



CHICAGO STATE UNIVERSITY

SUBJECT:Updated Marketing Department Email, Intake, Procedures & Resources

EMAIL UPDATE: Please use u-relations@csu.edu when contacting CSU's Marketing & Communications Department.

Chicago State University's Marketing & Communications Department supports and promotes University departments, programs and events, along with ensuring CSU collateral meets the University's branding standards. Visit the Marketing Resources [web page](#) for all branding guidelines, PowerPoint templates, Zoom backgrounds and more!

Marketing & Communications Project Request Process & Timeline:

For any marketing and communication needs, please contact the department at u-relations@csu.edu. The Marketing & Communications Department requests the following project timelines:

- Announcements to be sent through the University Relations email (student, faculty, and/or staff email listservs): **Three business days.**
- Social media posts with or without graphic: **Three business days**
- Flyers or other graphic assets: **5 - 15 business** days depending on projects already in the queue.
- Business card orders: **Four weeks** in advance
- Event and program promotion: **10 weeks for events without printed materials. 12-13 weeks for events with printed materials.** More details below under Event Promotion.

Flyer or Other Graphic Asset Requests:

To help the Marketing Department gather all necessary information about your department's request, please send the following information to u-relations@csu.edu:

- Type of project/specs (eg. 8.5"x11" flyer, web banner, email banner, etc.)
- The project/initiative and/or goal of the graphic
- Time, date, place of event
- RSVP link and/or QR code
- Image preferences (if needed)
- All methods of distribution (email, print, etc.)
- Delivery date

CSU Branding Materials:

The Marketing & Communications Department has compiled Marketing Resources with the following items to assist you in the creation of branded CSU materials. Visit the Marketing Resources [web page](#) for access to the following items:

- Business card ordering
- College brochures and one-pager
- CSU branding guidelines
- CSU logos
- CSU photography/images
- Email signature directions
- PowerPoint templates
- Promotional material vendors & printing guidance
- Zoom backgrounds

Event Promotion:

The Marketing & Communications Department suggests that an event is promoted at least six weeks prior to the event date.

- If an event needs digital marketing collateral and a communications and distribution plan, please contact the Marketing Department at u-relations@csu.edu, **10 weeks in advance**.
- If an event needs printed materials to support its promotion, please contact the Marketing Department **12-13 weeks in advance**.

This will ensure all materials have been approved and there will be enough time to thoroughly promote the event.