THE SMITH TOOLKIT
A step-by-step guide

Office of Marketing Communications
The Smith Toolkit is a new resource for you and your department to utilize for presentations, events, classes, visitors and more.

Why we created the toolkit:

- As Smith has grown and developed, so has the number of requests for high-quality creative support.

- Our office strives to provide professional and branded materials for everything we do at Smith.

- We do not currently have the resources to create unique materials for every class, event and presentation, but believe that every one of these deserves polished, branded materials.

Where to find the toolkit:

rhsmith.umd.edu/marcomm
What’s included in the toolkit:

- Pocket Folders
- PowerPoint Templates
- E-header
- Shell Paper
- The Smith Fact Sheet
- Cover Page
- Printed Invitations
- Fliers
- Program
- E-vite
- Standing Banners
### Creative Strategy

**Event-related Materials**
- Cover page
- Printed invitations
- Fliers
- Program
- E-vite
- Standing banners

**General Materials**
- Pocket folders
- PowerPoint templates
- E-header
- Shell paper
- The Smith Fact Sheet

**AFTER ADDRESSING THE NEEDS OF THE SCHOOL,**

WE FOUND THAT NEEDS FELL INTO TWO CATEGORIES:

EVENT-RELATED NEEDS AND GENERAL NEEDS.

WE DESIGNED EACH PIECE TO FALL INTO ONE OF THESE TWO CONCEPTS.
General Materials: Pocket Folders

Smith Pocket Folders

These versatile pocket folders can be used for many purposes, including branding handouts at a presentation and to present information to guests, visitors and students in a professional way.

To obtain these folders, please contact Rachel Hester at rhester@rhsmith.umd.edu with the subject line “Smith Folders Request.” If you need more than 50 folders, please give two days notice. If you need more than 200 folders, please be aware that printing a new order of folders can take several weeks.
Smith PowerPoint Templates

This is the preferred Smith School PowerPoint template. While many past versions still exist, we ask that you use this version in your presentations going forward for branding consistency.

Please let your faculty and departments know of this change.
Smith E-header

This e-header is meant for HTML e-mails that are not related to an event.

Please send a Word document with your text for the e-mail to webupdates@rhsmith.umd.edu and indicate that you would like to use the “Smith e-header.”

Please allow a three-day turnaround for all HTML e-mails.
Smith Shell Paper

Smith shell paper is used to brand letters and newsletters.

Please contact Rachel Hester at rhoster@rhsmith.umd.edu to obtain shell paper with the subject line “Smith Shell Paper Request.” If you need more than 100 sheets, please give two days notice. If you need a very large amount, please be aware that printing a new order of shell paper can take several weeks.
Smith Fact Sheet

The Smith Fact Sheet is a quick overview of the school that always includes the most up-to-date information. The fact sheet is a great tool to give to someone who is not familiar with Smith or who is looking to invest time or resources with Smith.

To have the fact sheet printed, please send your FRS number to Copy Services at vmcopies@mercury.umd.edu. They will prepare the fact sheets for you and will let you know when you can pick them up in 1306 VMH.

For questions about the fact sheet, contact Jessica Smith at jessicasmith@rhsmith.umd.edu.
Smith E-vite

This e-vite is meant for HTML invites.

Please send a Word document with your text for the e-mail to webupdates@rhsmith.umd.edu and indicate that you would like to use the “Smith E-vite”.

Please allow a three-day turnaround for all HTML e-mails.
Smith Standing Banners

The standing banners come in a set of three. If you just need one, the middle banner shown can be used. These banners were created to brand events and to create a more polished look for events happening in areas such as classrooms, which are difficult to brand.

The banners can be reserved by contacting the Office of Smith Programs and Events by e-mail at smithevents@rhsmith.umd.edu or 301.405.9420 at least three days in advance. However, earlier notice is better as banners may be reserved for other events.
The rest of the materials that we will cover are “DIY,” or do-it-yourself.

Each material that needs text input was designed in Microsoft Word, so everyone can easily update and edit text.

_The design, layout and picture choices for each of the following materials were chosen purposefully, and we ask that you do not modify them._
This cover page will allow you to use approved Smith branding on your binders, printed presentations, papers and other materials.

These can be printed at the Copy Center, or you can print them on your office or department printer. If you’d like them printed at the Copy Center, please send the completed Word document along with your FRS number to Copy Services at vmcopies@mercury.umd.edu. They will prepare the cover pages for you and will let you know when you can pick them up in 1306 VMH.
Smith Invitations

These invitations were designed in three different sizes: 4x6, 5x7 and half-page.

To have an invitation printed, please send the completed Word document along with your FRS number to Copy Services at vmcopies@mercury.umd.edu. They will prepare the invitations for you and will let you know when you can pick them up in 1306 VMH.
Smith Fliers

Need to promote an event? These fliers will do the trick. There is a custom flier for each Smith campus – College Park, Baltimore, Shady Grove, Washington, D.C. – and a generic flier for promoting speakers.

These can be printed at the Copy Center, or you can print them on your office or department printer. If you’d like them printed at the Copy Center, please send the completed Word document along with your FRS number to Copy Services at vmcopies@mercury.umd.edu. They will prepare the fliers for you and will let you know when you can pick them up in 1306 VMH.
**Smith Program**

You can use the entire program together, or you can use individual pages to build a custom program.

To have a program printed, please send the completed Word document along with your FRS number to Copy Services at [vmcopies@mercury.umd.edu](mailto:vmcopies@mercury.umd.edu). They will prepare the programs for you and will let you know when you can pick them up in 1306 VMH.
GENERAL QUESTIONS

Does this mean that the Office of Marketing Communications will no longer help cover my event or create materials?

Absolutely not! This toolkit is meant to enhance what we are already doing. We will continue to work with Smith staff and faculty for their marketing and communications needs.

How do I request event support that is beyond the capabilities of this toolkit?

Fill out the event coverage request form and send to Rebecca Winner at rwinner@rhsmith.umd.edu with the subject line “Event Coverage Request.”
PRINTING QUESTIONS

Which materials should I have printed at Copy Services and which can I print on my own? Why?

Fact Sheet: Copy Services
Copy Services always has the most up-to-date fact sheet, as rankings and other quantifiable facts can change weekly. Copy Services will also print the fact sheet on heavier, glossier paper, giving this sheet a nicer, more professional look for your audience.

Cover Page: Copy Services or Office printer
The cover page can be printed on any color printer. If you want a large quantity, or if you would like to have it printed on heavier stock for a more polished look, we recommend printing with Copy Services.

Invitations: Copy Services
Copy Services will print your invitations on a heavy stock and trim the invites to the proper size.

Program: Copy Services
Copy Services will print your program on a heavier paper, and they will fold and staple your program, ensuring a polished look.

Fliers: Copy Services or Office printer
The cover page can be printed on any color printer. If you want a large quantity, or if you would like to have it printed on heavier stock for a more polished look, we recommend printing with Copy Services.

COPY SERVICES
CAN BE REACHED BY:

E-MAIL AT
vmcopies@mercury.umd.edu,
BY PHONE AT 301.405.2400
OR IN 1306 VMH.

COPY SERVICES KNOWS ABOUT
THE TOOLKIT AND CAN HELP
ANSWER YOUR PRINTING
QUESTIONS.
Questions?

For help after the presentation, contact Rachel Hester at rherster@rhsmith.umd.edu or at 301.405.7282.