

Guidelines for Creation, Publication & Display of Flyers

As one form of publicity, printed flyers are allowed in designated campus locations and should follow these guidelines.

Guidelines are intended to:

- Ensure publicity reaches your target audience
- Ensure your message is timely, accurate and meets accessibility requirements
- Ensure consistency with College brand standards
- Ensure a uniform and professional display appearance

Receiving approval for publicity:

- Submit flyer to MARCOM for approval two or three weeks before event/deadline
- Email: marcom@mclennan.edu
- Include:
 - Must be vertical 8 ½ x 11 size
 - Full color
 - Avoid solid dark backgrounds for readability
 - Include who, what, where, when & why
 - Include contact information
 - Include MCC logo

Once approved:

- Send digital file (PDF) and account number for printing marcom@mclennan.edu
- MARCOM will post and remove.
 - Ten to twelve copies will be posted in approved and designated areas based upon availability.
 - Approved flyers will have a MARCOM stamp.

Additional publicity measures and brand standards are available at www.mclennan.edu/marcom.

See Policy E-XVIII “Signs, Posters, and Literature On-Campus”
(<http://www.mclennan.edu/employees/policy-manual/docs/E-XVIII.pdf>)