

From: Steel, Suzanne
Sent: Monday, July 24, 2017 3:38 PM
To: Bennett, Pamela; Farr, Lauren; Johnson, Denise; Snyder, Paul
Cc: Zimmerly, Gwendolyn A.; _CFAES Branding Team
Subject: Re: OSU Extensions Order 6220 is complete

Hello everyone,

My apologies. We didn't realize that the templates we were discussing were those with the changeable fields with Holmes printing. These do not need to come through BAT again. They have been approved.

The templates we have online can be modified enough that we do need to see them again. Again, sorry for the confusion!

Suzanne

From: "Bennett, Pamela" <bennett.27@osu.edu>
Date: Monday, July 24, 2017 at 12:03 PM
To: "Farr, Lauren" <farr.1@osu.edu>, "Johnson, Denise" <johnson.2924@osu.edu>, "Snyder, Paul" <snyder.1062@osu.edu>
Cc: "Zimmerly, Gwendolyn A." <zimmerly.30@osu.edu>, _CFAES Branding Team <FAES-BAT@osu.edu>
Subject: RE: OSU Extensions Order 6220 is complete

Lauren,

When branding came about we worked with our College branding staff to create a template that would be used by all counties for marketing the MGV program. This template would not change except for the "changeable fields" that are used for the county information (address, county name, etc.) The template would stay the same except for the fields mentioned. I would like to have approval that this could be used by all counties so that they don't have to get approval each time. We are trying to be customer friendly to our county coordinators as well as keep with the same branded look for every county MGV program. Otherwise, we might have 63 different looks for our program.

Can you help us with this? Denise can provide you a copy of the template that was originally approved and submitted to Holme's printing. We work with them for our MGV manual as well.

From: Farr, Lauren
Sent: Thursday, July 20, 2017 3:29 PM
To: Johnson, Denise <johnson.2924@osu.edu>; Snyder, Paul <snyder.1062@osu.edu>
Cc: Zimmerly, Gwendolyn A. <zimmerly.30@osu.edu>; _CFAES Branding Team <FAES-BAT@osu.edu>; Bennett, Pamela <bennett.27@osu.edu>
Subject: Re: OSU Extensions Order 6220 is complete

Hi Denise,

Any branded pieces for print or merchandise need to be sent to the brand team at FAES-BAT@osu.edu for approval prior to printing. That's it!

So, yes, as counties modify templates for their use, they need to send them for approval prior to printing. Our team meets on Wednesday to review all items sent during the week. If there is a tight deadline, they can let us know and we are happy to review and reply right away.

Please let us know if this answers your question.

Thanks,
Lauren

Lauren Farr

Senior Graphic Designer, Marketing and Communications

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College of Food, Agricultural, and Environmental Sciences

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farr.1@osu.edu cfaes.osu.edu

From: "Johnson, Denise" <johnson.2924@osu.edu>

Date: Thursday, July 20, 2017 at 3:10 PM

To: "Farr, Lauren" <farr.1@osu.edu>, "Snyder, Paul" <snyder.1062@osu.edu>

Cc: "Zimmerly, Gwendolyn A." <zimmerly.30@osu.edu>, "_CFAES Branding Team" <FAES-BAT@osu.edu>,
"Bennett, Pamela" <bennett.27@osu.edu>

Subject: RE: OSU Extensions Order 6220 is complete

Thank you Lauren,

What can we provide at the state level so that other counties do not go through this issue with finance?

Do you want to view what we have with Holmes Printing so that you know that the templates do not go off brand?

Please let us know how we can do this to make it easy, quick and painless for our counties.

Thank you,

Denise M. Johnson

Program Manager

Ohio State University Extension | College of Food, Agricultural, and Environmental Sciences

Master Gardener Volunteer Program

From: Farr, Lauren

Sent: Thursday, July 20, 2017 2:55 PM

To: Snyder, Paul

Cc: Zimmerly, Gwendolyn A.; Johnson, Denise; "_CFAES Branding Team"

Subject: Re: OSU Extensions Order 6220 is complete

Hi Paul,

Thank you for sending the brochure. This is on brand and approved to print. It looks as though Capita was used throughout, but it is difficult to tell sometimes with a low-resolution file. Capita, Proxima Nova or the default of Arial are all on brand.

If the rack card and the MG Manual were both recreated from the templates we provided then they are probably on brand as well. We still like to see the pieces before they are printed because sometimes branded templates can go off brand.

Thanks,
Lauren

Lauren Farr

Senior Graphic Designer, Marketing and Communications

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From: "Snyder, Paul" <snyder.1062@osu.edu>

Date: Thursday, July 20, 2017 at 2:03 PM

To: "Farr, Lauren" <farr.1@osu.edu>

Cc: "Zimmerly, Gwendolyn A." <zimmerly.30@osu.edu>, "Johnson, Denise" <johnson.2924@osu.edu>

Subject: RE: OSU Extensions Order 6220 is complete

Hi Lauren,

I used the approved template that was provided to Holmes printing for the Master Gardener Brochures. In the appropriate places I plugged in our information. Nothing else was reformatted (nor could it be modified). It took some searching, but I found the .PDFs of the pamphlets.

Thank you,



Paul Snyder

Program Assistant

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