



Brand Review Process

College Communications and Marketing

What is brand review?

Brand review is the process by which any publication or print pieces produced by departments other than CCM at the college are reviewed by CCM to insure that their look and feel are consistent with college brand standards. For information about brand standards, graphic identity, and logo use, visit www.anselm.edu/CCM.

Why is brand review important?

The strong brand image of the college is one that we all want to preserve and promote, both to internal and external audiences. The greater strength of identification with our unique qualities, the greater engagement from our constituents, and the more pride we can all take in being Anselmian. With this goal in mind, CCM provides expert professional feedback and assistance to help campus partners make their publications as attractive and informative as possible. Brand review can also help you to avoid common design mistakes, copyright pitfalls, factual errors, and any other easily made oversights. Reprinting costs in the case of major mistakes can be expensive, and this process is designed to help prevent this possibility.

When should I submit my print piece to CCM for brand review?

Print pieces should be submitted once the first design proof is completed, before any further design work or revision is undertaken.

What will I get back from CCM?

We will provide you with at least one of the following:

Brand Review Outcomes: A list of brand issues that need to be resolved before the piece can be approved by CCM for print. CCM will not approve any pieces for print without resolution of these issues. Issues may include misuse of the college logo, inappropriate color palette, incorrect font usage, photo selection conflicts, photo resolution issues (that could result in poor print quality), and potential copyright infringements, etc.

Recommendations: CCM evaluates every piece for brand consistency, but also for design, layout/ function and visual aesthetic. If applicable, we will provide a list of professional recommendations for improvements to your piece- you may choose whether or not to incorporate any/all of the recommendations. Brand approval is not contingent upon adoption of recommendations, though we strongly encourage campus partners to take advantage of the publication and marketing expertise available from CCM in this area. Doing so greatly increases the likelihood that your piece will follow brand standards and portray the look and feel of a true college publication.

How long does it take CCM to review?

We will provide you with brand review outcomes as well as any recommendations within one week of submission, whenever possible. If we are unable to respond within that timeframe because of other publication deadlines, we will notify you. **Please factor this review process into your production schedule.** If we evaluate your piece and there are any problems that we feel warrant in-person discussion, we will contact you to set up a meeting as soon as possible within that time period.

Once I receive the brand review outcomes and/or recommendations, does CCM need to see my piece again?

Yes, CCM must sign off on the final version of your publication or print piece, with all brand review outcomes incorporated in order for your piece to go to print. You must submit the printers proof to the CCM Office for approval. Publications that are not approved for brand may not be printed by the College Print Shop. Please note that disregarding this policy may result in additional charges for reprinting if major mistakes are discovered after the fact.