

Brand Review Process

Marketing and Communications

What is brand review?

Brand review is the process by which publications or print pieces produced by departments other than MarComm at the College can be reviewed by MarComm to insure that their look and feel are consistent with College brand standards.

Why is brand review important?

A strong brand image of the College is one that we all want to 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 members of the Curry community. With this goal in mind, MarComm 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 or issues can be expensive, and this process is designed to help prevent this possibility.

Do I need to submit every print piece to MarComm for review? Even event flyers and posters that are only going up on campus?

You do not need to submit every print piece to MarComm, particularly in the case of publications for internal campus distribution only. However, we are willing and able to review any and all items submitted. If your publication is being distributed on behalf of the College to an external audience (for recruiting or fundraising purposes, for example), we strongly encourage you to do so, in order to ensure the quality and consistency of the Curry brand.

Is brand review the same as proofreading?

No. While it's possible that we could catch typos or other mistakes and will certainly inform you if so, brand review is a review of the visual personality and overall message conveyed by the publication, not a text proofing process. You are responsible for proofreading and sign-off on your publications; please see www.curry.edu/about-us/marketing-and-communications/brand-and-creative

When should I submit my print piece to MarComm 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 MarComm?

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 given brand approval as a Curry publication. 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: MarComm 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 MarComm 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 MarComm 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 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 MarComm need to see my piece again?

Yes. MarComm must review the final version of your publication or print piece, with all brand review outcomes incorporated. Please note that disregarding this process may result in additional charges for reprinting if major issues are discovered after the fact.