Relations | 125 East Bartlett | 319-273-2761 | ur@uni.edu
ORDERING APPAREL & GIVEAWAYS

When ordering apparel, the UNI Bookstore is your organization’s best partner. The bookstore can fulfill your request while remaining conscious of costs. Please contact Casie Bass at casie.bass@uni.edu to schedule a time to discuss your order.

If the bookstore cannot address your need for apparel, or if you want to order promotional material/giveaway items (including but not limited to pens, hats, cups, etc.), a list of licensed, authorized merchandise vendors can be obtained by visiting learfieldlicensing.com/licensing. Click on “Licensee & Products List” from the right-hand sidebar and then search for “Northern Iowa.”

SPREAD THE WORD!

Need help spreading the word about your upcoming event? Here are a few things we can assist you with at the university level.

- Submit your event to Inside UNI: uni.edu/resources/inside-uni/submit.
- Post your event on the UNI Calendar: uni.edu/unicalendar/node/add/event.
- Request a computer lab screen saver or a slide on the digital network (television monitors across campus).
- Files for the screensavers should be 1920 x 1080 and digital slides need to be set up at both 1920 x 850, 1950 x 850, 1920 x 800 and 1080 x 600.
- All files should be set up as jpg only.
- Screensavers and digital slides can be scheduled to run for up to a two-week time period.
- Submit files and requested dates to ur@uni.edu or contact University Relations at 319-273-2761 for more information.

PROFESSIONAL HEADSHOTS

University Relations hosts a Career Readiness Day in both the fall and spring semesters where students can get professional headshots taken. Please plan to coordinate with your student organization members to have individual photos taken during this time.

STUDENT EVENT PHOTOGRAPHY

Student organizations are encouraged to take photos and/or make their own arrangements for photography needs at student-led events.