



Creative Services Guidelines

I. Purpose

Creative Services at Albert Einstein College of Medicine (Einstein) is a full-service, in-house department focusing on custom design, illustration, print, signage, duplication, presentations, web design, marketing, branding solutions and much more.

Our professionals 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 the Creative Services and what does it 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, rates, templates and branding guidelines can be found on our [website](#).

When is the Center open?

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. The office is also closed for lunch between 1:30 p.m. to 2:30 p.m. **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. On your requisition form you will be putting down your name, department, contact number, email address and an Einstein Index number for payment.

For more information on specific products and their guidelines, please contact Creative Services at (718) 430-2761.

Note: Fees are subject to change. 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 Creative Services 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 Creative Services?

Once a graphic design request is received, a Creative Services team member will contact the requesting party to discuss the project, confirm details and information. Also, at this time we will offer a projected timeline, including production timeline for which content must be submitted and the review and approval process completed.

III.B. Creative Requisition Process

1. All event-related design requests should be submitted at least 6 to 12 weeks before the project needs to be completed. All creative requests will require a creative briefing with either the director of Creative Services or one of our designers assigned to your project.

The creative briefing will establish the scope of work, project milestones, deadlines, estimates and format(s) desired in delivering all components of your project.

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

2. A design proof will be sent to the requesting party for review and approval.
3. A reply must be provided within three working days; replies received later than this time frame may cause your project to be pushed back on our production schedule, which could lead to missing the proposed deadline date.
4. 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 and will be subject to additional design fees, and a repeated approval process.
5. The client will be responsible for providing and reviewing content, proof reading designed materials, and signing off on project approvals. The final proof will include a **SIGN-OFF APPROVAL FORM. The form 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 and approved the submitted design for such items, but not limited to, format/layout, graphic content (including photographs), copy, spelling and grammatical approval.
6. 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.
7. All jobs are expected to be picked up at Creative Services once the job is completed, unless otherwise specified. If otherwise necessary, the client will be responsible for providing delivery information.

8. Creative Services does not provide delivery services but can coordinate with the requestor on the best way to receive their items.

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](#), additional fees may apply and prices subject to change.
- Research poster templates are available on our [website](#).
- Additional fees may apply if your poster is not formatted to size when submitted 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 are available and require a five-business-day turn around. Please contact Creative Services to confirm.
- Creative Services is responsible for the installation of poster sessions and event exhibits held on Main Street in the Forchheimer building. To reserve the space on Main Street to display an exhibit, please contact the director of Internal Communications at (718) 430-2193.
- All art, posters, flyers and displays are subject to branding guidelines and policies.
- For more detailed information on Research/Scientific Poster Printing/Exhibits and Displays, see the [Einstein Poster and Flyer Policy, COM-POL-2018-007](#).

III.C. Einstein Branding

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.