



Project Planning

FOR BUSINESS PARTNERS

DESIGN ONLY

PRINTED PIECE (Type A)

PRINTED PIECE (Type B)

ENVIRONMENTAL SIGNAGE

SWAG/APPAREL

EXAMPLES

- PDFs that will be emailed or posted to Bentley.edu
- Logos
- Maps
- Custom Canva templates (flyers, social media posts, email headers, etc.)

- Temporary signage (sandwich board and easel signs)
- Posters
- Flyers
- Handouts
- Programs
- Pop-up banners
- Reprints with minor edits

- Direct mail
- Event invites and save the dates
- Mailed postcards
- Booklets
- Multiple boards/posters
- Brochures

- Wall graphics
- Wall department IDs
- Banners
- Permanent directional signage/wayfinding
- Glass vinyl

- T-shirts
- Hats
- Stickers

DESIGN TIME

Feel free to submit a project request ahead of time for planning purposes. Creative can begin designing round 1 as soon as all content is submitted.

2-4 weeks of design:

- proofreading
- up to 2 rounds of feedback
- final approval

1-4 weeks of design:

- proofreading
- up to 3 rounds of feedback
- final approval

4-6 weeks of design:

- proofreading
 - up to 3 rounds of feedback
 - final approval
- Mailing list must be submitted when the design is approved.

2-4 weeks of concept sign-off and 4-8 weeks of design:

- up to 3 rounds of feedback
 - final approval
- If multiple stakeholders need to provide sign off, approvals may also take longer.

1-3 weeks of design:

- up to 2 rounds of feedback
- final approval

Times subject to change based on project size.

PRODUCTION TIME

Production times may vary. Production responsibilities will be established at the start of the project.

N/A

2-4 weeks of production:

- printing
- proofing
- delivery

2-4 weeks of production:

- printing
- proofing
- delivery

ADD 2-4 weeks for mailing production:

Creative Services will manage this process. We will reach out if there is a question or an issue arises.

4-8 weeks of production:

- technical measurements
 - printing
 - proofing
 - installation
- Creative Services will manage this process. We will reach out if there is a question or an issue arises.

1-3 weeks of production:

- printing
 - proofing
 - delivery
- Depending on the complexity, a member of our team may ask you to approve the proof(s).

TOTAL TIME

For design and production

- **2-4 weeks** once all content is submitted.

- **3-8 weeks** once all content is submitted.
- **8+ weeks** for new and/or larger project.

- **8-12 weeks** once all content is submitted.
- **12+ weeks** for new and/or larger project.

- **10-20 weeks (~5 months)** once all content is submitted.
- Please be sure to submit the names of all stakeholders needed to sign off on the design, as well as your budget when submitting your request.
- Install, paint and prep times may vary based on facilities and the vendor's availabilities.

- **2-6 weeks** once all content is submitted.

