



# GRAPHIC GUIDELINES

## THE ASSOCIATED STUDENTS OF MODESTO JUNIOR COLLEGE

### INTRODUCTION

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Thank you for choosing to be involved with ASMJC. Please read the following information carefully. This information will assist you in adequately preparing to market your event successfully. Help us to serve you better by following these guidelines. With the assistance of the Graphic Designer, ASMJC's Advisor, and ASMJC Club Advisors, students can reach out to the campus with effective promotions.

### DETAILS AND TIME LINES

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In order to market your event successfully, begin the process early by submitting graphic design requests at least 35 days in advance to [schortnerm@mjc.edu](mailto:schortnerm@mjc.edu). This will allow sufficient time to prepare, approve, and receive the final promotion materials.

Promotion materials include:

- Posters
- Bookmarks
- Websites
- Postcards
- Brochures
- Online Ads
- Banners
- Newsletters
- T-Shirts

Each club will need sufficient funding to market their event. The funding required for each event will vary. For specific questions on the cost to market an event, contact the Graphic Designer at [schortnerm@mjc.edu](mailto:schortnerm@mjc.edu) or 575-7990. If a club does not have sufficient funding, a Fund Request Form can be submitted to the Treasurer, at [ladypiratetoo@gmail.com](mailto:ladypiratetoo@gmail.com). Forms can be downloaded from the ASMJC Website at [mjc.edu/current/activities/asmjc/forms.html](http://mjc.edu/current/activities/asmjc/forms.html).

You will be contacted with a design proof and a deadline date for approval. It is important to respond by the date so that we can effectively market your event. Once promotion materials are received, it is the students' responsibility to place the materials in strategic locations. It is each club advisor's responsibility to oversee all aspects of the event including timely promotions. Posters should be stamped with the Student Development and Campus Life Approval located in the East Campus office.

The successful planning, promotion, and execution of an event is a team effort and requires the participation of students, advisors, staff, and volunteers. Planning in advance will assist everyone in their role. Enjoy the process and have a wonderful semester!

Thank You,

Monika M. Schortner  
Graphic Designer  
Modesto Junior College  
(209) 575-7990  
[schortnerm@mjc.edu](mailto:schortnerm@mjc.edu)