

**FRESH IDEAS
DELIVERED DAILY!**

www.uncw.edu/OUR

*re*ESTABLISHED IN 2012
OUR MENU
OFFICE *of* UNIVERSITY RELATIONS

main courses

advertising { print, digital, radio }

DESIGN/COPYWRITING

10–15 days

OUR APPROVAL ONLY*

3 days

printed materials

{ allow additional 2 weeks for print production }

BROCHURES/BOOKLETS

10–30 days

POSTCARDS/RACKCARDS

10 days

POSTERS

10 days

REPORTS/SPECIAL PROJECTS

lead time varies

OUR APPROVAL ONLY*

5–10 days

invitations

DESIGN FOR PRINT AND DIGITAL

5–10 days

HELP WITH MESSAGING

3–5 days

OUR APPROVAL ONLY*

3 days

TEMPLATES

uncw.edu/uncwtemplates

messaging

TALKING POINTS

15 days

CHWK SLIDES FOR CAMPUS MONITORS

5 days

{ submit via uncw.edu/tv/slides }

HANDOUTS FOR EVENTS

30 days for OUR creation, 7 days for OUR approval

INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES

30–60 days

REPORTS/SPECIAL PROJECTS

lead time varies

{ visit uncw.edu/our to submit request }

newsletters

DESIGN FOR PRINT AND DIGITAL

30 days

CONTENT REVIEW

5 days

video/ photography

SHOOTING AN EVENT*

10 days

{ allow additional 2 weeks for post-production }

PROMOTIONAL VIDEOS/PHOTOGRAPHY*

45 days plus post-production

HEADSHOTS

10 days

{ uncw.edu/our/portraits }

* Cost recovery fee may be applicable.

internal/external promotion

SWOOP { faculty/staff newsletter }

Submit via uncw.edu/swoop by noon on Friday

PRINT/DIGITAL/RADIO/TV ADVERTISING

15–30 days for OUR creation, 7 days for OUR approval

POSTERS, POSTCARDS, MISCELLANEOUS PRINTED ITEMS

15–30 days for OUR creation, 7 days for OUR approval

INTERNAL OR EXTERNAL CAMPAIGNS TO PROMOTE NEW INITIATIVES

30–60 days

web/digital communications

SUPPORT IN CREATION OF SITE

30–60 days

SITE DESIGN REFRESHES

30–60 days

PROMOTIONAL/EVENT EMAILS

30 days

sides

PREMIUMS/GIVEAWAYS

5–15 days

{ allow additional time for vendor production }

STRATEGY/BRAINSTORMING SUPPORT

2–4 weeks

T-SHIRTS

30 days

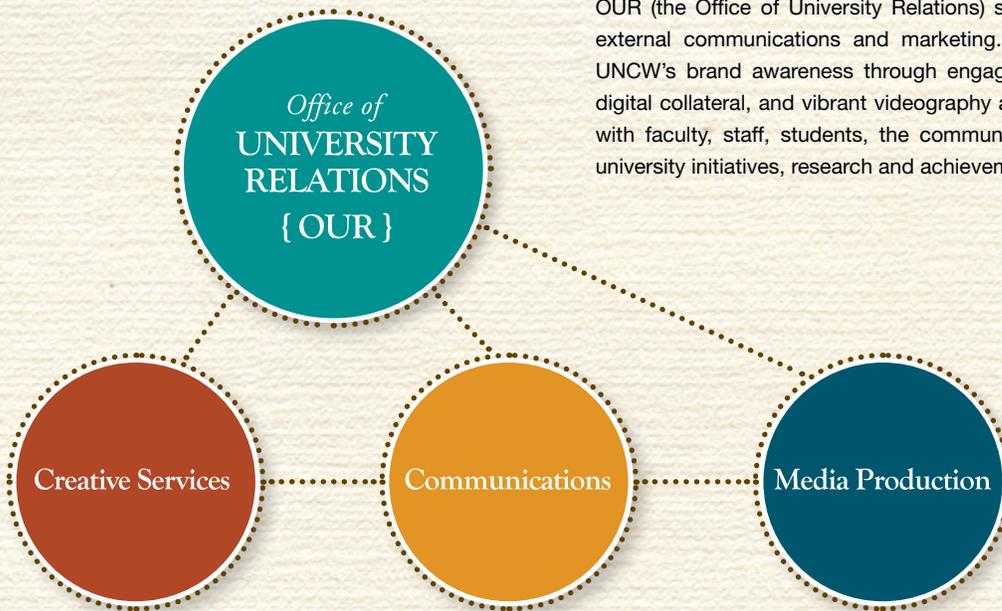
{ allow additional time for vendor production }

* If you'd prefer to create your own content, based on the guidelines and standards featured in BIG { uncw.edu/big }, simply email your proof/draft to OUR@uncw.edu with the subject line FOR APPROVAL ONLY.

Lead times are based on business days and may change based on timing and volume of requests. Please visit uncw.edu/OUR for latest guidelines.

OUR TEAM IS YOUR TEAM.

OUR (the Office of University Relations) serves as UNCW's hub for internal/external communications and marketing. OUR is committed to enhancing UNCW's brand awareness through engaging messaging, dynamic print and digital collateral, and vibrant videography and photography. OUR collaborates with faculty, staff, students, the community and the media to promote key university initiatives, research and achievements.



CREATIVE SERVICES

This unit is responsible for the concept, design and execution of marketing/promotional collateral for internal and external audiences, including design, illustrations/graphics, specialized website design and brand identity. This includes the creation or approval of materials that market the university to a mass audience, including conferences on campus or co-sponsored with community organizations, advertising and promotional posters.

COMMUNICATIONS

This unit is responsible for internal and external communications including SWOOP, emergency communications, website messaging, event and new initiative promotion, media relations, social media, advertising messages and brand management. This unit also supports web communications for individual divisions and departments (development of messages, design and an effective user experience).

MEDIA PRODUCTION

This unit highlights the academic and institutional achievements of the university via video production, still photography and multimedia campaigns. Projects are prioritized based on overarching university goals and includes promotional videos, on-campus digital messaging, the broadcasting of events like commencement and other vehicles as applicable. This unit is also responsible for headshots; visit uncw.edu/our/portraits for more info.



Consult BIG for guidelines on branding standards and tips for working with the Office of University Relations.
www.uncw.edu/big



ready to get started?
www.uncw.edu/OUR and click
our@uncw.edu • 910.962.2092

Need OUR Help?