



We're Making a Difference in the Lives of our Students

PUBLICATION GUIDELINES

In an effort to ensure that all printed materials distributed by the Division of Student Services are of high quality in both content and presentation, the following guidelines are in place for division publications:

1. Printed materials are to be checked for accurate spelling and punctuation. Spell check and grammar programs are readily available and should be used. Materials should also be proofread for accuracy of context and content.
2. Materials should be put together in such a way that duplication results in a quality appearance, i.e., not obviously taped together and photocopied. Digital duplication, which results in clearer text and photos, is now available at the Brotman Hall Quick Copy Center. (Submit .pdf files for printing.)
3. All event invitations and programs should include information regarding the time, place and manner of the event.
4. A date (month/year) is to be included on all materials. In the case of invitations, the date of the event is sufficient. In other instances, a date of publication must be included for future reference. This may be done in very small print on the last page (see item 8 below).
5. Photographs that appear in division publications should have proper photo releases and signatures in place with regard to the publication or web site on which they are displayed. Photos must also be clear, distinct, and should reflect the demographics of our student body. Contact the Division Office at 5-8232 if photo releases are needed.
6. The laurel wreath seal is the university's preferred symbol and should be used on all major publications. Contact the Division Office at 5-8232 if a copy of the seal is needed.
7. Editorial acknowledgments for handbooks or longer documents should be placed in small print on the inside cover of the publication.
8. The unit, the division and the university should be acknowledged on all printed materials. The following is an example for placement on the last page or back cover of a publication:



Counseling and Psychological Services
 Division of Student Services
 California State University, Long Beach
 1250 Bellflower Boulevard, BH-226
 Long Beach, CA 90840
 03/06

9. An equity/diversity statement must be included in all university publications and in all ads for campus positions, whether print or electronic. The primary version is to be used in main university ads, on web sites, in university publications, and whenever cost or space is not prohibitive. The shortened version may be used when publishers charge by the word and cost is extremely high, or when space is limited. (These statements also may be found on the Office of Equity and Diversity Web site at www.csulb.edu/depts/oed/policies/polst-r4.htm.)

Primary Version: In addition to meeting fully its obligations of nondiscrimination under federal and state law, CSULB is committed to creating a community in which a diverse population can live, learn, and work in an atmosphere of tolerance, civility, and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, political views, or other personal characteristics or beliefs. An Equal Opportunity Employer.

Shortened Version: CSULB is an Equal Opportunity Employer committed to excellence through diversity, and takes pride in its multicultural environment. An Equal Opportunity Employer.

10. A copy of all major event invitations and programs, departmental brochures and handbooks should be sent to the Office of the Vice President for Student Services, Brotman Hall 377, and to University Archives, Library 526.

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