

## Design Request Process Guide

### Overview

To better manage and track the volume of requests we receive, the Marketing team manages a process for accepting and scheduling design inquiries. This helps us provide the best customer service and highest quality of work, while offering the most efficient and affordable design and production services for our internal clients. This process also helps staff create a strong concept and identify the full scope of design needs for your program.

If you need the Marketing team's support for graphic design you must complete a Design Request Form. Services requiring a form may include: graphics packages for events and days of service; promotional items like signage or apparel; web ads or banners; brochures; infographics; or consulting on a project to help you determine what type of graphic or social media support you might need.

The more notice you provide, the better the Marketing team can serve you!

### Process

All inquiries must be submitted a minimum of two weeks prior to the date that you need finished products delivered. Depending on the number of items needed, the complexity of the request or other projects already in the pipeline, the timeline could be longer.

1. Go to [www.pointsoflightbranding.org/request/](http://www.pointsoflightbranding.org/request/) to access the form and the most current version of this process guide. If you are unsure of your needs, please email [mmcpherson@pointsoflight.org](mailto:mmcpherson@pointsoflight.org) to set up a meeting to discuss creative concepts.
  - a. All content should have executive approval prior to being submitted.
  - b. If your project must be completed before the required two week minimum timeframe, it is possible that it will need to be outsourced at additional cost to your department.
2. **The request form must be completed in one sitting.** You will not be able to save your work and complete it in a different session, so please be prepared by having approved content, logos if needed, quantities (if printing items), etc. on-hand. Later in this guide are some guidelines to help you be well-prepared.
3. **Complete the form in its entirety and provide as many details and supporting documents as possible.** If you've seen a website or other collateral that you like or want to mimic, please feel free to provide examples.
4. **Your request will be reviewed within two business days.** Based on workload and priority of other organizational requests, we will identify the number of hours required to complete the request and slot the project into the earliest available time slot so that the work can be completed from start to finish in one sitting. This ensures the best quality for your project.
5. **The Marketing team will get back with you with an estimated completion date and cost** (if applicable) and any follow-up questions.
6. **Unless otherwise requested, the Marketing team will provide one layout/design option per request.** The project owner will have an opportunity for one round of proofs for review. Additional proofs or excessive changes will result in starting the process over

from the beginning. *This is why it is so important that you have executive approval, a strong concept and provide lots of details up front.*

If need programmatic support (i.e., suite of design elements for a national day of service or event) or assistance with your concept, please contact [mmcpherson@pointsoflight.org](mailto:mmcpherson@pointsoflight.org) in order to plan a creative strategy meeting.

### Questions

If you have any questions or need any assistance while completing the form, please contact [mmcpherson@pointsoflight.org](mailto:mmcpherson@pointsoflight.org).

## Tips, Tricks and Getting Prepared to Submit Your Request

### About Requests that Impact Editorial Calendars (e.g., flash profilers, email marketing blasts, website ads, etc.)

While the Marketing team is happy to support design requests, other stakeholders across the organization manage extensive editorial calendars in regard to email blasts, website content and ad space. Please be sure to communicate with these staffers to be sure that your graphics can be posted/sent when you need them.

- Points of Light website – Michele Melendez
- Points of Light email distribution lists – Meredith McPherson
- HandsOn Network website and Affiliate email Distribution Lists – Morgan St Jean
- generationOn website and email distribution lists – Rebecca Webster and Andrew Smith
- AmeriCorps Alums website and email distribution lists – Greg Heinrich
- President's Volunteer Service Awards website and email distribution lists – Melanie Stevenson
- Corporate Engagement Award of Excellence email distribution list – Melanie Stevenson
- All For Good website – Lucy Zhou

### A Guide on File Types and Quality

If your request includes using photos or non-Points of Light logos, please review the following guidelines.

#### *Vector Art*

With most of the artwork we receive (other than photographs) we prefer a vector version. A “vector” file is the most flexible version of the artwork you can provide as it allows to scale it larger or smaller and manage things such as transparency. The best format is the original source file from the program the logo or artwork was created in. Most often this will be Adobe Illustrator and the file extension will be **.AI**. Sometimes that file will have been saved as an “Encapsulated Postscript” file or an **.EPS**. This is also acceptable as it usually contains the same properties of scalability as the source file.

#### *Layered Artwork*

If your request includes layout and/or designed artwork that is **NOT** in a vector format, the best possible thing for us to receive is an **UNFLATTENED LAYERED SOURCE FILE**. This would typically be a file generated by Adobe Photoshop and have a **.PSD** extension on the end.

*Typeface*

Artwork, logos, or other provided materials that utilize a unique, non-system font will need to be delivered with the fonts attached for us to be able to match them and use them correctly. If the provider does not have or is not willing to give the fonts used they will need to make sure and “convert to outlines” all text in that particular font so that it may be scaled up or down properly.

*Photography*

When submitting photography to be used as part of a design request we require the highest resolution images possible. This allows us to scale down from a large file size instead of trying to scale up which results in the loss of quality. If you are unable to or unaware of how to check the resolution setting, a good indicator of the resolution of a photo is the size of the file. High quality, high resolution photography will typically be fairly large in file size (i.e. 30k is not likely to be high resolution. 830k may be and 8.3 MB most definitely is).

**Requests for Promotional Items, Signs or Apparel**

We have preferred vendors for promo items, signs, merchandise and clothing. We have long-standing relationships with vendors who have proven track records for delivering quality products on time, are affordable, who understand our brand, can work under intense deadlines, and can consult with us to provide products that best fit our needs.

If you need support on these types of items and have something specific you are looking for, please provide a link or photo of the exact item and we will source it through our preferred vendors. If you are unsure of what items you'll need or are looking for ideas, we are happy to consult with you.