



Albert Einstein College of Medicine

Creative Services Guidelines

I. Purpose

Creative Services at Albert Einstein College of Medicine is a full-service, in-house creative services department focusing on branded and custom design, Illustration, print, signage, duplication, presentations, web design, marketing, branding solutions, promotional gifts and much more.

Our design professionals take pride in their ability to provide expert design, print and branding solutions. This document offers direction for making the most of our services.

II. Scope

These guidelines apply to the use of Creative Services. For more about use of the Einstein name, see the [Use of the Einstein Name Policy, COM-POL-2018-001](#).

III. Guidelines

III.A. FAQs about Creative Services

What is creative services and what type services does they offer?

Creative services 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 for design, publications, special event marketing, photography services, internal communication, templates and branding promotion can be found on our [website](#).

- Pricing is available upon request and may be subject to a creative brief and proposal.
- Services and merchandise can be paid for using Einstein Index numbers, Montefiore cost center numbers, personal checks, or money orders.
- Einstein branded apparel is available via our [Online Store](#). Items can be purchased using credit or debit cards and will be available for in-house pick up in the Belfer building room 910, unless otherwise specified.

What are the hours of operation?

Creative Services 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 the director of internal communications at (718) 430-2193.

How do projects get processed by the center?

Once the creative services request form is received, a creative services graphic designer will contact the requesting party to discuss the project, confirm details and information, and offer a projected timeline, including deadlines by which content must be submitted, and review of content completed.

III.B. 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 additional 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 and or additional fees.
- 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 of 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 \$150 per hour and may delay the timely delivery of the established deadline.
- All jobs are expected to be picked up at creative services once the job is completed, located in Belfer building room 910, 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 guidelines are available online on our website.
- Research poster pricing and templates are available on our website. Prices are subject to change and additional fees may apply.
- Additional fees may apply if your poster is not formatted to size when submitted
- for printing.
- Same day rush poster service is available with an additional 20% fee applied.
- Rush posters must be submitted in a final and approved form; additional formatting will be subject to our hourly design rate of \$70 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 and is subject to fees for this service, call 718 430.2761 or 8979. for questions.
- All art and displays are subject to branding guidelines and policies.

III.C. Einstein Branding – The Signature Components, Colors, and Guidelines

Creative Services cannot accept any work that is not compliant with branding 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 are available in the Einstein [Branding Zone](#).

Feel free to contact Creative Services' director, Cookie Marie Kurtz, with any questions regarding our services or branding guidelines, at (718) 430-8979.

IV. Definitions

None.

V. Effective Date

Effective as of: 30 August 2018

VI. Document Management and Responsibilities

The Responsible Office under this document is the Office of Communications and Public Affairs. The Responsible Executive is the Associate Dean for Finance and Administration. The Responsible Officer for this document is the Associate Dean, Communications and Public Affairs.