

To: State Society Execs  
State Presidents  
Executive Committee

CC: NSPE Management Council

From: David Siegel, Communications Director, NSPE

Subject: STATE SOCIETY BROCHURE DESIGN

As part of our service to state societies, and in a continued effort to share a common voice and visual identity at all levels of the organization, NSPE Marketing will now design recruitment brochures at no cost to state societies who need them.

NSPE created a template giving states image, color and style options to complement their existing materials. The Texas Society served as the pilot group for the project and their brochure is attached. NSPE will be responsible for laying out state-supplied text and logos, and delivering drafts to states for review. Upon final approval by both, NSPE will release final files to your printer of choice and to your state office for future reprints or modifications. Print production is the responsibility of state staff, however, NSPE will be happy to provide support as needed.

**Design time fees will not be charged to states.** Requests will be handled in the order they are received, but turnaround time will depend on current workload and available resources. A project schedule will be discussed upon request so that expectations can be set for both state executives and national staff.

To handle requests as efficiently as possible, we have created the attached request form that should be completed and returned with required materials to Chris Tilley, NSPE Assistant Marketing Manager, at [ctilley@nspe.org](mailto:ctilley@nspe.org).

I hope you will take advantage of this resource for your state society. If you have any questions, please contact the Marketing Department.

Sincerely,

David Siegel

**SPECIFICATIONS:**

- Size: 12 x 9 inches flat; folds to 4 x 9 inches (to fit a standard #10 envelope)
- Ink: 4/4 with bleeds
- Recommended stock: matte, 65lb cover weight
- Files are created using Adobe InDesign CS2
- PDF drafts are sent using Adobe Acrobat

**SCHEDULE:**

- To be determined at time of request — please allow a minimum of 2 weeks for completion
- First draft supplied; edits sent back to NSPE
- Second draft supplied; edits sent back to NSPE
- Final art approval and release of art files to state contact

**REQUIRED MATERIALS:**

- Completed request form with image and color choices (see color options on palette page of this PDF).
- Cost-effective stock photography is available from [www.i-stock.com](http://www.i-stock.com). You may request to use any images from the sample Texas state brochure. New images files must be supplied in TIFF or JPEG format at **300 dpi**.
- Complete final copy in an email or Word document
- High-resolution logo(s) — ideally in Adobe Illustrator EPS format (NSPE has many on file)

**CONTENT GUIDELINES:**

Final copy should be sent at the time of request and should not exceed word counts shown on the template PDF in order to fit in the brochure.

Layout includes space for:

- Cover headline, subheading, society logo/name
- Interior headline
- Introduction text
- Five–seven interior sections (with optional subheadings) highlighting key state benefits
- One member testimonial with attribute information
- Mission statements for both state and national societies

## NSPE STATE RECRUITMENT BROCHURE – REQUEST FORM

State: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Printer name: \_\_\_\_\_

Printer address: \_\_\_\_\_

Printer phone: \_\_\_\_\_

Printer email: \_\_\_\_\_

Printer FTP site URL and art release specifications: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Main color: (please circle one from each column)

a. Pale brown, PMS 730

b. Pale green, PMS 5773

Main color:

a. Dark green PMS 342

b. Mid blue, PMS 5415

c. Dark blue, PMS 541

d. Dark brown, PMS 161

Images and preferred location:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Please return form to [ctilley@nspe.org](mailto:ctilley@nspe.org) or fax to the Marketing Department at 703.836.4875.