

Communications FAQ

Cal Poly College of Liberal Arts

Who should I contact?

Question	Your Department	CLA Comm. Team
Website		
Adding/editing office hours	x	
Adding/editing Tentative Course Offerings pages	x	
Adding/editing Faculty information (phone/office numbers, name changes etc.)	x	
Uploading a document	x	
Creating links to a document	x	
News item (Event listing, classroom report etc.)	x	
Basic page and link article to another page	x	
Rich media embedding (video, SoundCloud, etc.)		x
Creating online newsletter		x
New website section		x
New site set up		x
Anything requiring more than basic web page design		x
Graphics		
Image editing		x
Anything requiring extensive graphic design		x
News/Awards		
Press Release		x
Cal Poly Report Submission		x
Brief		x
Link article		x
Department newsletter/recent news page	x	
Social Media		
Suggestion for department post	x	
Suggestion for CLA profile post		x
Creating a new account		x

Photography

To use photos, artwork, illustrations, audio and/or video of CLA students, alumni or guests in communication pieces, the department/program must have a signed [Visual/Audio Release Form \(PDF\)](#).

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For events or large crowds, in lieu of individual photo releases, [post a photo/video sign on all event entrances \(PDF\)](#).

If you would like a CLA staff/intern photographer present at your event, see the [Photography Request Checklist](#).

How do I promote my Event?

Action	Process
Design and print flyers	You/event organizer/department designs and handles printing. CLA Communications can offer feedback.
Send press release	You/event organizer email draft to Rachel Schultz to edit/approve/distribute
CLA Online Calendar	You/event organizer email information to Krista Smith
Weekly Announcement	You/event organizer email information to Rachel Schultz
Cal Poly Portal	You/event organizer email information to Rachel Schultz
Post event to Community Calendars <i>A list of community calendars/off-campus publicity outlets is available here:</i> https://cla.calpoly.edu/faculty-staff/communications-guidelines/off-campus-outlets	You/event organizer submits information to outlets of your choosing.

OR you can request much of what's above by filling out a [Promotion Request Form](#).

Graphic Design Best Practices

Follow these basic graphic design principles for more effective designs.

- Layout Matters: The viewer's eye will naturally scan from top to bottom and left to right. Keep this in mind when creating your layout.

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- **Typography Tips:** Palatino and Avenir are the official Cal Poly brand typefaces. Avenir is typically used for titles, headers and contact information (Arial is an acceptable alternative if Avenir is not available). The Cal Poly college and department typeface family is Palatino. It is typically used as body text and in more formal applications. If you choose to use fonts other than the official Cal Poly typefaces, do not use more than two styles.
- **Impactful Color:** To solicit a certain emotion, understand what various [colors signify](#) (such as red for action and blue for peaceful). Stick to palette with 2-3 colors and utilize contrast for a stronger impact. [Cal Poly color palettes](#) should be used whenever possible.
- **Leave White Space:** Don't crowd a design with text and images throughout every inch, which will overwhelm the viewer. Leave white space to improve readability and visual appeal. Frame key elements by using white space.
- **Cal Poly Logo:** Maximum readability is critical to maintaining the Cal Poly brand. Use simple, neutral backgrounds and leave equal and adequate spacing around the top, bottom and sides of the logo.

For a full list of Cal Poly-specific graphic design standards, visit the [University Marketing website](#).