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Creating public-facing materials? Run them by marketing and communications

If you're creating something the public will see — flyers, ads, articles, postcards, documents, PowerPoint presentations, anything! — you should always send it to [marketing and communications](#) (a.k.a. marcom) before sharing it.

Top five reasons to run something by marcom:

- 1. They'll ensure it's on brand.** Georgian's brand is made up of carefully researched key messages and visual guidelines. Brand consistency is key to college success.
- 2. They can take it to the next level.** If your project will be widely distributed, experts like graphic designers, copywriters and photographers can make it better than you ever thought it could be.
- 3. They provide an extra pair of eyes.** It's always helpful to have someone else check your spelling, formatting, links and grammar.
- 4. They can provide templates and tools.** You may not have to start from scratch! If marcom has produced similar materials in the past, you could start from a spiffy template.
- 5. They can help spread the word.** Depending on the piece you're creating, Send your public-facing materials to the experts marketingsupport@georgiancollege.ca with at least a few days' lead time. You can also submit a [marketing and communications brief](#) with a request. We're happy to help!



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