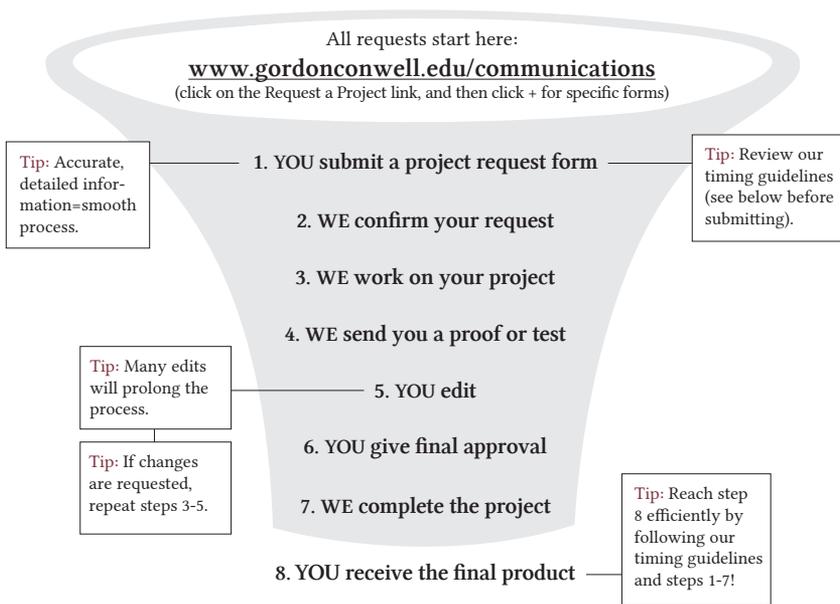# Communications and Marketing
Quick Reference Guide

The Communications and Marketing Office serves the seminary by helping you share, promote and communicate in an effective and consistent manner. We offer a wide range of services including printed pieces, website assistance, email blasts, videos, business cards, name badges, stationery and more. Please use this quick reference guide to get started when you need something from our office.

How do I initiate a request?

All requests start here:
www.gordonconwell.edu/communications
(click on the Request a Project link, and then click + for specific forms)

Tip: Accurate, detailed information=smooth process.

Tip: Review our timing guidelines (see below before submitting).

1. YOU submit a project request form

2. WE confirm your request

3. WE work on your project

4. WE send you a proof or test

Tip: Many edits will prolong the process.

5. YOU edit

Tip: If changes are requested, repeat steps 3-5.

6. YOU give final approval

7. WE complete the project

Tip: Reach step 8 efficiently by following our timing guidelines and steps 1-7!

8. YOU receive the final product

Timing Guidelines

Business Cards + Stationery	orders placed on the 1st of each month	Video	4-8 weeks
		Web	2-3 bus. days (basic) 3-5 weeks (advanced)
Print	3-5 weeks*	Email	1-4 weeks

* Faster turnaround time for *simple seminary fliers.* See back for more information.

How can I find the brand guidelines and other information?
Manuals, guidelines, one-page summaries of our campuses and programs, and other helpful documents are available on the "Resources" page.
www.gordonconwell.edu/comm-resources

I need a jpeg/png/eps/pdf of the Gordon-Conwell logo. Where can I find it?
Different renditions of the Gordon-Conwell logos can be found on the communications page. Contact the Communications Office for the password. www.gordonconwell.edu/logos

I am looking for a high-resolution faculty photo. Where can I find it?
High-resolution faculty photos can be found on the faculty page. Please click on the professor's name and then click on "View HiRes Photo."
www.gordonconwell.edu/faculty

Where do I access templates for *simple seminary fliers**?
You can access Microsoft Word templates for the simple seminary fliers on the communications page. Remember to send your flier to the Communications Office for approval before distributing it around campus.
www.gordonconwell.edu/simple-fliers

I need to find photos of our campuses. Where can I find them?
You can find photos for each campus on the All Common server (if you do not have access to the server, please ask IT for permission).
www.gordonconwell.edu/photo-bank-access

Who works on the Communications and Marketing team?
If you want to learn about our staff, visit the "Meet Our Staff" page.
www.gordonconwell.edu/comm-staff

**Simple seminary fliers* are intended for INTERNAL communication only, and should be used for smaller campus events, such as lunch forums and departmental discussions. Before distributing your flier, please email it to communications.office@gordonconwell.edu for quick proofing and approval. Larger scale event promotion and EXTERNAL communication should come through the Communications Office via the project request form (see front).

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THEOLOGICAL SEMINARY

Communications & Marketing Office
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www.gordonconwell.edu/communications