

BRAND & DESIGN *marketing checklist*

Review this checklist each time before submitting a design for approval

START

1 CHECK OVERALL QUALITY

- Correct file format
(e.g., JPEG/PNG for web, PDF for print, etc.)
- Images/text clear, not pixelated or blurry
(Print: 300–600 ppi/dpi, Web: 72–150 ppi/dpi)
- Check legibility
*(Print: type no smaller than 7 pt, generally)
(Web: type no smaller than 14 pt, generally)*
- Check hierarchy
*(Is the order of textual importance clear?)
(Is the overall message clear?)*
- Check finished size
- Include bleed space if design/image goes to edges of paper
- Add crop marks to final print document



2 ENSURE BRANDING IS CORRECT

- Correct department name
- Correct logo usage
(e.g., medallion, monogram, etc.)
- No manipulation of university logos
(Use the logo artwork as is)
- Follow logo identity guidelines
(e.g., correct colors, logo size & spacing, etc.)
- Correct typing of university name
(i.e., (use en dash, not hyphen) Brigham Young University–Hawaii, BYU–Hawaii, BYUH)
- Correct building location names
(e.g., McKay Gym, not “Old Gym”)



3 REVIEW YOUR CONTENT

- Safe from copyright infringement
(Is it labeled for free commercial use? Or do you have explicit permission to use it?)
- Time follows guidelines
*(In lowercase letters, without periods, and space between the numbers)
(e.g., 11:00 am – 12:45 pm, or 11 am–12 pm)*
- Date follows guidelines
*(No slashes, no year listed unless recurring annual event, and no st, nd, rd, or th after a number/date)
(e.g., CORRECT: Feb. 14 or February 14 INCORRECT: 2/14 or 02.14.20 or Feb. 14th)*
- Correct usage of dashes
*(-) hyphen // (–) en dash // (—) em dash
(e.g., 8 am–9 pm (use en dash to signify a range of values, such as a span of time of numbers))*
- Correct spelling and grammar *(AP style)*
- In line with the Honor Code standards
- Message is clear
(Does it have all the necessary information?)



To create an en dash(–):

PC ALT + 0150
control *use number pad

Mac option + -
option hyphen

To create an em dash(—):

PC ALT + 0151
control *use number pad

Mac option + shift + -
option shift hyphen

4 SUBMIT TO U.C. FOR APPROVAL

FINISH