

## 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.

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

- Purchase Cornell Images

**Cornell Digital Print Services** <http://www.cbsds.cornell.edu/> website link:

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