

SUMMER SESSIONS CATALOG COVER PROJECT REQUIREMENTS

11/4/11

The Summer Sessions catalog is a marketing piece that is mailed to all Pacific students' homes, distributed campus wide and to area businesses. It also appears online on the CPCE/Summer Sessions website. The catalog cover is a great way to showcase Pacific student talent and we are looking for exciting new ideas! Design the front and back cover of the catalog that will make students *want* to come to Pacific for Summer Sessions. (Summer Sessions is open to anyone...not just Pacific students!) The student with the winning design will be given a 'By line' inside the catalog. This will be a great professionally printed piece for your portfolio! Have fun!!!

Please read and follow requirements carefully!

1. **SIZE:** 8 ½" X 11", 2 pages – front and back cover. FULL COLOR (CMYK).
2. **Format:** Adobe Creative Suite 3 or 5 – InDesign.
3. **Photos:** All photos MUST be a minimum 300 dpi and converted to CMYK. You may choose to take your own photos around campus. Use our beautiful campus, great students and YOUR imagination! If you choose to use stock photos they must *not* be copyrighted unless you have written permission to use the photos.
4. **Bleeds:** Any bleeds should extend a **half inch past the page edge**.
5. **Design** may wrap around to the back page if desired.
6. **Required elements: On Front:** Pacific Logo, Summer Sessions (Year), name of all the schools in order of their founding (see list of schools at the end of requirements), Office of Summer Sessions, Center for Professional & Continuing Education. **On Back:** Pacific Logo, return address, postage paid permit, and a 2"X 4" white area for the mailing address.

NOTE: You may arrange the required elements as you see fit for your design EXCEPT for the back cover. That must contain the bulk mailing stamp, Pacific logo, return address and a 2"X 4" white block for the mailing address. These elements MUST be in the upper half of the back cover. See previous year Summer Sessions cover for correct location.

7. **Pacific Identity Requirements:** Logos, Seals, color palate and font requirements may be downloaded from the university website at:

<http://www.pacific.edu/About-Pacific/AdministrationOffices/Marketing-and-University-Communications/Identity-Program-Standards/Media-Downloads---Seals-Wordmarks-and-School-Lockups.html>

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8. **Project submissions:** Two hard copies (color) mounted on **black foam boards** 14" X 20" with name and contact information on back.

PLEASE NOTE: All Pacific schools MUST appear on the front cover in this order.

College of the Pacific

Conservatory of Music

Arthur A. Dugoni School of Dentistry

Gladys L. Benerd School of Education

Thomas J. Long School of Pharmacy & Health Sciences

School of Engineering & Computer Science

Eberhardt School of Business

School of International Studies

Feel free to contact me with any questions. 946-2424

Thanks for your participation...and have fun with this project!

Mariellen Lillard

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