

UNIVERSITY RELATIONS — DESIGN

/// PRINT

Exmples include: magazines, books, case bound books, newsletters, booklets, brochures, posters, handouts, rack cards, invitations, rsvp and envelopes, programs, postcards, ADs, stationery, certificates, bookmarks

Vendor/Printer Coordination — Managing print production including estimates, schedules, specialty print request for die-cuts, specialty inks and finishes, foil stamping, specialty binding, folding and paper specifications

Develop bid specifications/RFP

Working with printer on variable data and mailing needs

/// LOGOS

Logo lock-up — Consists of WVU Logotype with college, school or department name

Word-marks — Consists of WV logo-mark with bold Helvetica lettering for department name

Event logos — That are more creative in design and can go beyond the brand standard (short lived)

/// DISPLAY AND BANNERS

Free standing and tabletop structures for promotion, events, conferences or signs

Pull-up banners

Light pole banners

/// ENVIRONMENTAL GRAPHICS

Billboards — print and digital

Interior and exterior wall murals

Floor and sidewalk graphics

Window clings, vinyl lettering/signs, event signs, raised metal lettering, lawn signs

/// INFOGRAPHICS AND ILLUSTRATION

/// INFOSTATION GRAPHICS

/// TRADEMARK PRODUCTS FOR NOVELTY/RETAIL DESIGN

Examples include: t-shirts, mugs, binders, key chains, package design, buttons, pins, embroidered patches, etc.

/// ANIMATION GRAPHICS

/// PHOTOGRAPHY

Photo editing and retouching

Photo illustration

Collage imaging

/// SOCIAL MEDIA AND WEB GRAPHICS

/// CONSULTING AND REVIEW OF PRINT MATERIALS

CONTACT

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