Project Planning
FOR BUSINESS PARTNERS

BENTLEY UNIVERSITY
Brand Marketing and Creative Services

	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.

	DESIGN ONLY	PRINTED PIECE (Type A)	PRINTED PIECE (Type B)	ENVIRONMENTAL SIGNAGE	SWAG/APPAREL
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.

	1 month				2 months				3 months							4 months+
1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks	7 weeks	8 weeks	9 weeks	10 weeks	11 weeks	12 weeks	13 weeks	14 weeks	15 weeks	16 weeks

Design Only 2-4 weeks
Swag/Apparel 4-6 weeks
Printed Piece (Type A) 4-6 weeks
Printed Piece (Type B) 6-10 weeks   add 2-4 weeks for mailing
Environmental Signage 8-26 weeks