



**ANTELOPE VALLEY COLLEGE**

**Marketing and Public Information**

Administration Building

(661) 722-6300, ext. 6312

**Publication Approval Form**

Antelope Valley College’s logo and the reputation it represents are important assets. It is the primary role of the Marketing office to protect and promote the image and use of these marks, maintaining quality, accuracy and consistency.

**The district will not pay for any publication that has not received advance design and printing approval by the Marketing Office.** This approval is for anything printed for general public consumption. This does not apply to classroom materials.

Printing projects covered by this form include, but are not limited to:

- Posters and fliers
- Brochures
- Programs for performances/events
- Bulk mailings
- Official publications and forms
- Newsletters

**Please allow three working days to proof your document. Your project will be given the highest priority.**

**Please follow the steps below and submit this completed form with your project to the public relations office.**

Project name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact person: \_\_\_\_\_ Contact phone number: \_\_\_\_\_

**STEP 1**

**Decisions about the publication**

Funding source identified

\_\_\_\_\_  
Supervisor’s signature Date

Design

In-House (ext. 6237)  Vendor

Printing

In-House (go to Step 3)  Vendor

**STEP 2**

**Printing specifications/estimates**

At least two price quotes are required for any printing job costing \$1,000 or more using an outside vendor. The public relations office can provide you with printing specification price forms and help you locate vendors.

I would like the PR office to assist me with printing specifications and/or printing vendors.

Yes  No

**STEP 3**

**Content/style review**

The text for the publication has been reviewed for content and style by the appropriate manager/administrator in order to avoid excessive editing following design.

\_\_\_\_\_  
Approved for design/supervisor’s signature Date

**STEP 4**

**Submit to artist for design**

**STEP 5**

**Proofreading/printing approval**

All college publications must be submitted to the public relations office for proofreading and printing approval. Please attach this form to the draft of the publication. The district will not pay for any publication that has not received advance design and printing approval.

Approved for reproduction.

It is not suitable for printing/reproduction due to the following reason(s). Please make the appropriate corrections and resubmit for approval.

Grammar/typos  Incorrect information

Style errors  Improper use/lack of logo

ADA/discrimination  Trustee names

Other

\_\_\_\_\_  
Public relations approval Date  
signature required

\_\_\_\_\_  
President/vice president approval Date

***In-house jobs: Please attach this form to photocopy request.***

## Required elements for printed documents:

1) Antelope Valley College logo:



**ANTELOPE VALLEY COLLEGE**

horizontal version



**ANTELOPE  
VALLEY  
COLLEGE**

vertical version

2) Reasonable accommodation statement (short version: news releases, flyers, event posters):

Upon request five business days before the event, reasonable accommodation will be provided to facilitate the participation of covered individuals with disabilities. Call (661) 722-6360.

3) Reasonable accommodation statement (long version: programs, brochures):

Antelope Valley College prohibits discrimination and harassment based on sex, gender, race, color, religion, national origin or ancestry, age, disability, marital status, sexual orientation, cancer-related medical condition, or genetic predisposition. Upon request, we will consider reasonable accommodation to permit individuals with protected disabilities to (a) complete the employment or admission process, (b) perform essential job functions, (c) enjoy benefits and privileges of similarly-situated individuals without disabilities, and (d) participate in instruction, programs, services, activities or events.

4) Alphabetical list of college trustees (event programs):

Antelope Valley Community College District  
Board of Trustees  
Michael R. Adams  
Steve Buffalo  
Barbara Gaines  
Jack Seefus  
Lew Stults  
Kimbirly Dolatowski, Student Trustee