Graphics Procurement

When purchasing printed material, units must adhere to Cornell’s Visual Identity, Style Guidelines and Logo Approval for print and novelty/promotional items.

Cornell Visual Identity website http://www.cornell.edu/identity/

Cornell Logo website http://www.sao.cornell.edu/SO/logo.php

The Office of Publications and Marketing is responsible for overseeing the university’s visual identity for proper use of the Cornell logo and style guidelines. Publications and Marketing is staffed with writers, editors, and graphic designers who can work with you to create print and electronic communications that reflect Cornell’s strategic goals. Please contact Publications and Marketing at 255-4945 to discuss your needs.

Note: Graphics purchases may be paid for via pcard (for orders over $500, contact your FTC/BSC); however, you will not have the ability to track this purchase for future reprints. Purchase order is the preferred vehicle for payment for Graphics if there is the potential for a future reprint. When hiring a photographer (other than University Photography), use a PO to ensure that Cornell owns all of the images upon completion.

**Cornell Photography** http://imagelibrary.photo.cornell.edu/ website link:

- Purchase Cornell Images

**Cornell Digital Print Services** http://www.cbsdscornell.edu/ website link:

- Cost-effective, high quality copy & digital color printing