



Chicago State University Marketing & Communications

Signage & Print Production Requests and Procedures

Purpose

The **Marketing & Communications Department** supports signage and professional print production at Chicago State University to ensure brand consistency, design quality, and alignment with university standards. This includes interior and exterior signage, wayfinding and directional signs, temporary event signage, and all professionally printed marketing materials.

Request Process

Signage or professional printing requests can be submitted to u-relations@csu.edu. Requests should include complete project details, specifications, and deadlines.

For larger-scale projects or event-related signage, departments may also be asked to complete a [Marketing Intake Form or Event Promotion Form](#) to provide additional project context.

Types of Projects Supported

Category	Examples
Interior Signage	Wall graphics, mounted posters, directional signage, digital screen slides, popup banners, door and wall decals, door skins



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Exterior Signage	Building signage, pole banners, outdoor banners, permanent wayfinding signs, windscreen banners
Wayfinding & Directional Signage	Building entrance signs, interior directionals, campus navigation signage
Event Signage	Retractable banners, tabletop banners, feather flags, yard signs, foam boards, podium signs
Temporary Signage	Pop-up displays, window clings, floor decals, laminated posters
Professional Print Materials	College brochures, program one-pagers, sell sheets, palm cards, postcards, viewbooks, and other marketing collateral

Request Timelines

To ensure adequate design, review, and production time, please follow these general timelines:

When ordering printed materials, please allow 4-5 weeks for the project, which will include:

- Requesting a quote from the printer (3 business days)
- Receiving a PO (5-7 business days)
- Printing and delivery (10-15 business days)

Professional Print Materials	6 – 8 weeks
Signage	8 weeks minimum



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NOTE: *Timelines may vary depending on vendor capacity, approval requirements, and the marketing project queue.*

Information Required for Requests

When submitting a signage or print request to [**u-relations@csu.edu**](mailto:u-relations@csu.edu), please include:

- Type of project (pull up banner, wall decal, etc.)
- Dimensions or specifications
- Location or intended use (building, event, mailing, etc.)
- Purpose and intended audience
- Copy/text content (final or draft)
- Image preferences or photography needs
- Desired completion or installation date
- Budget source or cost center [**NOTE:** Each department/college is responsible for their own budget for printing and signage purposes]

Design & Approval Process

1. **Submission:** Department submits request with complete project details to [**u-relations@csu.edu**](mailto:u-relations@csu.edu).
2. **Review:** Marketing & Communications reviews for scope, timeline, and alignment with CSU brand standards.
3. **Design Development:** The Marketing team designs and provides the required artwork for the project or coordinates design with an approved vendor.



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4. **Proof Review:** Department reviews and approves digital proof before production.
5. **Production:** Marketing coordinates with the chosen printing vendor for fabrication or printing.
6. **Installation or Delivery:**
 - a. **Signage:** Installation coordinated through vendor and Facilities. You will need to submit a work order request using the [updated form](#) or reach out to the Office of Facilities for more information.
 - b. **Print Materials:** Delivered directly to requesting department. Please include your name and department when finalizing delivery details.

Suggested Vendor Partners

- **Sommers & Fahrenbach, Inc. –**
 - Name: Tom Sommers
 - Address: 10498 163rd Pl, Orland Park, IL 60467
 - Phone: Office: 773.478.3033
 - E-mail: tsommers@sfprinting.net
- **Liberty Creative Solutions –**
 - Name: Madisen Hipelius
 - Address: 18625 W Creek Dr., Tinley Park, IL 60411
 - Phone: Office: (708) 633-7450
 - E-mail: MadisenH@libertycreativesolutions.com.

Temporary Signage Removal

Departments are responsible for removing temporary signage for department events. Departments can [coordinate removal with Facilities](#) if assistance is required.



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Branding Compliance

Signage and print materials should adhere to **Chicago State University's branding and visual identity standards**. Visit the [Marketing Resources webpage](#) to access:

- Official CSU logos and photography
- Brand colors and typography
- PowerPoint and publication templates
- Approved vendor and printing guidance

Contact

For questions or to submit a request to u-relations@csu.edu.