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 uni.edu/ur/style-guide/index.html.
2. If you are using UNI or the University of Northern Iowa, you must use the Berthold Imago Extra Bold font and they can only be in UNI Purple, UNI Gold, Black or White.
3. All logos that include the words UNI, University of Northern Iowa, Northern Iowa or Panthers must be reviewed and approved by university relations prior to use.

PRINTING PROCESS

The university has a contract providing a reduced rate (approximately 50%) for jobs submitted through the proper procedures. In order for student organizations to take advantage of this discounted price, please submit your job online using the Copyworks Request form at uni.edu/studentlife/copyworks-ordering.

HERE ARE A FEW ADDITIONAL KEY ITEMS TO REMEMBER:

1. It is your responsibility to plan ahead. Requests are processed between the hours of 8:00am-5:00pm Monday through Friday. Plan to allow for at least a 24 hour turn around on printing submissions.
2. To receive the discounted pricing, you must use the university nameplate, wordmark, or approved hybrid logo.
3. Any orders placed outside of this approved process will not receive the discount.
4. Any orders taken directly to Copyworks using the university nameplate, wordmark or associated marks will be redirected back to follow the approved process. These marks are licensed trademarks and it is illegal for Copyworks (or any vendor) to use them without permission.
ORDERING GIVEAWAYS

When ordering promotional giveaways (including but not limited to pens, t-shirts, hats, koozies, bracelets, etc), you must use a licensed vendor. A list of authorized vendors can be found at uni.edu/ur/licensed-merchandise-vendors. If your order requires you to use a vendor not included in this list, you must obtain permission and a written waiver in advance from the Athletics Licensing Office by contacting Lynsey Kriegel at lynsey.kriegel@uni.edu.

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.

- Request a computer lab screen saver or a slide on the digital network (television monitors across campus). Selected events need to target UNI students in general. Please contact University Relations (319-273-2761) for more information.
- Submit your event to Inside UNI. uni.edu/resources/inside-uni/submit
- Post your event on the UNI Calendar. This is so important because we pull the featured events on the homepage from the calendar. The submission form can be found here: uni.edu/unicalendar/node/add/event

NEED SOME EXTRA HELP?

Not everyone is a designer or photographer...and you certainly don’t need to be. University Relations is available to help if you need it. Due to anticipated increase in workload, we will prioritize requests based on university strategies. This may result in additional lead time needed for your project or the use of outside resources or vendors to meet your deadline. All costs associated with outside vendors will be at the expense of the department making the request. Just fill out a creative request form with all the necessary information and we will be in touch! uni.edu/ur/creative-resources

PROFESSIONAL HEADSHOTS

University Relations will host several events throughout the year for students to update their professional headshots. Typically these events are held in September, November and March. Please plan to coordinate with your student organization members to have their photo taken during these times. Due to limited time and resources, individual student organization requests will be considered but not guaranteed.