

IMC PROJECT PROCESS & BRAND REVIEW

PROJECT DEVELOPMENT BY UNIT

Materials created by clients.
Clients send email to brand@uindy.edu

Email goes to IMC
for brand review

Changes
required

Supports and
reflects the
University brand

Account Liaison
and/or Director
of Marketing
emails client
with list of
recommended
changes and/or
additions

Account liaison
emails approval
to client

Materials
produced and
distributed

PROJECT DEVELOPMENT BY IMC

Materials created for client by IMC

Brand review by IMC

Supports and
reflects the
University brand

Changes
required

Material sent to
client for review
and approval

Materials sent
to IMC team with
recommended
changes and/or
additions

Approved

Changes
required

Brand inventory code generated
ADM_17_TravelBrochure_1
Unit_Year_Description_Job Number