

The marketing of Grant Wood AEA depends on consistency of all staff in developing clear, jargon-free communications. This brochure gives all Grant Wood AEA employees a quick reference tool for development of handouts, newsletters, and brochures.



Grant Wood Area Education Agency extends equal opportunities in its employment practices, educational programs and services, and does not discriminate on the basis of color, gender, race, national origin, religion, creed, age, sexual orientation, gender identity, marital status, disability, veteran status or as otherwise prohibited by law. If you believe you or your child has been discriminated against or treated unjustly, please contact the Agency's Equity Coordinator, Maria Cashman, at 319-399-6847 or 800-332-8488 or TDD 319-399-6766, Grant Wood AEA, 4401 Sixth St SW, Cedar Rapids, IA 52404.

Grant Wood AEA

Graphics & Communications Standards



A Brief Overview

www.aea10.k12.ia.us

Editorial Review

If you are developing a newsletter, brochure or flyer, we ask you to submit a copy of your text to the communications team for review and editing before you print it or send it to the graphics department for layout. We will review it for style, content, and publicity potential.

We want to make sure the piece is accurate, communicates clearly, and positively reflects on the agency. By sending your materials through the communications office, you will also alert the communications group to possible activities and events that may need additional promotional news or support.

Turnaround Time

In planning your timeline for production, allow 24 hours for communications department review. Please notify the communications office about copy you will need to have reviewed. It may be processed in less than a day. However, documents delivered after noon on Friday, may not be processed until the following Monday afternoon.

Exceptions: *If the document contains more than three pages of text, needs management approval, or requires legal review, more review time may be required.*

To further expedite the process, contact the communications secretary to arrange for proofreading. Documents can be e-mailed or provided in hard copy to the department.

Graphic Standards

Grant Wood AEA has comprehensive identification system and marketing guidelines available on our Web site www.aea10.k12.ia.us. If you have any questions about stationery, signage, logo design, etc. you will find the answers in that manual.

A Brief Review of Grant Wood AEA Communications and Graphic Standards

The following “do” and “don’t” rules should be followed in all agency communications.

DO

- **DO** use the agency logo on all brochures, fliers, and materials promoting the agency and its services.
- **DO** use the logo on all business and instructional materials.
- **DO** include the agency logo on all product literature.
- **DO** put the logo in prominent locations; i.e. put it on the cover of booklets and brochures, fliers, etc.
- **DO** work with the agency’s graphics department whenever possible to enhance the look and quality of the piece. Leave the design work to them.
- **DO** consult with the graphics department if you believe the logo “doesn’t look good” with your cover design. In cases where graphics agrees, the agency logo must appear either on the back cover or on page two of the piece. In exceptional instances, it may be permissible to use a one-line statement: “A service of Grant Wood AEA,” and no logo.
- **DO** always include the agency’s equal employment opportunity statement in all agency brochures, newsletters and other promotional literature.
- **DO** have the communications department review the brochure before you print it.



DON'T

- **Don't** allow the logo to touch anything else in the printed piece.
- **Don't** use the logo as a background or super-imposed image over anything.
- **Don't** print the logo in alternative colors. (*See manual for complete usage details.*) Acceptable versions of logo usage are:
 - Black and white (line art)
 - Black and white with a gray screen within the GW
 - Black and white with teal color printed within the GW (colored version).
- **Don't** print the logo in a different color, unless the entire piece is printed in one color of ink (dark blue ink, for example).
- **Don't** create your own agency stationery, business cards or memo designs. Use only agency-printed letterhead paper and business cards, and use the memo template (available from the communications office).
- **Don't** use text, clipart or photographs taken from Websites. Such actions may violate copyright laws, and we do not condone illegal acts of copyright infringement.

For further information or if you have any questions about these guidelines, contact the communications department. Telephone 319-399-6714.