

VISUAL BRAND APPROVAL PROCESS

STEP 1

Go to marcomm.utep.edu.

STEP 2



Click on **Submit a Marcomm Request**.



UTEP Marketing and Communications Portal

Welcome! The Division of Marketing and Communications Portal is your one-stop-shop to submit requests for assistance from the [Marketing and Communications](#) team. To submit a request, click on the "Submit a Marcomm Request" button below.

Click on the "My Requests" button to view the status of, add attachments to, and comment on your requests.

Marketing Plans
The [Marketing and Communications](#) team also works on projects that start in your division or college marketing plan. To add a project to your college or division marketing plan, please speak with your dean or vice president, or your Marketing and Communications liaison. If you're unsure who that is, you can email Jenn Crawford at jwcrawford@utep.edu.

 **Submit a Marcomm Request**  **My Requests**

 **Visual Brand and Editorial Style Guide**  **Strategic Messaging Guide**

STEP 3

Under Request Type, select **Brand Review**.

Request Type:*

- ✓ Select a request type...
- CREATIVE
 - Brand Review**
 - Faculty or Staff Portrait
 - Lockup
- MEDIA/COMMUNICATIONS
 - Announcement or Newsletter Spotlight
 - Editorial Support
 - Event Backdrop Reservation
 - Media Interview Training
 - Other/Not Sure
 - Permission to Film on Campus
 - Press Release or Media Advisory
- WEB/CMS SUPPORT
 - CMS Access (Cascade)
 - General Web Support
 - Web Analytics Report

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STEP 4

Under Needed By, select a preferred date of approval.*

Request Type:*	Brand Review
Needed By:*	mm/dd/yyyy

*Please allow two working days for your visual brand review request to be evaluated by our office.

STEP 5

Add a description then click **Submit Request**, followed by **View this Request**.

Request Description:*

Rich text editor toolbar with icons for undo, redo, link, unlink, list, list, table, bold, italic, underline, strikethrough, link, unlink, link, unlink.

Note: Once your request has been created, click the "View this Request" button to view its status, upload attachments and add comments.

[Submit Request](#)

STEP 6

Congratulations! You've officially submitted a brand review request. The Request Details page will allow you to add comments and upload files for review. Feedback from our office will also be displayed here.

Request Details

Created: [Back To Listing](#)

Field	Value	Description
Title	Brand Review	Request Category: CREATIVE
Status	New	Request Type: Brand Review
Target Completion	-	Needed By:
Stakeholder	-	Submitted By:
Manager/Assignee	-	
Deliverables	-	
Access Group(s)	-	
Wrike ID	-	

Comments

No comments have been added yet.

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, strikethrough, link.

Add a comment...

[Submit](#)

Attachments

No attachments have been added yet.

Upload Attachments Max File Size: 100M

[+ Select Files](#) Or Drop Files Here

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STEP 8

Once approved, Status will change to **MC COMPLETED**.

Status	<input checked="" type="radio"/> MC COMPLETED
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STEP 9

Also upon approval, you will receive this certificate in which you will attach to your Miner Mall requisition as proof of Visual Brand Approval.

UTEP MARCOMM

project_____

date_____

approver_____

REQUEST APPROVED BY

DIVISION OF MARKETING AND COMMUNICATIONS

DRAFT