

Marketing Menu

For ease of use when requesting marketing materials

The marketing team has put together a menu of the most commonly requested assets. In an effort to simplify language, and fully understand the clients expectations, we offer this to help assist with your communication needs.

A majority of the projects the marketing department assists with, fall into one of the highlighted categories. This list is not exhaustive. We are your resource for all of your marketing needs. These include:

- Advertisements
- Signage
- Apparel
- Infographics
- Presentations
- Custom graphics
- Social media
- Environmental graphics
- Much more

Email marketing@kgi.edu to initiate your marketing project.



Flyer

8 1/2 x 11

Project Size: Small

Simple, mostly typographic. Limited amount of information/graphics.

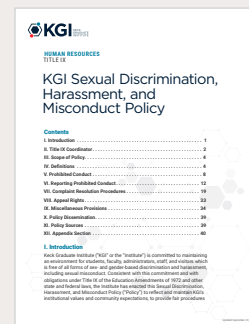


One-sheet

8 1/2 x 11

Project Size: Small

Contains detailed and graphical information. More refined than a typical flyer.

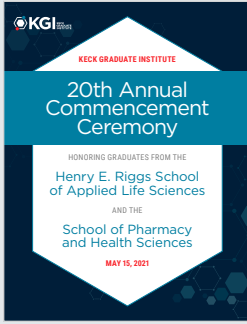


Formatted Document

8 1/2 x 11 | Multiple pages

Project Size: Small–Large (depending on length and complexity)

A document formatted with proper titles, headers, and body text. Images and graphics are used sparingly.

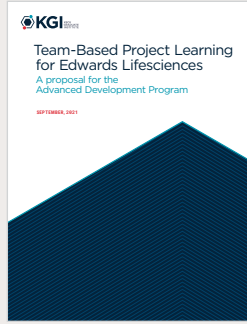


Program

8 1/2 x 11 | Multiple pages

Project Size: Large

A publication for student and staff events. Printed, folded, saddle stitched, and trimmed to letter size. Page count must be divisible by 4.

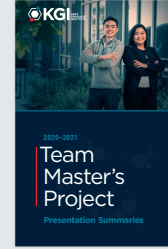


Proposal

8 1/2 x 11 | Multiple pages

Project Size: Large

Formal ask for financial support. Printed, folded, saddle stitched, and trimmed to letter size. Page count must be divisible by 4.



Booklet

5 1/2 x 8 1/2 | Multiple pages

Project Size: Large

A booklet is half the size of a full-sized publication. When cost is an issue or a full-sized publication is excessive. Page count must be divisible by 4.



Bifold Card

5 x 7 | 7 x 5

Project Size: Small

Typically a greeting or thank you style card. This card is folded to 5 x 7. It has a front and back as well as an inside.



Postcard

5 x 7 | 7 x 5

Project Size: Small

Typically an invite or save the date style card. This card is cut to 5 x 7. It has a front and back.



Brochure

5 1/2 x 8 1/2 | 3 1/3 x 8 1/2

Project Size: Large

When a lot of information needs to fit into a compact size. Brochures are typically categorized as bifold or trifold.