

## Marketing Materials Approval Committee

### Checklist

Publication requires the following changes:

- ISU Logo or Wordmark must have a higher resolution and/or the correct version was not used. Contact University Relations graphic artist for a quality image at (208) 282-2564.
- ISU Logo or Wordmark must be added to the front/back cover.
- Photographs must have a higher resolution (300 dpi). It is recommended to contact Photographic Services (208) 282-3775 to obtain higher quality photos.
- Contains serious grammatical, spelling and/or punctuation errors. Please use spellchecker and have at least 2 people thoroughly proofread.
- Too many and/or inappropriate fonts have been used.
- Contact information is missing or formatted incorrectly.
- The ISU Web site needs to be prominent.
- Does not meet University standards for quality. Contact the University Relations graphic artist, Joey Gifford for assistance at (208) 282-2564.
- Pages appear cluttered and/or not enough white space.
- See attached for full comments/changes.

### Comments

- Approved
- Approved with indicated changes
- Requires an additional review by the MMAC after changes are made

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Committee Member Signature

\_\_\_\_\_  
Date