



Graphic STANDARDS MANUAL



Table of Contents

Welcome.....	2
Introduction to Logotype	2
Standards Brand	3
Protecting the New River Brand	4
Trademarked Elements	4
Logotype Specifications.....	6
Logotype Specifications - Acceptable Uses	6
Logotype Specifications - Incorrect Uses	7
Logotype Color Specifications - Acceptable Uses	10
Logotype Color Specifications - Incorrect Uses.....	11
Campus Tagline Guidelines - Acceptable Uses.....	12
Campus Tagline Guidelines - Incorrect Uses.....	13
Book/Mountain Symbol Independent Uses.....	14
Signage Specifications & Promotional Specifications.....	16
Website.....	17
Exceptions.....	24
Typography Specifications.....	25
File Format Considerations.....	26
Provided File Formats.....	26
Stationery Specifications	27



Welcome

New River Community and Technical College provides accessible, affordable, quality education and workforce programs to meet the needs of the region it serves. We are pleased to provide you with the information you will need to accurately represent New River Community and Technical College throughout all communications. In order to convey the brand through our communications, these standards must be used consistently. Over time, this consistency in our branding will positively influence businesses, educators and communities. This recognition will strengthen New River's ability to accomplish its mission and purpose.

INTRODUCTION TO LOGOTYPE STANDARDS

Corporate identity standards ensure that the visual design elements of New River are applied correctly in every application in which New River is identified. Published standards are essential for providing consistency in a large, multi-campus college like New River. It is important that the standards are strictly followed, especially in regard to the use of the logotypes, which are registered trademarks. The success of maintaining New River's corporate identity depends on the ownership of its goals and values by everyone. Any questions regarding New River's corporate identity standards should be directed to New River's Director of Communications at (304) 929-5464.



The logotype consists of four books – angled to appear similar to mountains and the words “New River Community and Technical College” in the Dauphin typeface (with modified “R”s). The books/mountains represent learning and our location in the Mountain State.



The Foundation logotype is based on the New River logotype and contains the same elements in different configuration, plus the word “Foundation.”



The Alumni logotype is based on the New River logotype and contains the same elements in a different configuration, plus the words “Alumni Association.”



The trademark symbol shall appear after the word “River” on all logotypes.

Brand

Brands are icons of our society, reflecting our personal preferences, value, and lifestyles. A brand is not something tangible such as a label, logotype, style or feature. In other words, it does not consist of rational features and benefits. A brand is created in the hearts and minds of the consumer. Brands are an emotional connection measured beyond rational reasoning and logic, product superiority, product attributes or technical specifications alone.

PROTECTING THE NEW RIVER BRAND

The brand of New River (and the Foundation) represents a promise of what the college is going to accomplish and what people who become involved with New River are going to receive from their experience with the college. We must support and protect the brand by delivering it based on those expectations.

Therefore, for New River to grow and become increasingly efficient and successful, everyone associated with the college must work to protect not only the brand experience as defined above, but also the key elements of the brand.

It is up to all faculty, staff and students of New River to maintain a consistent brand and unified image that are displayed correctly.

TRADEMARKED ELEMENTS

Corporate identity is the overall visual identifier of New River. It is comprised of the trademarked logotypes as shown below.



The logotypes are trademarks and their use by any other organization is not permitted without express, written permission from New River's Director of Communications at (304) 929-5464. The primary purpose of trademarks is to prevent individuals from becoming confused about the source or origin of a product or service. Trademarks help people answer the questions: Who makes this product and who provides this service? As constituents become familiar with New River's trademark and the goods or services it represents, it can acquire a secondary meaning as an indicator of quality. Thus, established trademarks help people answer another question: Is this product or service a good one? For this reason, New River trademarks are valuable assets worthy of protection. New River's corporate identity is an important asset and managing it is a vital responsibility.

The objectives of New River's corporate identity are:

- to present a well-articulated consistent and legally-protected corporate identity
- to lay the foundation for recognition of and preference for New River among customers, associates, vendors, investors and to the general public
- to demonstrate the essence of the brand.

All decisions relating to the use of corporate materials should be made with specific attention to the brand. Put simply, each and every employee, student and board member is a steward of the brand and should therefore always positively represent the brand in all they do on behalf of the organization.

Additional New River Brand logotypes used in specific applications are the College Seal and the logo for the School of Practical Nursing and should be used in appropriate circumstances with approval from the Director of Communications.



Logotype Specifications

ACCEPTABLE LOGOTYPE FORMATTING

When the words New River in the Dauphin typeface are combined with the “four books” symbol in a given relationship, it is referred to as the New River logotype. The New River and Foundation logotypes are pieces of artwork. Never create your own version of the New River logotypes out of ordinary type. The logotypes must stay on a horizontal plane. There is only one acceptable format. Since consistent application will reinforce the visual image of New River – any other version is unacceptable. Every reproduction of the logotypes must be clear, crisp, and undistorted from the original design. Digital files of all acceptable logotype formatting are available - contact Public Relations for information on these files.

MINIMUM SPACING

The logotypes must be surrounded by minimum open space from other elements as indicated in the examples below.

Spacing indicated below is based on proportions of the following:

X = the distance from the furthest left border of the logo (the left-most edge of the “C” in “Community”) to the right-most edge of the “E” in “New”

Y = the bottom-most edge of the book/mountain to the topmost edge of the book/mountain



INCORRECT USES

Do not change the appearance, shape or size of any element in the logotype. Do not use the elements of the logotype independent from one another. Do not split any element of the logotype. Do not change the proportion or angle of the Book/Mountains. Do not combine any element of the logotype with other text.

Distorted Proportions



Elements Removed/Reconfigured





Color Specifications

LOGOTYPE COLORS

A variety of color formats have been provided for each logo as color requirements may vary depending on intended use. The following are common color formats and appropriate usage.

Black and White: Logo is set up using black ink or toner only. The “white” component is defined as the lack of color, and when printed, will appear as the color of paper used.

RGB: Red-Green-Blue color mode is used for display devices such as computer monitors and televisions. This color mode should be used when the logo is being presented on a monitor or screen of some kind, like in a Power Point Presentation or on the web.

CMYK: Cyan-Magenta-Yellow-Black color mode is generally used by commercial printers and is also known as process color (or four-color). CMYK (K is used for black so as not to be confused with B for blue) are the four colors used to print a color image. The RGB and CMYK color modes produce color in different ways. When creating files for print media, you will usually need to use CMYK. This is why colors on a screen image are often different when printed.

PMS Color: Pantone Matching System is the most recognized “spot color” process that enables printers to communicate the exact same colors from a set of standard base inks. A “spot color” is specially mixed ink that is applied on the printing press. Because you use only one ink, spot colors can reduce the cost of printing, if you limit your ink choices to black and one spot color. PMS colors are built into each of the provided

EPS files labeled “PMS.” Use these logo files only when having a piece commercially printed in “spot color.”

NOTE: Because this document is being printed in four color process, you will not see a difference between the PMS and Process versions here.

PMS Values



PMS 286



PMS 3415

Process Color Values



**100% Cyan, 66% Magenta
0% Yellow, 2% Black**



**100% Cyan, 66% Magenta
77% Yellow, 22% Black**

NOTE: RGB and Hex values are intended for use in on-screen applications. Hence, you may see a vast color difference on this printed page.

PMS Values



**Red 0
Green 53
Blue 173**



**Red 0
Green 119
Blue 75**

Process Color Values



#0035AD



#00774B

Logotype Color Specifications

ACCEPTABLE USES

In addition to the preferred two-color uses of the logotypes, there are four one-color applications of the logotype: reverse (white), black, PMS 3415 green and PMS 286 blue. These are only acceptable if a particular job can be produced in ONLY one color due to budgetary reasons or restrictions in printing capabilities.



Two-Color



One-Color



Reversed



Black and White



INCORRECT USES

Do not reverse the colors of the logotype elements or reproduce using gradients or drop shadows. Do not use the logotypes on any background color other than white and do not use the reverse logotypes on a value of less than 50%. Do not add effects to the logo (shadow, glow, etc.).

Screen



Color



Effect



Campus Naming Guidelines

The proper name of the campus or center should always be used in printed documents, with only one exception. In some advertising applications, the campus or center locations should be used to illustrate the actual city or town in which the grounds are located.

ACCEPTABLE USES

The four campuses and center are to be referred to by CAMPUS NAME as:

Advanced Technology Center
Beckley Campus
Greenbrier Valley Campus
Mercer County Campus
Nicholas County Campus

When appearing in list form, the names will always appear alphabetically.

The five New River LOCATIONS are to be referred to as:

Beckley
Ghent
Lewisburg
Princeton
Summersville

When appearing in list form, the locations will always appear alphabetically.

You may also use the following language:

**Note that the word “campus” is capitalized ONLY when used as part of the campus name as defined above.*

the campus in Beckley
the center in Ghent
the campus in Lewisburg
the campus in Princeton
the campus in Summersville

the Allied Health Center in Ghent
the Beckley Campus
the Greenbrier Valley Campus in Lewisburg
the Mercer County Campus in Princeton
the Nicholas County Campus in Summersville

INCORRECT USES

DO NOT invert the location/names:

Lewisburg Campus
Summersville Campus

DO NOT leave "Campus" uncapitalized when using the proper name:

Beckley campus
Greenbrier Valley campus
Nicholas County campus

DO NOT truncate or shorten the names:

Greenbrier Campus
Nicholas Campus
Technology Center

DO NOT list the campus names in any way other than alphabetically:

Greenbrier Valley Campus
Beckley Campus
Nicholas County Campus

Book Mountain Symbol Uses

ACCEPTABLE USES

The Book/Mountain symbol can, in some cases, be used as a separate design element, such as a ghosted background or as a decorative element. Such uses should be thoroughly considered and only used in documents which contain the complete New River or New River Foundation logos.



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ABOUT THE FOUNDATION



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INCORRECT USES

Do not use the book/mountain symbol in any full saturation color other than the official green color specified on page seven. Do not use a tint of any color other than the green or the blue colors defined on page 7. Do not apply a drop shadow or any other effect to the book symbol. Do not use the book symbol with the name New River unless it is part of the official logotype.



Other Usage Specifications

SIGNAGE SPECIFICATIONS

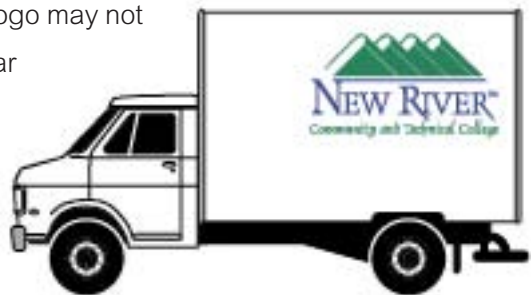
When the logotype is used for a building sign it shall follow the logotype specifications and logotype color specifications. There may be occasions when building signage is restricted. In these unique circumstances, a proposal for modifying the logotype should be submitted for approval to the Director of Communications at (304) 929-5464.

PROMOTIONAL SPECIFICATIONS

Please contact the Director of Communications at (304) 929-5464 prior to the ordering of materials. Approval is required on artwork and how/ if to incorporate campus names. Promotional products may bear the New River trademarked elements as long as the logotype and tagline specifications are followed. Awards, jewelry and other applications may require a unique design.

VEHICLE SPECIFICATIONS

When applying the trademarked elements to any vehicle, the logotype and tagline specification must be followed. The logo must be contained wholly on the side(s) of the vehicle and should not wrap around a corner to a different side. When applying the logo to any vehicle door, the logo must be contained wholly within the door panel. No door seams should intersect the logo. When applied to a vehicle window, the logo must be contained wholly within that window. The logo may not pass the window edge to appear partially on the glass window and partially on the metal vehicle body.



WEB USE

The New River website at **www.newriver.edu** is the only official and authorized web domain for New River Community and Technical College. Any other use for advertising or promotional purposes must be pre-authorized by the Director of Communications at (304) 929-5464. Following authorization, use of the logotypes must follow all established logotype specifications and logotype color specifications.

The New River Community and Technical College website underwent a transformation in 2011. Even though the new version of the site is significantly different from a visual standpoint, the vast majority of the content from the previous version has been incorporated into the new design. As before, the site is still content manageable, only with a newer version of Joomla (Joomla 1.6).



This guide will provide an overview of the primary, secondary and tertiary pages of the site, and will outline which areas of each page are content manageable. It will also outline the process necessary to change or update the manageable content areas through screen shots of the Joomla interface, along with written instructions.

Website Colors

The colors incorporated into the New River website design are the primary colors used in accordance with the New River Community and Technical College Graphic Standards.

The following Hexidecimal colors are utilized in the website:



Hex #: 0035AD



Hex #: 00774B

Type Considerations

System compatibility and screen readability were considered in determining the primary fonts for the New River website. The following fonts are what have been set as the default content fonts:

Heading: **Palatino Bold Italic (Green)**

Body Copy: Verdana (Black)

Links: **Verdana Bold (Blue)**

Basic Function and Navigation of the Site

The main areas of basic function and navigation to the viewer of the site are available on every page of the site.

- 1.) **New Rver Logo** - in addition to identifying the site, the logo navigates the viewer back to the home page from within any page on the site.
- 2.) **Social Media Icons** - these icons link to the social media links that have been established for the college.
- 3.) **Search** - RSsearch module enables content on the site to be searchable.
- 4.) **Contact Us** - this tab takes the viewer to a page of specific contact areas that have been identified.
- 5.) **Apply Now** - this tab takes the viewer to the New River online application page.
- 6.) **My New River** - this tab links to the new Campus EAI portal.
- 7.) **Quick Links Menu** - this tab is a drop down menu providing the viewer with one-click access to the most popular New River pages.

- 8.) **Main Menu Area** - drop down menu to reveal areas within each of the five main areas identified, with sub menus where applicable.
- 9.) **Basic Info Pages** - these three buttons take the viewer directly to the Welcome, Info and Program Overview pages.
- 10.) **Locations** - these tabs take the viewer directly to each of the New River location pages.
- 11.) **New Events Area** - this area displays teasers of articles in the front page news category. It is content controlled and can display photos and links. A link to the full story article will have to be set up by the content manager. This module displays the most recent article first and cycles through the five most recent articles set up by the content manager.
- 12.) **Calendar** - displays a mini calendar of events. It shows the current month with event dates highlighted. The viewer can hover over the calendar to show the event and click on a date to go to details for that specific event. This area is content controlled in the calendar module.



The screenshot shows the website layout with the following numbered callouts:

- 1**: New River Community and Technical College logo
- 2**: Social media icons (RSS, YouTube, Facebook, Twitter)
- 3**: Search bar
- 4**: Contact Us button
- 5**: App Download button
- 6**: New River button
- 7**: Quick Links menu (current STUDENTS, faculty & STAFF, future STUDENTS, workforce EDUCATION, foundation & ALUMNI)
- 8**: Future Students link
- 9**: About New River button
- 10**: Locations tabs (Beckley, Lewisburg, Princeton, Summersville)
- 11**: Emergency Notification System content area
- 12**: December 2011 calendar

Footer text: New River Community and Technical College © 2011 | 221 George Street, Suite 2, Beckley, WV 25801-2609 | info@newriver.edu

Homepage / Primary Page Design

The homepage has been designed to be viewed entirely within the browser window.



The homepage features images of actual students engaged in a variety of activities at various campus locations. These images will rotate and will be updated regularly to feature a wide range. These images are part of the main design and cannot be content managed.

The news area and the calendar, at the bottom of the page, are the only content managed areas on the home page.

Basic Information Page Design

There are three basic informational pages: Welcome, About New River, and Overview of Programs.

These pages contain specific content for each of these areas that is editable from the back end of the web site. The content for these pages can be found under New River locations and the specific location for that campus.

Content Page Design

The content pages are the pages that contain editable articles. Content managers can add pages and edit the content. These pages are deeper than



the homepage but contain the same basic navigation and features. The center part of the page is expanded to accommodate type content. When content exceeds the depth of the page, a scroll bar appears to add the ability to scroll to see the text within the inner area. The content for these pages are controlled within the Article Manager in the Joomla back end.

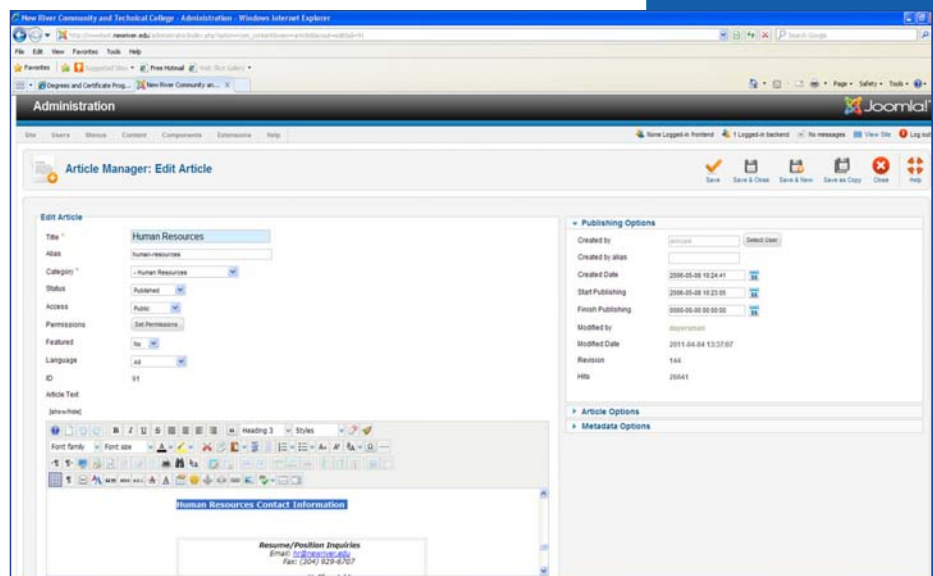
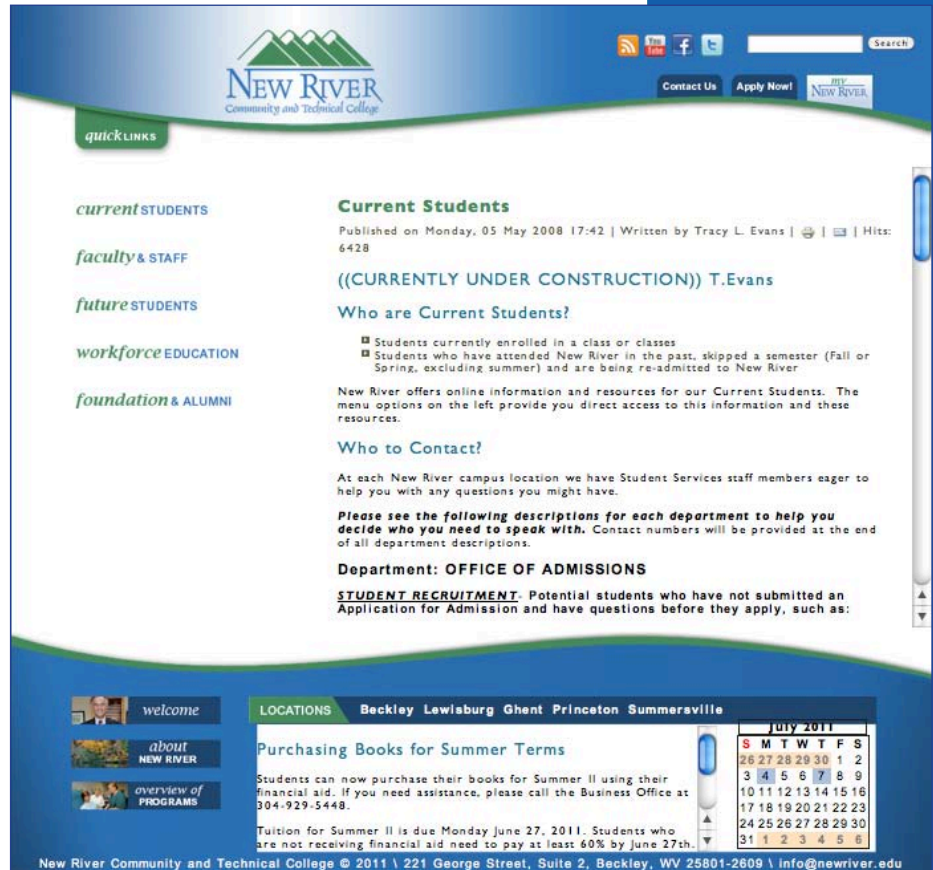
Joomla Article Manager

The Joomla Article Manager is the area that gives content managers the ability to create and edit pages of content on the New River site. Once the content manager has logged in, the Joomla Article Manager window will appear.

Article Entry/Editing

The content editor tool bar no longer allows for the changing of fonts and colors. To standardize the fonts and colors throughout the site the text should be either typed straight into the text editor or copied and pasted stripped of all formatting. This can be done through pasting the text into a text editor like notepad and then pasting it into the document.

Following are a few things to keep in mind when adding a new or editing an existing article on the website:



Headings

Headings are pieces of HTML code that allow certain words to stand out on a page. To understand how headings work on a webpage, consider an article in a magazine or newspaper. The title of the article is usually bigger and more pronounced than other words. It may be bold, colored, underlined or have some other format quality that makes it stand out. Whatever the case, this allows the reader to scan a page in a magazine or newspaper and quickly pick out the sections to read. An H tag is similar. It makes certain words stand out, which allows readers of a website to see what the page is about immediately, and determine whether or not they want to read it. It also helps tell search engines what a page is about, and when used in conjunction with other elements such as a page title, META description, keywords and keyword targeted content, it helps improve search engine ranking for specific keywords and phrases.

- First-level headings within Articles should be H2.
- Second-level headings should be H3.
- Any use of other size headings should be done only sparingly and when it seems appropriate.

Cascading Style Sheet (CSS)

Cascading style sheets are used to format the layout of webpages. They can be used to define text styles, table sizes, and other aspects of webpages that previously could only be defined in a page's HTML.

CSS helps web developers create a uniform look across several pages of a website. Instead of defining the style of each table and each block of text within a page's HTML, commonly used styles need to be defined only once in a CSS document. Once the style is defined in cascading style sheet, it can be used by any page that references the CSS file. Plus, CSS makes it easy to change styles across several pages at once. For example, a web developer may want to increase the default text size from 10pt to 12pt for 50 pages of a website. If the pages all reference the same style sheet, the text size only needs to be changed on the style sheet and all the pages will show the larger text.

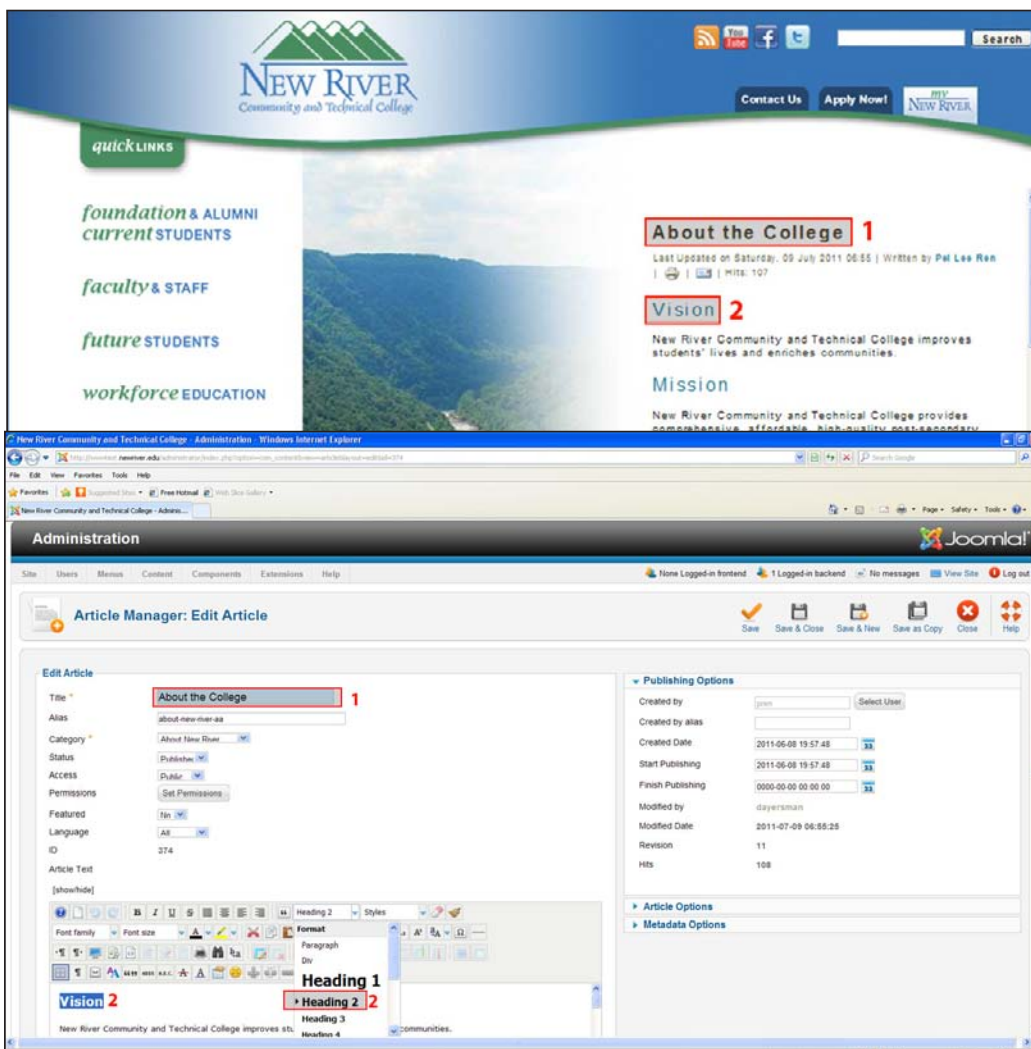
While CSS is great for creating text styles, it is helpful for formatting other aspects of webpage layout as well. For example, CSS can be used to define the cell padding of table cells, the style, thickness, and color of a table's border, and the padding around images or other objects. CSS gives web developers more exact control over how

webpages will look than HTML does. This is why most webpages today incorporate cascading style sheets.

- Fonts should never be specified. The CSS style sheets and the templates control the fonts. If you specify a font in your Article it will no longer conform to our graphic standards for the website design.

Additional Type Considerations:

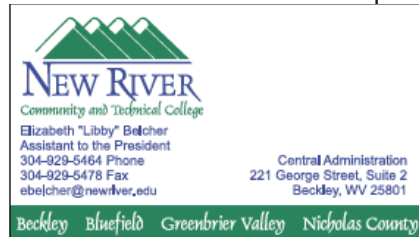
- Bold should be used only when emphasis is needed.
- You can also use Italics, although this can be difficult to read sometimes.
- Underline should be used only sparingly since underlined text on a webpage is more often intended to be a link.



The screenshot displays the New River Community and Technical College website and its Joomla! administration interface. The website header features the college's logo, navigation links (Contact Us, Apply Now!), and a search bar. The main content area includes a sidebar with quick links (foundation & ALUMNI, current STUDENTS, faculty & STAFF, future STUDENTS, workforce EDUCATION) and a central article titled "About the College" with a red box highlighting the title and a red '1' next to it. Below the article title, there is a "Vision" section with a red box highlighting the word "Vision" and a red '2' next to it. The Joomla! administration interface is visible at the bottom, showing the "Article Manager: Edit Article" screen. The article title "About the College" is highlighted with a red box and a red '1'. The "Publishing Options" section on the right shows the article's creation and publishing details, including the created date (2011-06-08 19:57:48) and modified date (2011-07-09 06:55:25). The "Article Options" and "Metadata Options" sections are also visible.

Exceptions

A logotype is an important symbol of any entity's identity and should never be altered. Any exception to the aforementioned usage specifications must have explicit approval from the Director of Communications at (304) 929-5464 prior to implementation. At the time of this printing, permission was granted for the business card design and the letterhead design as seen below. Other colors will be reviewed on a case by case basis.



www.newriver.edu					
Central Administration 221 George Street Suite 2 Beckley, WV 25801 304.929.5445 304.929.5478 Fax	Advanced Technology Center 527 Odd Road PO Box 307 Ghent, WV 26651 304.929.3300 304.929.6739 Fax	Beckley Campus 167 Dye Drive Beckley, WV 25801 304.929.5450 304.929.5462 Fax	Greenbrier Valley Campus 101 Church Street Lewisburg, WV 24901 304.647.6560 304.647.6561 Fax	Mercer County Campus 1397 Stafford Drive Princeton, WV 24740 304.425.5858 304.425.0860 Fax	Nicholas County Campus 6101 Webster Road Summersville, WV 26651 304.872.1236 304.872.3587 Fax

Typography Specifications

For continuity and simplicity, we only use two type families in our communications: Times and Arial. These have been chosen because of their clarity, legibility, practicality and above all, their availability on all computers and across all operating systems. If these typefaces are not available, please choose a typeface with similar characteristics. This applies to business documents, correspondence, promotional material, displays, product labels, signs, webpages and other media.

The approved fonts within the Times family are:

Times Roman	Times New Roman Roman
<i>Times Italic</i>	Times New Roman Italic
Times Bold	Times New Roman Bold
<i>Times Bold Italic</i>	Times New Roman Bold Italic

The approved fonts within the Arial family are:

Arial Regular	Arial Bold
<i>Arial Italic</i>	Arial Bold Italic
Arial Black	Arial Narrow Regular
Arial Narrow Bold	Arial Narrow Italic
Arial Narrow Bold Italic	

There are certain circumstances where variations are acceptable. For more information contact the Director of Public Relations.

File Format Considerations

Following is a summary of the provided logo formats and their uses. Please keep in mind that each format has been created for use in specific software programs and may not function as intended if used in other applications.

The New River website provides the New River, New River Foundation, School of Practical Nursing, New River Alumni Association logos and the New River Community and Technical College seal in the following file and color formats (Note: not all formats and color options are available for each logo).

EPS: Encapsulated Postscript (.eps) – This file type is suitable for illustration and page layout programs such as Adobe Illustrator, InDesign and Quark Express. The EPS file format can be resized as needed without losing quality. For use by designers, printers and production personnel.

GIF: Graphics Interchange Format (.gif) – This file is a pixel-based format with transparent background capabilities. Use in PowerPoint when placing the logo on a colored background. GIF images can be resized by grabbing and dragging a corner while holding down the “Shift” key to keep it proportional. Alternatively, the logo can be resized numerically under Format/Picture/Size. Limit the amount of resizing for this type of file format as image quality will degrade.

JPG: Joint Photographic Experts Group (.jpg) – This pixel-based file is recommended for use in Microsoft Office Programs, including Word, Publisher and PowerPoint. This file is not suggested for use on a colored background because the file is imported with a white background.

PDF: Portable Document Format (.pdf) – This file format distributes compact, platform-independent documents. A PDF document may contain images, graphics and text. Each document is self-contained – combining text, graphics and fonts into a single file. PDF files are widely accessible, yet display exactly as intended.

Stationery Specifications

LETTERHEAD

It is preferable to use the provided Microsoft Word templates of each letterhead specific to your campus. If you require preprinted stationery, order it through Public Relations.



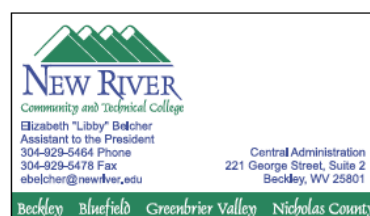
NEW RIVER™
Community and Technical College
Central Administration

www.newriver.edu

Central Administration 221 George Street Suite 2 Beckley, WV 25801 304.929.5445 304.929.5478 Fax	Advanced Technology Center 527 Odd Road PO Box 307 Ghent, WV 26651 304.929.3300 304.929.6739 Fax	Beckley Campus 167 Dye Drive Beckley, WV 25801 304.929.5450 304.929.5462 Fax	Greenbrier Valley Campus 101 Church Street Lewisburg, WV 24901 304.647.6560 304.647.6561 Fax	Mercer County Campus 1397 Stafford Drive Princeton, WV 24740 304.425.5858 304.425.0860 Fax	Nicholas County Campus 6101 Webster Road Summersville, WV 26651 304.872.1236 304.872.3587 Fax
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LETTERHEAD

Digital Letter head templates are available in Microsoft Word format. These files are available through Public Relations.



PROCEDURES FOR ORDERING PRINTED MATERIALS

The ordering of all printed materials is coordinated by the Office of Public Relations. Basic items such as letterhead, envelopes, business cards and business forms are printed through a state contract with BJW and Office Supply. You will find a BJW order form posted on the Finance and Administration page on the Intranet. Fill in your request and submit it the Public Relations Office by e-mail or through inter-office mail. Allow at least three weeks for delivery of items. Be sure to keep track of inventory so that you do not incur rush charges for materials needed in a shorter timeframe.

If your department needs a brochure or other printed item not listed on the BJW order form, contact the Public Relations office for assistance in having it designed and printed. It is important Public Relations coordinate these orders in order to maintain brand integrity and quality control and to ensure that state purchasing guidelines are being followed.

