Creative Services at the Graphic Arts Center

Design & Poster Request Guidelines

The Graphic arts center at Albert Einstein College of Medicine is a full-service, in-house creative services department focusing on custom design, Illustration, print, signage, duplication, presentations, web design, marketing, branding solutions and much more.

Our professionals pride ourselves in our ability to provide expert design, print and branding solutions.

FAQs about the GAC

- What is the Graphic Arts Center and what services does it offer?
  - The Graphic Arts Center is the in-house creative solutions team for Albert Einstein College of Medicine, Montefiore and affiliates. We operate as a charge-back, fee-for-service department. Our service offerings, rates, templates and branding guidelines can be found on our website.

- When is the center open?
  - The graphic arts center is open daily from 9:30 a.m. to 5:30 p.m., and is closed during official government closures and Jewish holiday observances. Please be sure to factor this into the timeline of your project(s).

- How do I submit a request for services?
  - All requests for creative services require submission of a requisition form. Please Note: Design requests submitted UNDER 14 days from the expected project completion date will be considered relative to our previously scheduled projects and may be subject to rush fees.

- Does the center provide copywriting or editorial services?
  - If you need assistance with copywriting or have editorial questions, please feel free to contact Karen Gardner, director of internal communications, at (718) 430-2193.

- How do projects get processed by the center?
  - Once the graphic design request is received, a creative services graphic designer will contact the requesting party to discuss the project, confirm details & information, and offer a projected timeline, including deadlines by which content must be submitted and review of content completed.
**About our process**

- All event-related design requests should be submitted at least 6 to 12 weeks before the project needs to be completed. Projects with multiple parts (brochures, booklets, programs, awards) or multiple formats (print, illustration, mail-house service or web design) will require a creative briefing with one of our designers and should allow for even more time; the amount of extra time needed will depend on the scope of the project.

- The creative briefing will establish the scope of work, timelines for meeting the project deadline, and format(s) desired in delivering all components of your project. We are all about the details.

- From the onset of all creative requests, we require as much detail as possible about your creative needs, design concepts, deliverables for when you need the final product, and what your vision is for the project.

- A design proof will be sent to the requesting party to approve the design development.

- A reply must be provided within three working days; replies received later than this time frame may result in our need to move the project back on our production schedule, which could lead to missing your project’s proposed deadline date.

- Once the first proof submission is presented, we will allow up to three submissions for updates and revisions. Any conceptual changes to the design will be considered a new project design request, subject to additional design fees, and a repeated approval process.

- The final proof will include a **SIGN-OFF APPROVAL FORM** that **must be signed by the requesting party**. The form includes opportunities for requesting editing changes to the agreed design. Requested changes will be made within three working days of the request unless otherwise stated by the designer. Signing this form signifies that you have reviewed/approved the submitted design for such items, but not limited to, format/layout, graphic content (including photographs), copy, and spelling and grammatical approval. The client will be responsible for providing and reviewing content, proof reading designed materials, and signing off on project approvals.

- After the final approval, the job will move into final production and delivery stage. Any changes after this stage will be subject to additional creative fees of $100 per hour and may delay the timely delivery at the established deadline.

- All jobs are expected to be picked up at the Graphic Arts Center once the job is completed, unless otherwise specified. If otherwise necessary, the client will be responsible for providing delivery information.
Specifications on Research/Scientific Poster Printing/Exhibits & Displays

- Poster printing requires a two-business-day turn around.
- Poster printing prices are available online on our website, and subject to change or additional fees may apply.
- Research poster templates are available on our website.
- Additional fees may apply if your poster is not formatted to size when submitting for printing.
- Rush poster service is available with an additional 20% fee applied.
- Rush posters must be submitted in final and approved form; additional formatting will be subject to our hourly design rate of $65 per hour plus applicable rush fees.
- Laminated or foldable fabric posters require a five-business-day turn around.
- The creative services department is responsible for the installation of poster sessions and event exhibits held on Main Street in the Forchheimer building.
- All art and displays are subject to branding guidelines and policies.

Einstein Branding – The signature components, colors & guidelines

The Einstein Identity is the most visible representation of our institution – and of our brand. It serves as a reminder of what we stand for and the values we share. It is an instant and powerful recognition of our contributions to advancement in medical education and research excellence. The college of medicine academic branding guidelines is as follows:

1. **The Einstein signature is composed of three components:** The helix-E symbol and the “Einstein” wordmark that make up the logo, and the logotype. In most cases, these three components will all be used together.

![Einstein Branding Chart](image)

PREFERRED:

COLORS:
1. **The preferred signature orientation** should be used whenever possible. Two optional signatures – one horizontal and the other vertical in orientation are also provided to offer alternatives when space limitations prevent use of the preferred signatures. Visit our website for more information on branding and approved usage or call creative services 718 430.2135.

2. No alterations should be made to the symbol, wordmark, or logotype. Officially approved alternative signatures/logo has been developed for situations where the preferred signature does not work.

3. Do not stretch the logo. Proportions of the Einstein logo must remain the same whether reduced or enlarged.

4. The Einstein Logo cannot be placed in a box or circle or other graphic element that is not part of the official logo.

5. The Einstein logo may not be shaded, shadowed, or filled with a texture or photo.

6. Do not alter the colors of the logo.

7. Please apply the same guidelines when using the co-branded Einstein-Montefiore signature.

8. Always use an approved Einstein logo. Visit our website for more information on branding and approved usage or call creative services 718 430.2135.

Feel free to contact creative services manager Cookie Marie Kurtz with any questions regarding our services or branding guidelines, at 718 430.8979.