



GEAR UP Utah Marketing Request

Please fill out the following form as completely as possible for any marketing & communications requests. *This form must be completed and submitted to the Communication Specialist for your project to be scheduled. If requesting multiple pieces, please complete one form for each project.*

DEADLINE INFORMATION

Date of Request: _____

Date of Event: _____

Date Needed: _____ Date Public: _____

COMMUNICATIONS ONLY

Designer: _____

Project Job #: _____

Final Design Approved By: _____

CONTACT INFORMATION

Name of Requester*: _____

Department/Region: _____

Email Address: _____ Phone Number: _____

*This person will be notified to approve project drafts.

PROJECT INFORMATION

Project Title: _____ New Project Update - Previous Date/Name

Target Audience (students, parents, staff, etc.): _____

Project Description/Specific Instructions:

Describe the project tone (encouraging, humorous, academic): _____

Will this require an update with same artwork: _____

For example, a contest announcement graphic followed by contest winner one month later.

JOB TYPE & PRINTING

Creative Assets Wanted: Swag* Posters Social Media Programs Video/Photography

Contact Communication Specialist for details Flyers Mailers Web Design Event Invitations Booklets/Brochures

Extended Campaigns (Summer Bridge, etc.) Other: _____

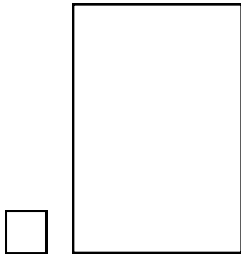
Print Quantity (if needed): _____ One-sided Two-sided Color Processing: Color Black/White

Additional Project Notes: _____

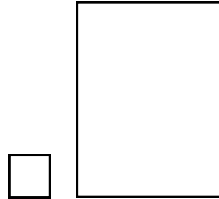


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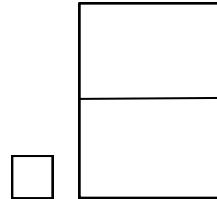
PRINT SIZING - In House Options (If Applicable)



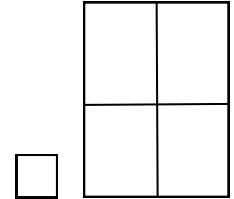
11 x 17 (poster)



8.5 x 11



1/2 sheet



1/4 sheet

DESIGN INFORMATION

Preferred Colors to Be Used (Up to 4): _____

Preferred Type Font*: _____

*Specified type fonts will be used for large title designs and must complement existing brand guidelines and GEAR UP fonts.

Preferred Imagery to Be Used (Trees, Fire, Clouds, etc.) _____

Please Note: copyrighted images or concepts will not be considered. This includes but is not limited to commercial characters, font types, & references.

PROOFS

Proofs will be sent from the designer and marked/dated here after each review. Please be as thorough as possible when reviewing artwork and communication efforts, and respond in a timely fashion so not to delay project completion.

#1 _____

#2 _____

#3 _____

TIMELINE

Note for your schedules: Standard marketing practices suggest a 4-6 week exposure window to best communicate information. Email marketing, social media, and traditional print media should be shared with targeted audiences no less than 4 weeks before the event.

Flyers, postcards, and posters should be shared with target audiences at least two weeks before the event. Saturated marketing efforts (reminder emails, social media & email blasts) should be strategically implemented 1-week before and occur everyday leading up to the event.

Your commitment to helping us create an efficient marketing & communications effort will help guarantee these timeliness.

COMMUNICATIONS ONLY

FINAL PROJECT DATE (PRINT/SOCIAL MEDIA/EMAIL): _____ TIME SPENT ON PROJECT: _____