

## IMSA® Publication Guidelines

The publication standards and approval process are designed to facilitate the smooth production of print and online publications. The tools help the user to reinforce the IMSA® brand (recognized leader in m/s/t education, place of innovation and transformation) by ensuring consistent quality of visuals and text. They also help to clarify the roles and responsibilities of Academy members who are involved in the production and approval process. Both the guidelines and approval process seek to minimize production time and unnecessary additional costs caused by revisions.

### Overarching questions

1. Do the visuals, text and overall presentation advance IMSA's goal as "chosen provider and partner for innovative programs that develop talent and leadership in mathematics, science and technology?" Do they project IMSA's value to Illinois and beyond?
2. Do the visuals, text and overall presentation deliver a sense of energy and vibrancy that is commensurate with IMSA's mission and laboratory environment – a place of discovery, innovation and transformation?
3. Can the text and visuals be quickly understood and appreciated by readers from the target audience (s)?
4. Do the text and visuals prominently identify IMSA as the featured institution and service provider?

### Publications Checklist

Text and Messaging	Yes	No
Two to three key messages are identified in the publication.		
Text is written with the audience in mind. Uses simple language to describe program goals, activities, benefits and outcomes. If the use of technical terms and acronyms is unavoidable, terms are accompanied with definitions.		
Key messages are reinforced with headlines, pullouts, graphics, photo captions and strong story leads. (Many readers focus only on headlines, photos and story lead.)		
Concepts are reinforced with vivid examples such as profiles of students or teachers. For example, reinforce concept of problem-centered learning by showcasing "IMSA junior Tom Smith is investigating the growing problem of electronic equipment waste disposal."		
Text is in active voice and sentences are short.		
Quotes have substantive content and are from prominent clients or partners who can speak to the value of our work.		

Donors are properly recognized. (Segregated from main copy and easily seen). Where applicable, donor approval was secured for recognition statement and use of logo.		
IMSA <sup>®</sup> boilerplate is included.		
Includes IMSA <sup>®</sup> logo, address, and Web site. (Obtain official logo on Intranet.)		
Includes name, title, telephone number and e-mail address of contact person.		
Illinois Mathematics and Science Academy <sup>®</sup> is spelled out in first reference, prior to using term "IMSA."		
Bid package item includes statement "Printed by Authority of the State of Illinois, quantity, date, purchase order number."		
Includes copyright symbol, year and Illinois Mathematics and Science Academy.  ©2008 IMSA Illinois Mathematics and Science Academy <sup>®</sup>  (Superscript the copyright symbol)		
The following are trademarked names. When promoting a service or product under these names, place <sup>®</sup> after the name either with every reference or, if selectively, place in locations where the name is prominent such as a title or boldfaced pull-out.  - IMSA <sup>®</sup> - Illinois Mathematics and Science Academy <sup>®</sup> - IMSA with the stairstep logo <sup>®</sup> - IMSA Great Minds Program <sup>®</sup> - IMSA Kids Institute <sup>®</sup> - IMSA Internet Search Wizard <sup>®</sup>  (Superscript the registered trademark symbols)		

<b>Design</b>	<b>Yes</b>	<b>No</b>
Creative Platform is included in major institutional publications (See Intranet for electronic version of the creative platform)		
IMSA has a dominant presence through prominent display of name, headings, logo etc. (Reader has no doubt that the featured programs or services are provided by IMSA.)		
Recommended colors are used. <i>See Color Chart.</i>		

<p>Recommended Fonts</p> <p><b>Title Text:</b>  Trebuchet MS Bold (Standard PC)  Bernhard Gothic Heavy (Mac)</p> <p><b>Headlines:</b>  Century Gothic (Standard PC)  Berthold Akzidenz Grotesk Light Extended (Mac)</p> <p><b>Subheads:</b>  Century Gothic Bold (Standard PC)  Berthold Akzidenz Grotesk Bold Extended (Mac)</p> <p><b>Body Copy:</b>  Raavi (Standard PC)  Berthold Akzidenz Grotesk Regular (Mac)  Note: A default body copy font is Arial</p> <p><b>Web Copy:</b>  Arial</p>		
Recommended paper stock for locally produced brochures, flyers and posters are used: 70# Royal Fiber paper.		
<b>Photos</b>	<b>Yes</b>	<b>No</b>
Have sharp, clear images.		
Uses actual photos of IMSA community members or clients. (Stock photos require approval.)		
Reinforce messages presented in copy. Create energy and excitement about messages presented in copy.		
Have approval to use photos from parties in photo and photographer.		
Are action oriented, (exceptions can occur to suit purpose of publications)		
Are close-up shots, (avoid crowded, distant shots and small photos)		
Photos depict gender and racial diversity		
Photographer credits are included.		
<b>Graphics</b>	<b>Yes</b>	<b>No</b>
Graphics are used to simplify, quantify or strengthen messages in copy, (charts, tables, maps, symbols).		
<b>Approval Process</b>		
Build in ample time to incorporate the approval of text and design. (See IMSA PUBLICATION APPROVAL PROCESS)		