



CHICAGO STATE UNIVERSITY

UPDATED MARKETING DEPARTMENT EMAIL, INTAKE, PROCEDURES & RESOURCES

EMAIL UPDATE: Please use u-relations@csu.edu when contacting CSU's Marketing & Communications Department.

Chicago State University's Marketing & Communications Department supports and promotes University departments, programs and events, along with ensuring CSU collateral meets the University's branding standards. Visit the Marketing Resources [web page](#) for all branding guidelines, PowerPoint templates, Zoom backgrounds and more!

Marketing & Communications Project Request Process & Timeline

For any marketing or communication requests, please email u-relations@csu.edu. The department requests the following timelines to ensure high-quality and timely delivery of projects:

Request Type	Timeline
Announcements through University Relations email (students, faculty, or staff listservs)	Submit at least 3 business days in advance.
Social media posts (with or without graphics)	Submit at least 3 business days in advance.
Flyers or other graphic assets	Allow 5–15 business days (depending on the queue)



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Business card orders	Submit 4 weeks in advance
Event and program promotion (without printed materials)	Submit 4 weeks in advance
Event and program promotion (with printed materials)	Submit 4 - 6 weeks in advance

Event Promotion Requests – Now with an Online Intake Form

To streamline the process and gather complete event details, **all event promotion requests should be submitted through the Marketing Event Promotion Intake Form.**

Submit your request here: [CSU Event Promotion Intake Form](#)

Please complete the form **at least 10 weeks before your event** (12–13 weeks if printed materials are required).

Submitting through this form ensures your event is considered for:

- Social media promotion
- Digital screen features
- Web banners or highlights
- University email announcements
- Event photography (if requested and available)

Requests submitted without the intake form may experience delays in processing.

Flyer or Graphic Asset Requests

To help the Marketing Department gather all necessary information about your request, please email u-relations@csu.edu with the following OR [use the intake form](#).



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- Type of project/specs (e.g., 8.5"x11" flyer, web banner, email banner, etc.)
- Purpose or goal of the project/initiative
- Time, date, and location (if applicable)
- RSVP link and/or QR code
- Image preferences (if applicable)
- Distribution method(s) (email, print, social media, etc.)
- Requested delivery date

CSU Branding Materials:

The Marketing & Communications Department has compiled Marketing Resources with the following items to assist you in the creation of branded CSU materials. Visit the Marketing Resources [web page](#) for access to the following items:

- Business card [request](#)
- College [brochures](#)
- CSU [brand guide](#)
- CSU [envelopes](#)
- CSU [letterhead](#)
- CSU [logos](#)
- CSU [photo and video](#) library
- CSU [social media guidelines and best practices](#)
- Email [signatures](#)
- PowerPoint [templates](#)
- Promotional material [procedures](#)
- Program [sell sheets](#)
- Signage and print [procedures](#)
- Zoom [backgrounds](#)

Reminder

Submitting requests within the specified timelines helps ensure:



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- Adequate time for creative development and approvals
- Consistent brand representation across all materials
- Strategic promotion that reaches your intended audience

For any questions, please contact u-relations@csu.edu.