In-House Design Best Practices

These guidelines will help you design promotional materials that are printed in house for events and guest speakers that are smaller, one-off occasions with an internal audience.

Formats for such materials include:
- Posters, shuttle bus posters, or registration signs (11x17)
- Posters or flyers (8.5x11)
- Postcard-size handouts (5.5x4.25)
- Quarter sheets (four per 8.5x11 page).

For all other print and design jobs, please work on design and out-of-house printing with Erin Willcher in the Marketing and Communications department. If you do not have access to a color printer, please send your final flyer to Erin.

FONTS
Kogod and University-approved fonts include: Times New Roman, Garamond, Helvetica, Arial, Trade Gothic, and Interstate. All approved fonts are available for download on the Kogod help site at kogod.american.edu/help.

TEXT GUIDELINES
All promotional materials, whatever the size, should only include critical text so as not to clutter the page. We strongly suggest you limit your text to:
- Event title
- Date
- Time
- Place
- Contact information or RSVP
- Sponsoring organization
- A two- to four-sentence max (depending on the paper size) description of the event

LOGO
The AU, Kogod School of Business, KCCD, K-LAB, KGMI, and Business Communications logos are available for use on the Kogod help site. If you need a different version of a logo (i.e., TIFF, JPEG, etc.), speak with Erin Willcher in Marketing and Communications. See the logo guidelines one-pager for additional information on using these logos.

IMAGES
- Keep copyright restrictions in mind when choosing an image. You can use photos from the KSB photo library, the stock image folder, or Flickr’s Creative Commons (www.flickr.com/creativecommons). Creative Commons photos, however, occasionally have some restrictions, such as strictly non-commercial purposes or only usable with attribution.
- Pay attention to what photos other departments are using in their materials so the same photo of, say, flowers, isn’t used over and over for different occasions by different departments. Of course, reusing photos for the same event by the same department, i.e. on multiple promotional materials for one KCCD networking reception, is acceptable.
- Please do not use clipart in any form.
- Be creative. Pick engaging photos. You don’t have to make just the obvious, or easy, choice.