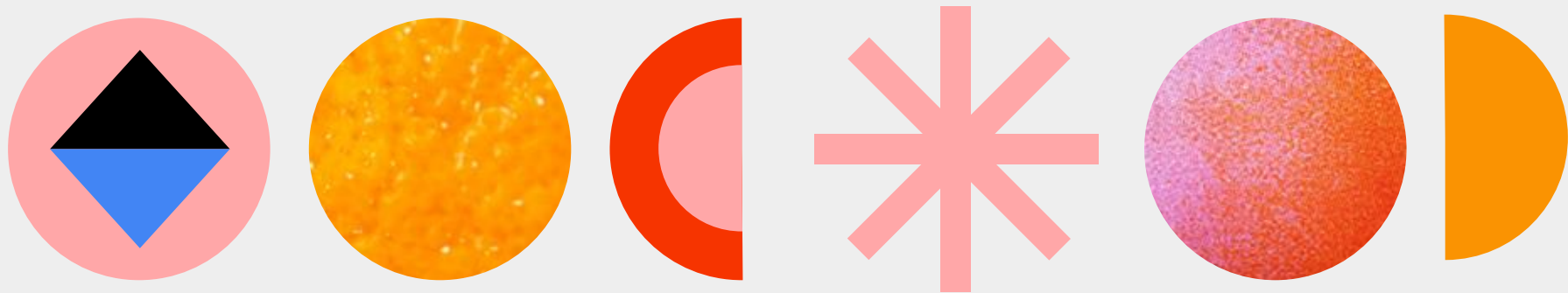


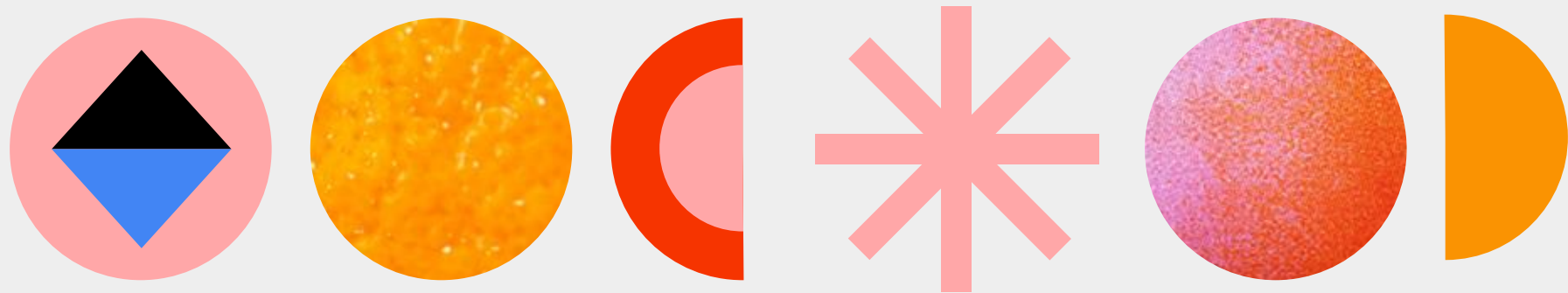
Why CBS Is Your New Marketing Bestie





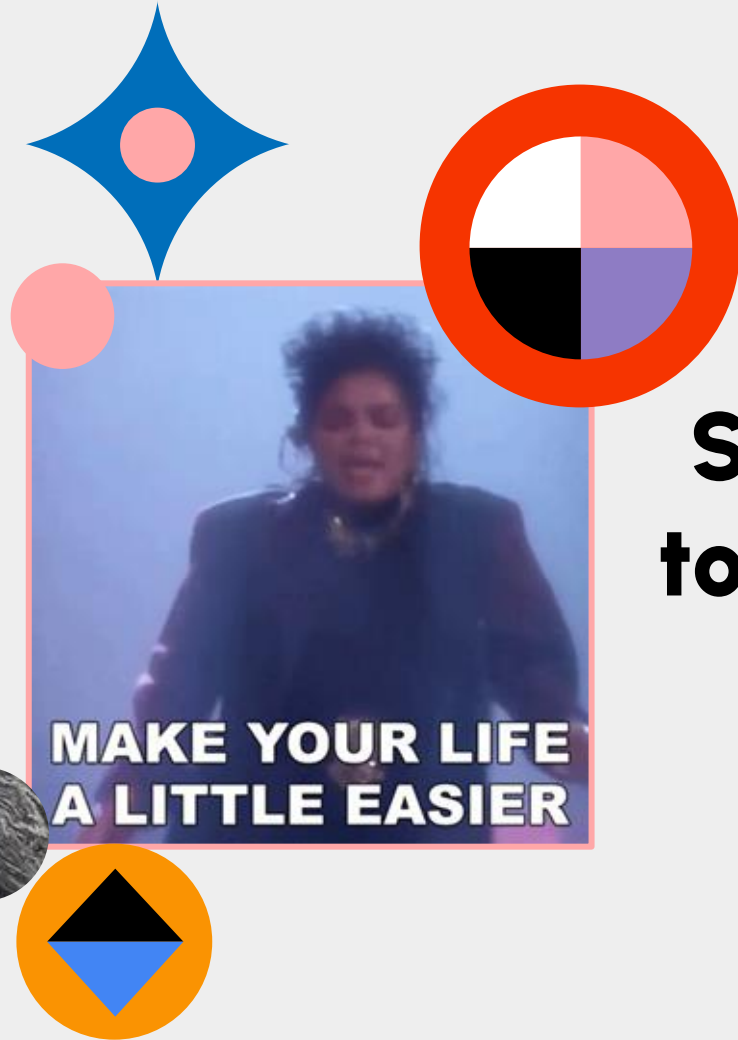
**WHO IS IN THE
ROOM?**





WE LOVE UCR, BUT...





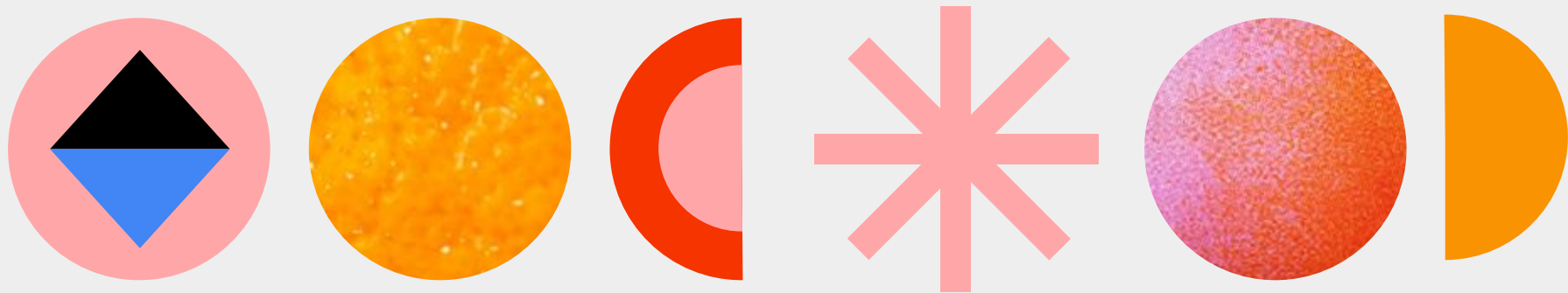
Campus Business Services (CBS) is here to make your life easier

Within CBS, we have 8 units, including:

- ★ Auxiliary Design Services
- ★ Digital Print Services



At CBS, we like to say...



**WHY AM I HERE TELLING
YOU ABOUT THIS?**



UCR Procurement Policy



UCR requires all departments to utilize
our internal resources effectively
through CBS.



UCR Procurement Policy

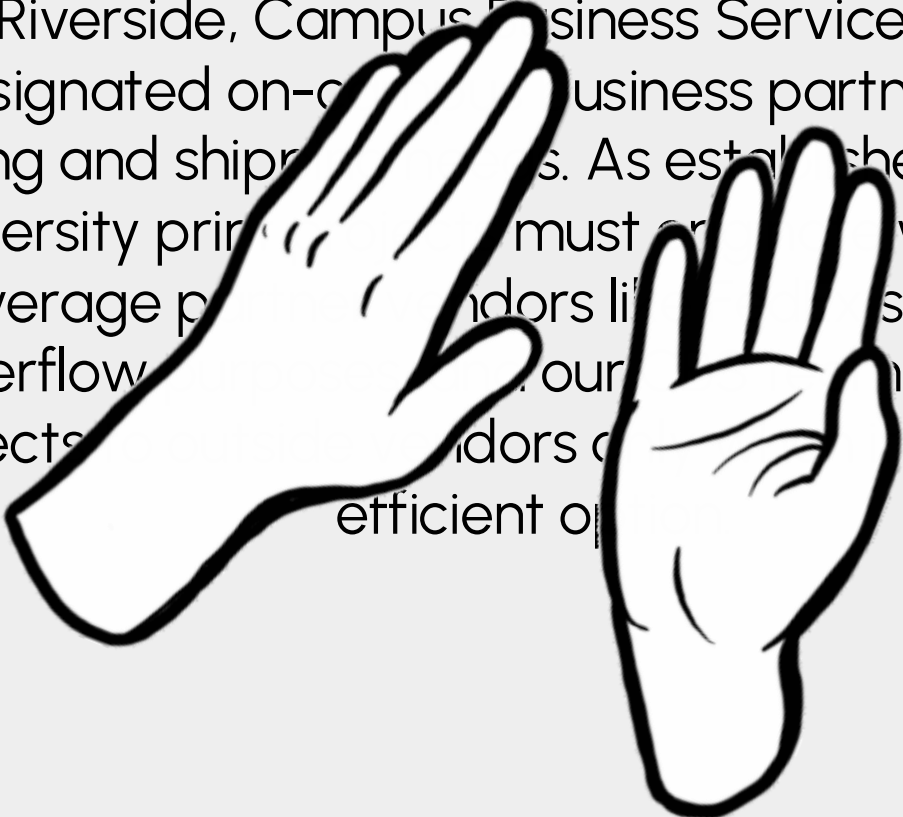
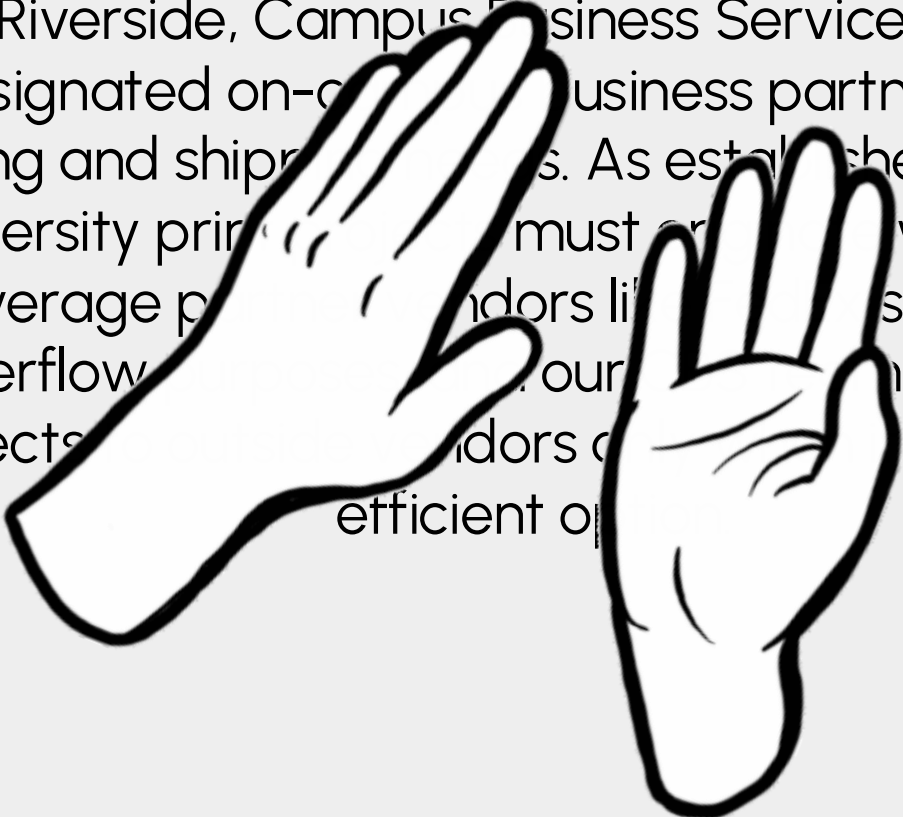


At UCR Riverside, Campus Business Services (CBS) is the designated on-campus business partner for our printing and shipping needs. As established internally, all university print projects must originate with CBS. We leverage partner vendors like FedEx strictly for overflow purposes, and our CBS team will route projects to outside vendors only when it is the most efficient option.



UCR Procurement Policy Partnership



At UCR Riverside, Campus Business Services (CBS) is the designated on-campus business partner for our printing and shipping services. As established internally, all university printing and shipping must go through CBS. We leverage preferred vendors like  strictly for overflow. Our  will route projects to vendors of choice. This is the most efficient option.





**It's sometimes called
the "First Right of
Refusal."**

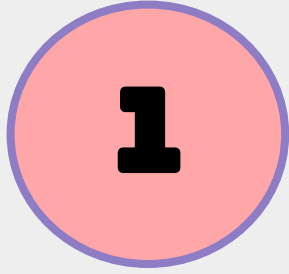


**Instead of seeing it as
a "no." See it as a yes!**

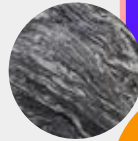
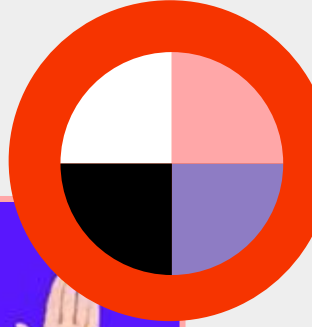
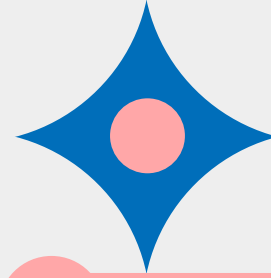
Yes, we can help you!

Yes, we can save you money!

Yes, by supporting us, you
support all Highlanders!

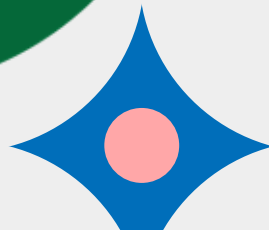
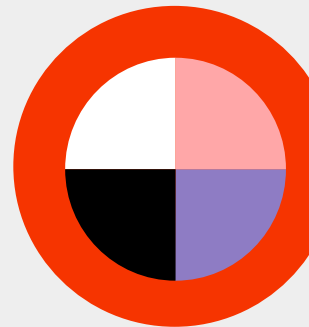


**We can keep UCR funds
at UCR.**



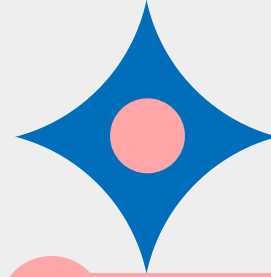


**Support the business that exists to
support you.**



2

**We can help you
leverage centralized
resources**

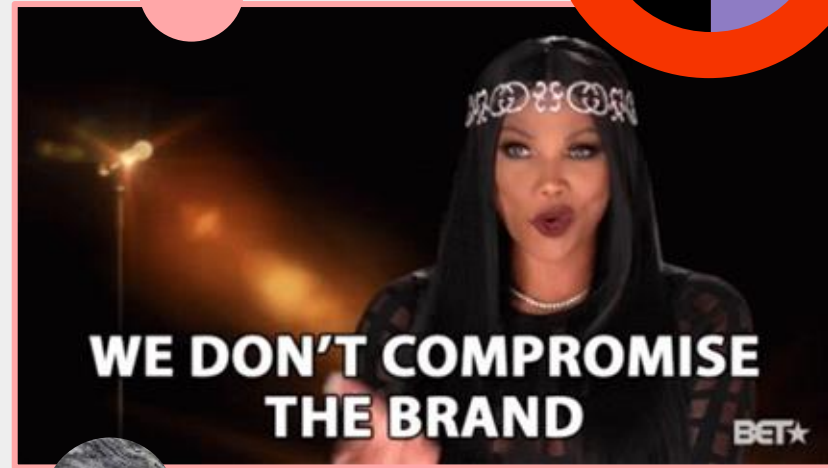


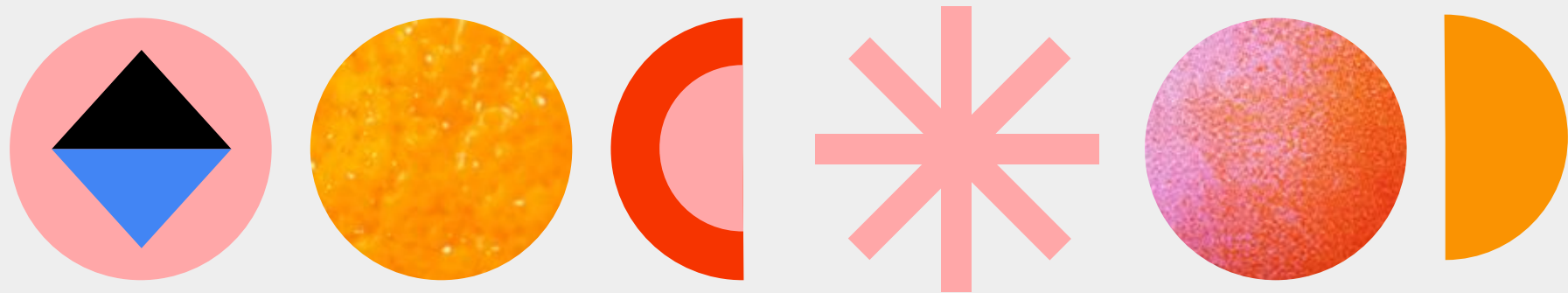
Let's talk about the hidden cost of procurement.





**We can ensure
brand alignment**

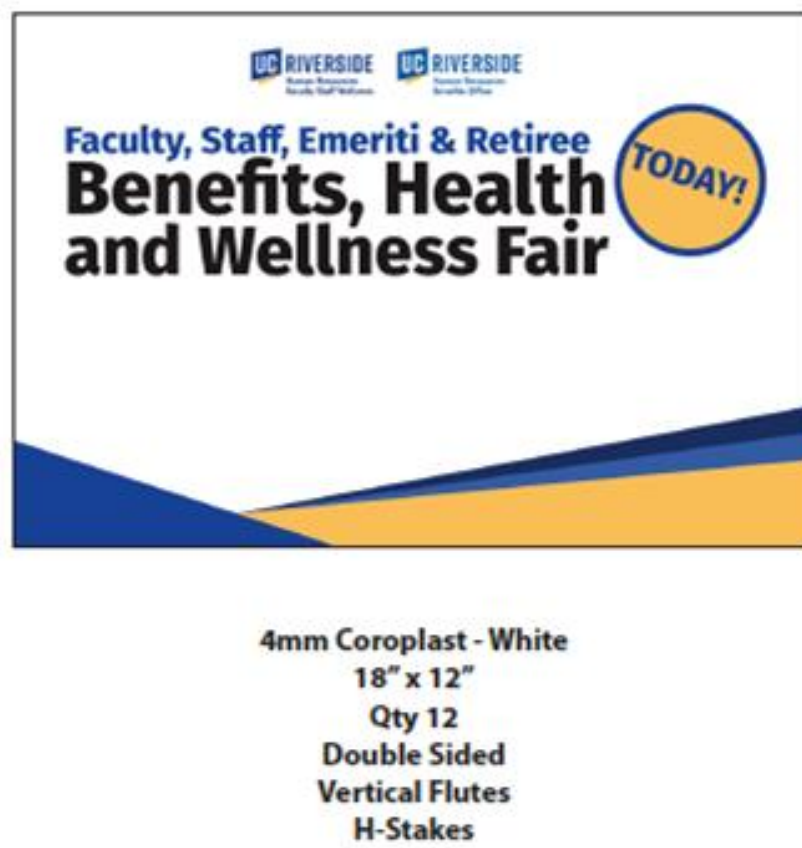




LET'S PLAY SOME GAMES



WHAT'S WRONG?





STYLE GUIDELINES

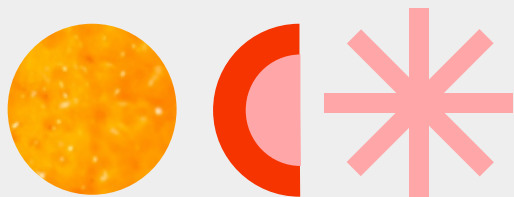
EB Garamond

Oswald

RIFT

Fira Sans

Helvetica Neue



STYLE GUIDELINES

EB Garamond

Oswald

RIFT

Fira Sans

Helvetica Neue





STYLE GUIDELINES

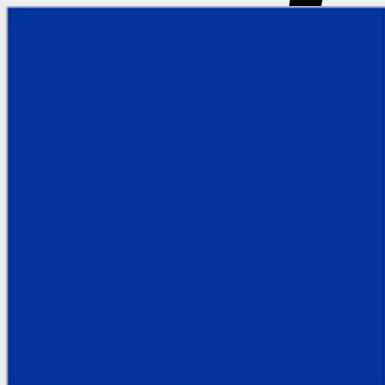
Who can name one of the numbers of the two blue Pantone colors of the UCR visual identity?

Who can name one of the two gold Pantone colors (number) of the UCR visual identity?



STYLE

CHILDREN'S



PANTONE®
293 C



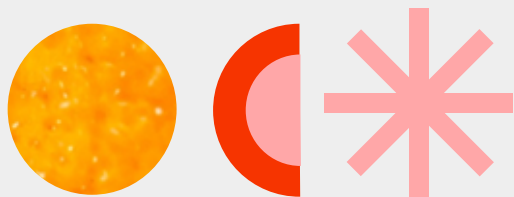
PANTONE®
660 C



PANTONE®
1235 C



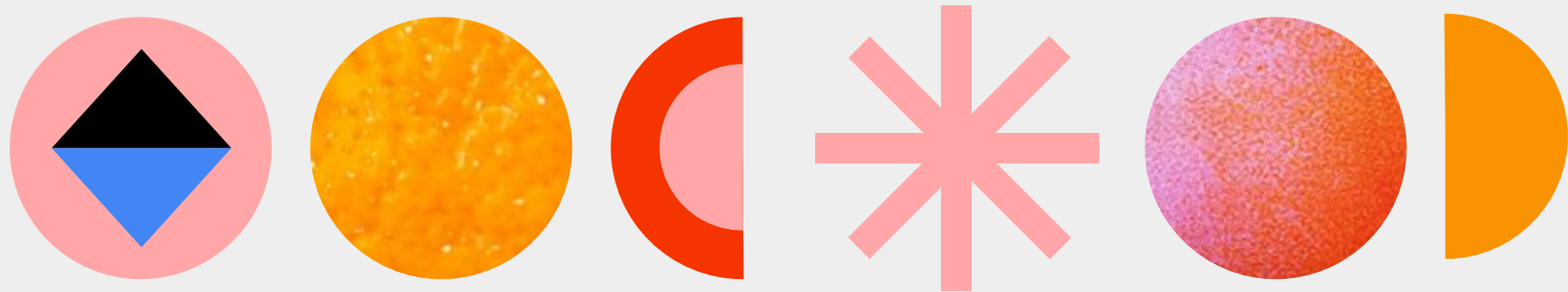
PANTONE®
130 C



STYLE GUIDELINES

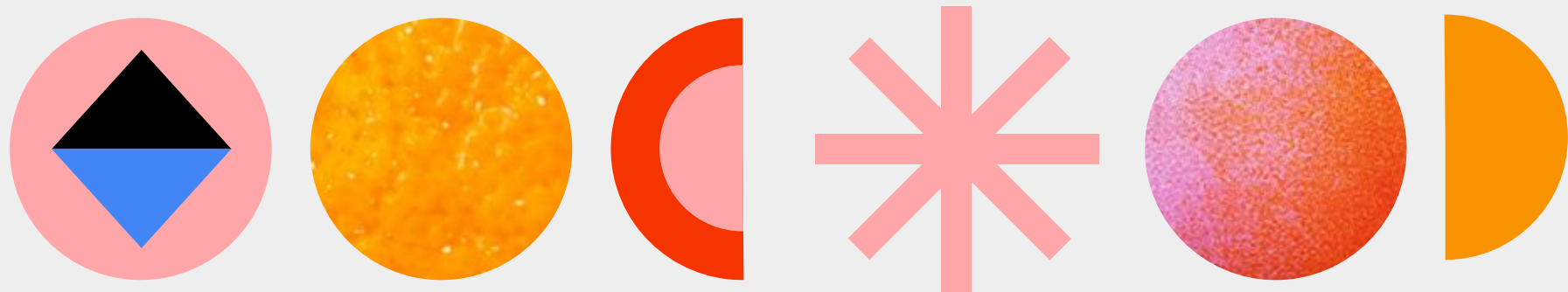
What is the minimum size requirement for UCR logos?





MEET THE TEAMS





AUXILIARY DESIGN SERVICES





Auxiliary Design Services: Your Creative Engine

create.ucr.edu



Auxiliary Design Services: Your Creative Engine

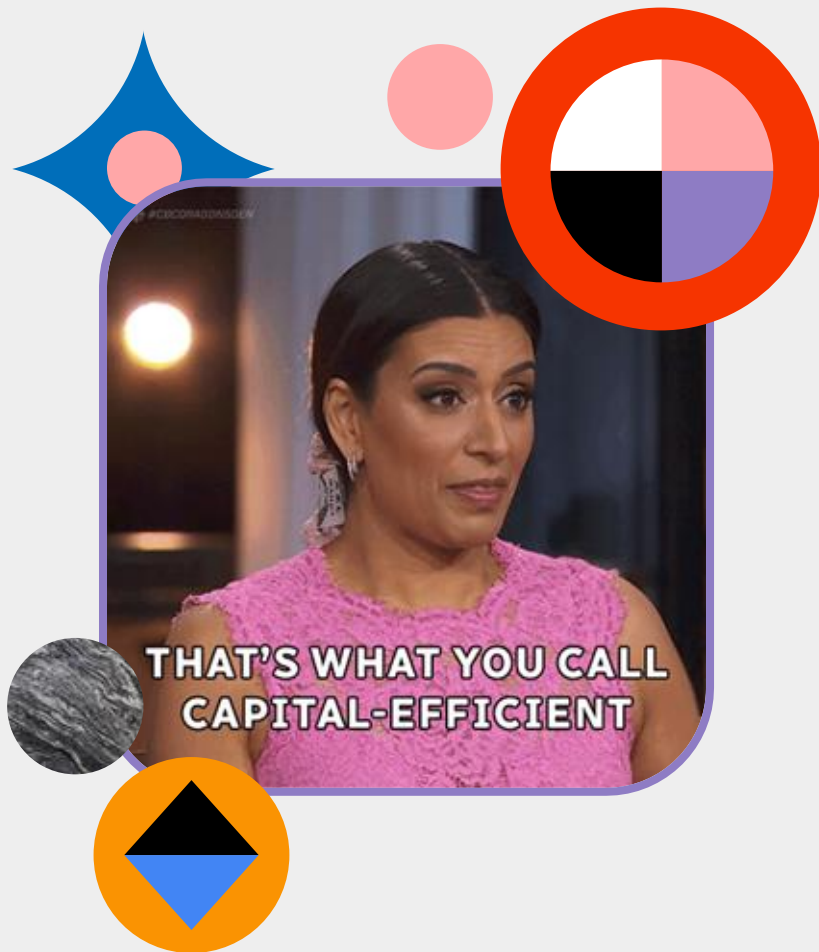
create.ucr.edu

★ Home-Court Advantage

Auxiliary Design Services: Your Creative Engine

create.ucr.edu

- ★ Home-Court Advantage
- ★ Cost and Time Efficiency



Auxiliary Design Services: Your Creative Engine

create.ucr.edu

- ★ Home-Court Advantage
- ★ Cost and Time Efficiency
- ★ Institutional Memory





Auxiliary Design Services: Your Creative Engine

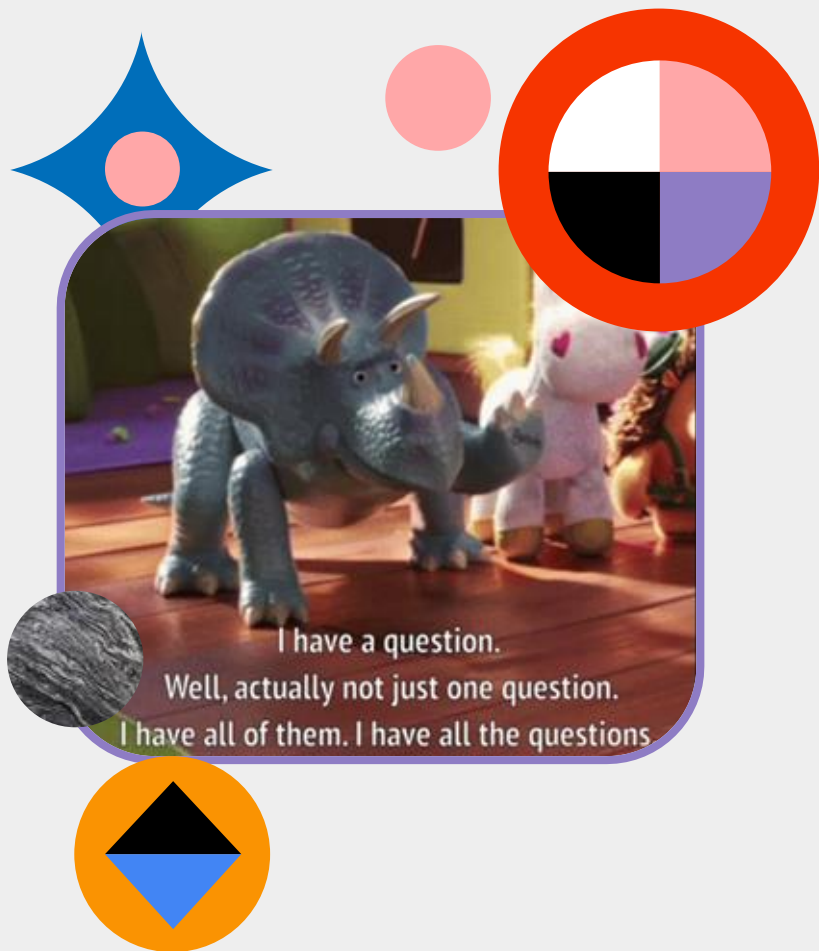
create.ucr.edu

- ★ Home-Court Advantage
- ★ Cost and Time Efficiency
- ★ Institutional Memory
- ★ Built-in Compliance & Accessibility

Auxiliary Design Services: Your Creative Engine

create.ucr.edu

- ★ Home-Court Advantage
- ★ Cost and Time Efficiency
- ★ Institutional Memory
- ★ Built-in Compliance & Accessibility
- ★ Strategic Partners



Auxiliary Design Services: Your Creative Engine

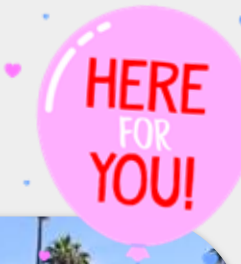
create.ucr.edu

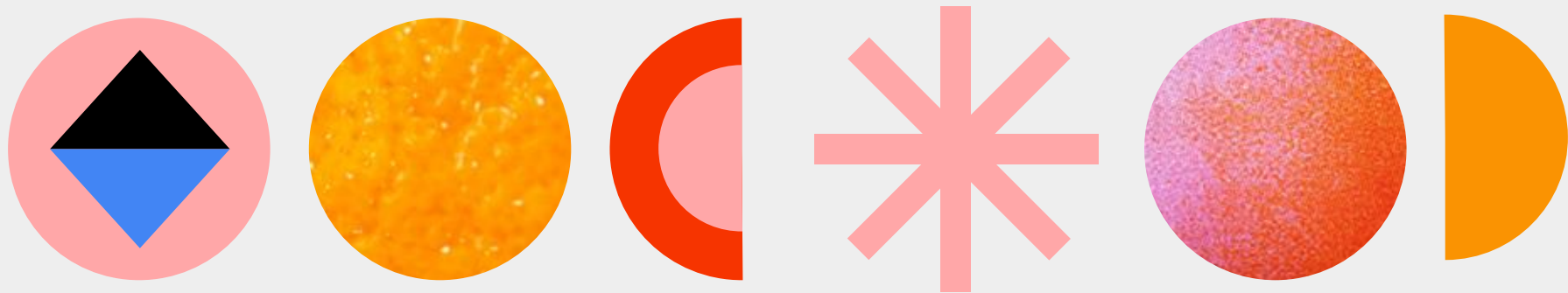
- ★ Home-Court Advantage
- ★ Cost and Time Efficiency
- ★ Institutional Memory
- ★ Built-in Compliance & Accessibility
- ★ Strategic Partners
- ★ Unique Services



**ALREADY
HAVE A
DESIGNER
ON STAFF?**

**WE'RE
YOUR
SUPPORT
SYSTEM!**





DIGITAL PRINT SERVICES





Digital Print Services: Bringing the Vision to Life

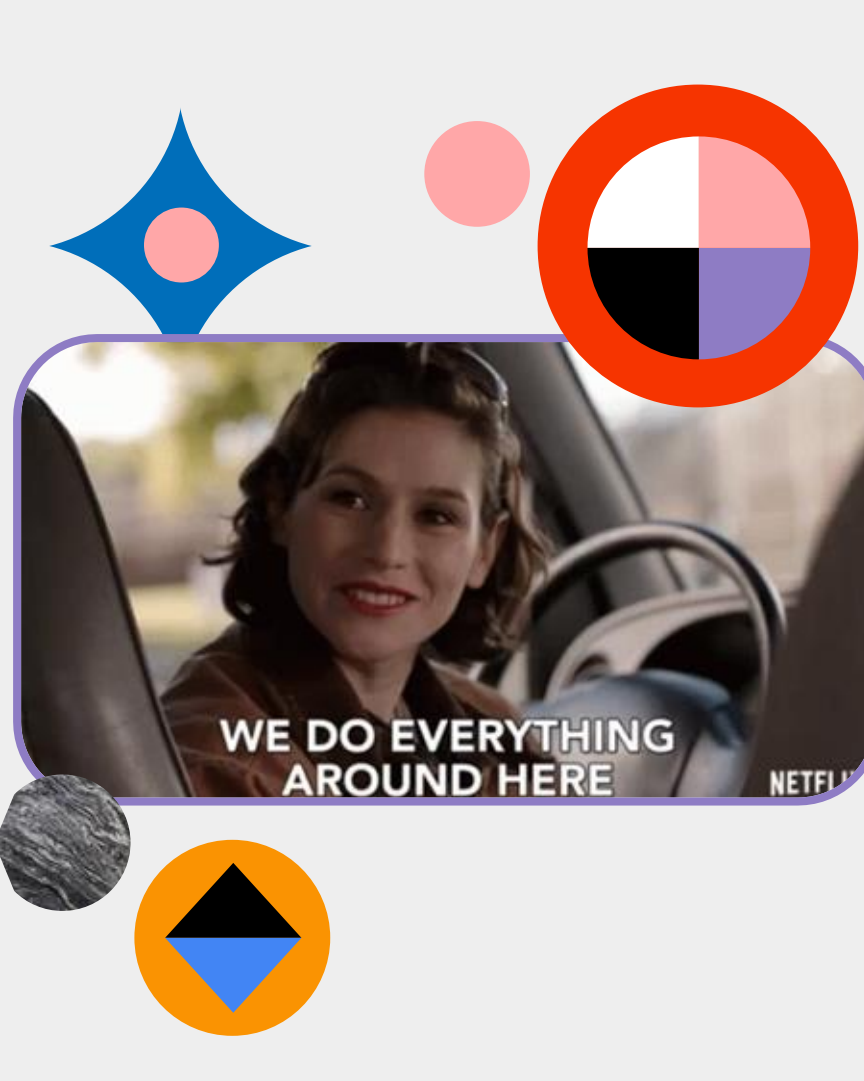
printing.ucr.edu

Digital Print Services: Bringing the Vision to Life

★ Seamless Transition

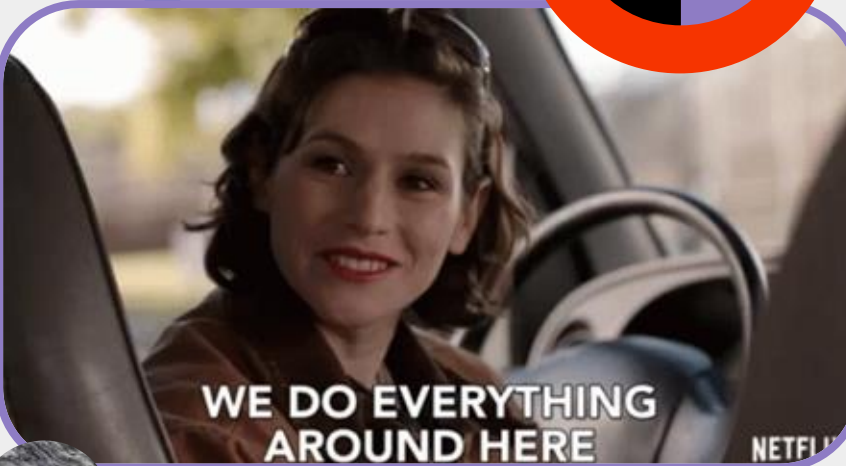


PASSING THE BATON



Digital Print Services: Bringing the Vision to Life

- ★ Seamless Transition
- ★ Capabilities



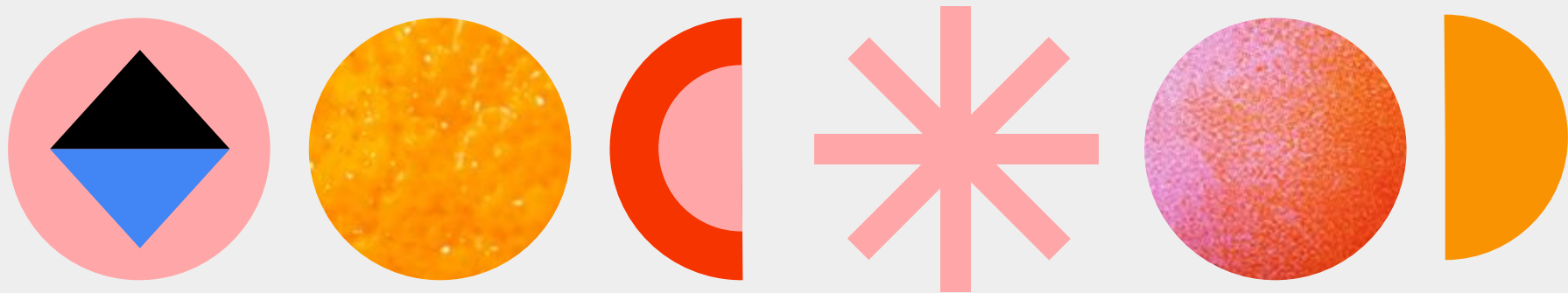
WE DO EVERYTHING
AROUND HERE

NETFLIX



Digital Print Services: Bringing the Vision to Life

- ★ Seamless Transition
- ★ Capabilities
- ★ Miracle Workers' Advantage



HOW THE PROCESS WORKS



TO WORK WITH AUXILIARY DESIGN SERVICES

Please use Adobe Workfront to make a new request for an "AUX Marketing Request."

 **New request**

Request Type

AUX Marketing Request 

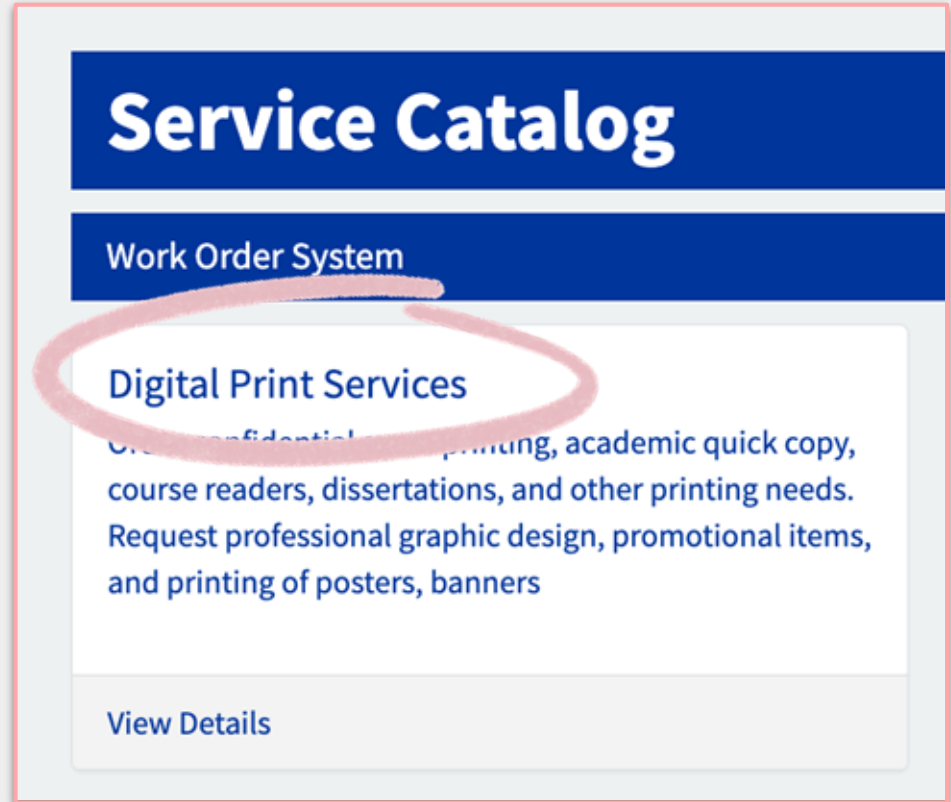
AUX Marketing Request 

Marketing Request (General) 

TO WORK WITH DIGITAL PRINT SERVICES

Please use the ServiceNow Work Order system.

Go to Submit a Request and choose Digital Print Services.



TO WORK WITH DIGITAL PRINT SERVICES

You can also find the order portal at cbs.ucr.edu.

The screenshot shows the 'Digital Print Services' website. At the top, there is a navigation bar with a home icon and the text 'DIGITAL PRINT SERVICES'. Below this is the main heading 'Digital Print Services' followed by a welcome message: 'Welcome to Digital Print Services, your on-campus source for printing, posters, official UCR business cards and stationery, and more!'. A section titled 'Print Services' contains a blue bar with a minus icon and the text 'On-Demand Print'. Below this bar, there are two paragraphs of text: 'Need a few copies or to print a report? The [Highlander Service Station](#) offers convenient on-demand services.' and 'Need something more? We can print in small quantities things like brochures, flyers, handbills, resumes, and certificates.' Below the text are two blue buttons: 'ON-DEMAND PRINT' and 'ORDER NOW'. At the bottom, there is a list of services with plus icons and text: '+ Business Cards and Stationery', '+ Dissertations', '+ Exams and Course Leaders', and '+ Posters, Banners, and Signs'. Three pink arrows point to the 'Business Cards and Stationery' link, indicating it as a key service.

DIGITAL PRINT SERVICES

Digital Print Services

Welcome to Digital Print Services, your on-campus source for printing, posters, official UCR business cards and stationery, and more!

Print Services

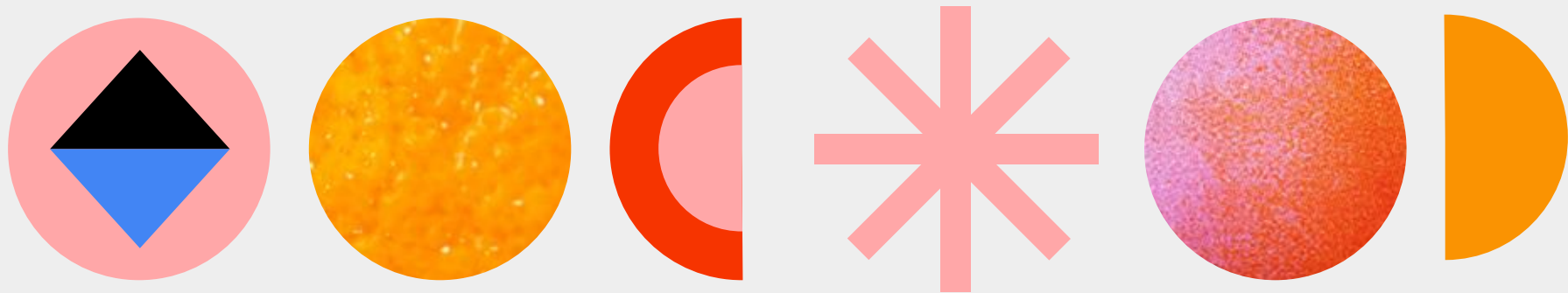
— On-Demand Print

Need a few copies or to print a report? The [Highlander Service Station](#) offers convenient on-demand services.

Need something more? We can print in small quantities things like brochures, flyers, handbills, resumes, and certificates.

ON-DEMAND PRINT **ORDER NOW**

- + Business Cards and Stationery
- + Dissertations
- + Exams and Course Leaders
- + Posters, Banners, and Signs



WHEN WE SAY
"NO."



WHEN?

★ C: Capacity

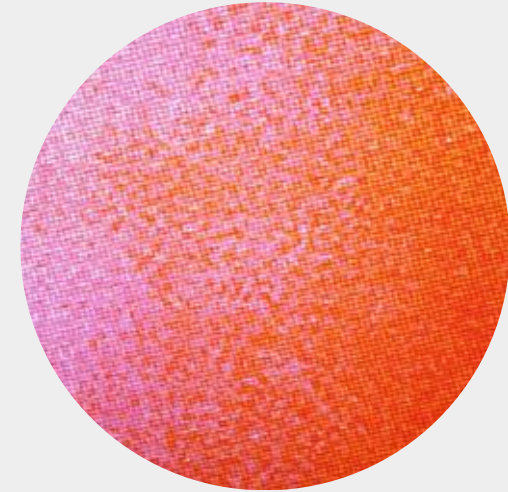
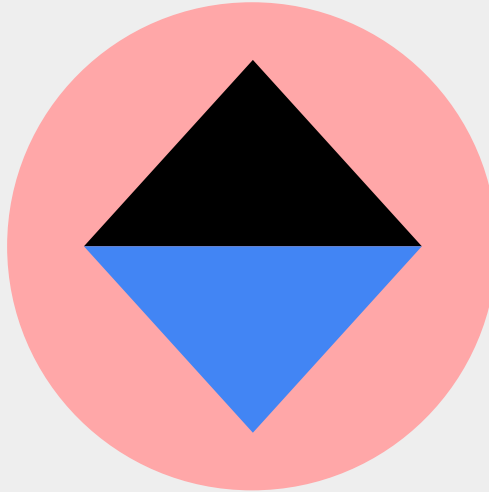
→ Our workload is at full capacity

★ B: Busy

→ It's a busy time of the year

★ S: Substandard

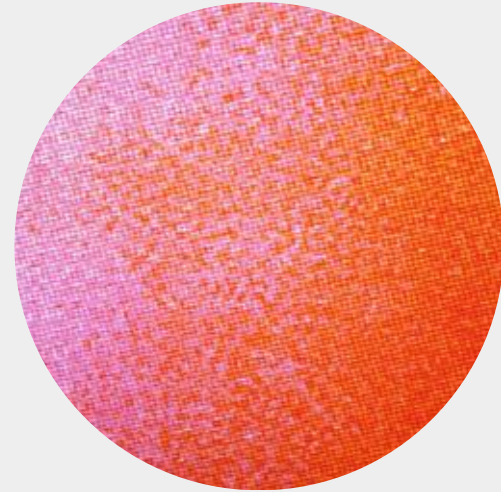
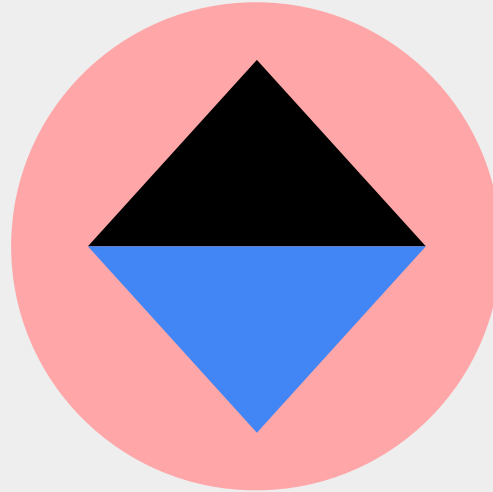
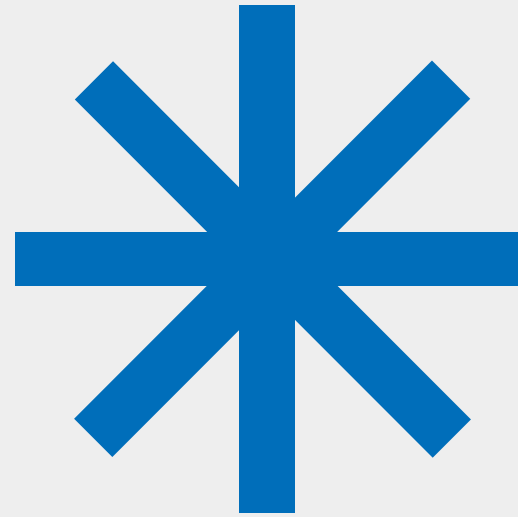
→ We're unable to deliver what you need at the quality we demand



THE HANDOFF

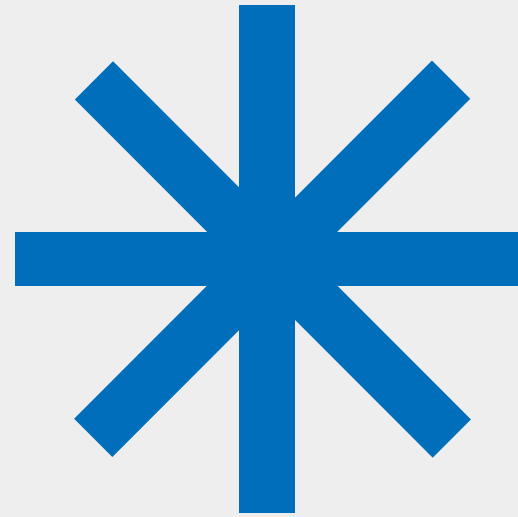
★Waivers provided via email

★Can provide referrals



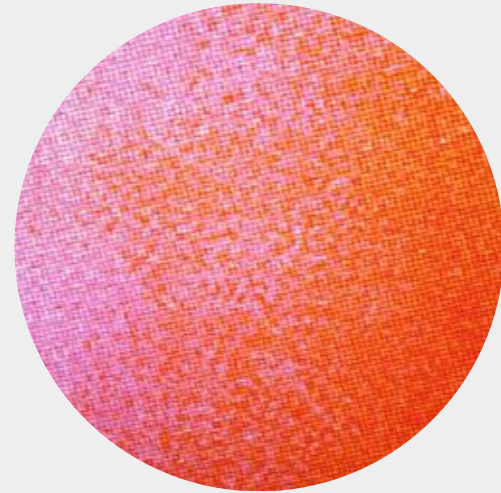
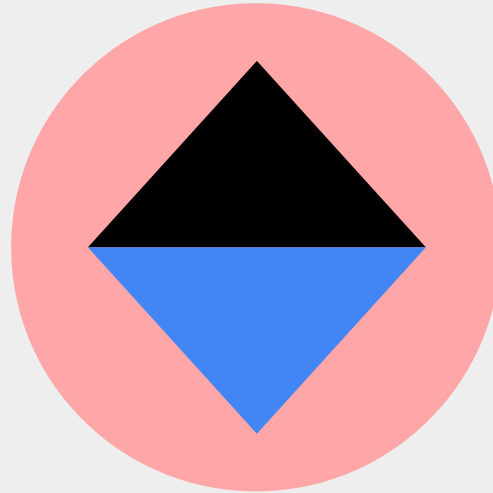
THE MYTH

- ★ Outside vendors are always cheaper



THE REALITY

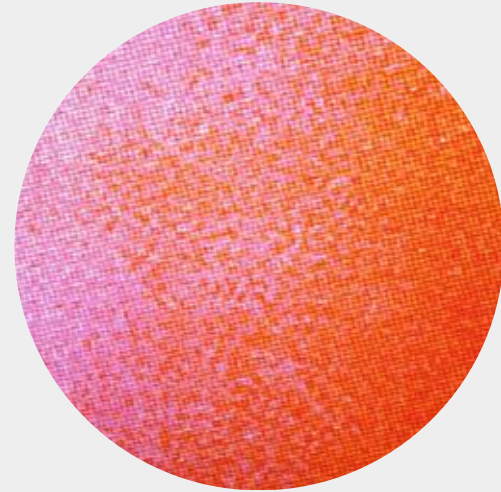
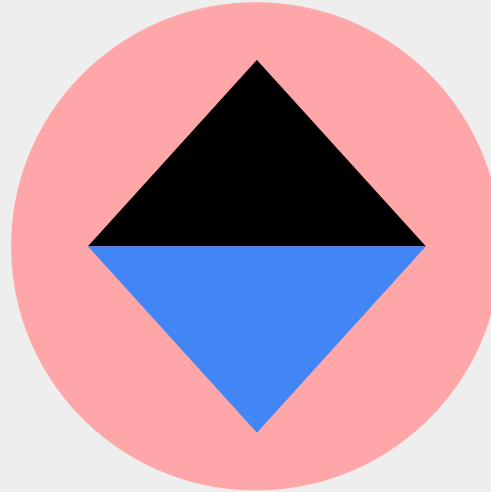
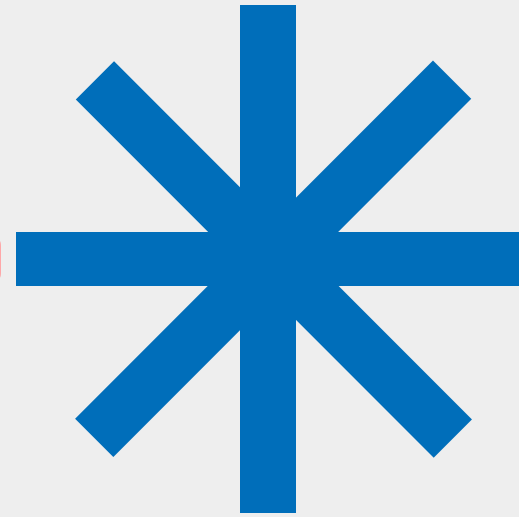
- ★ Hidden costs add up!

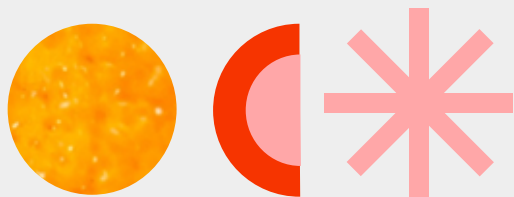


THE RIGHT PROJECTS

★ We don't want to monopolize everything

★ We want to be efficient and helpful!





THREE THINGS

1

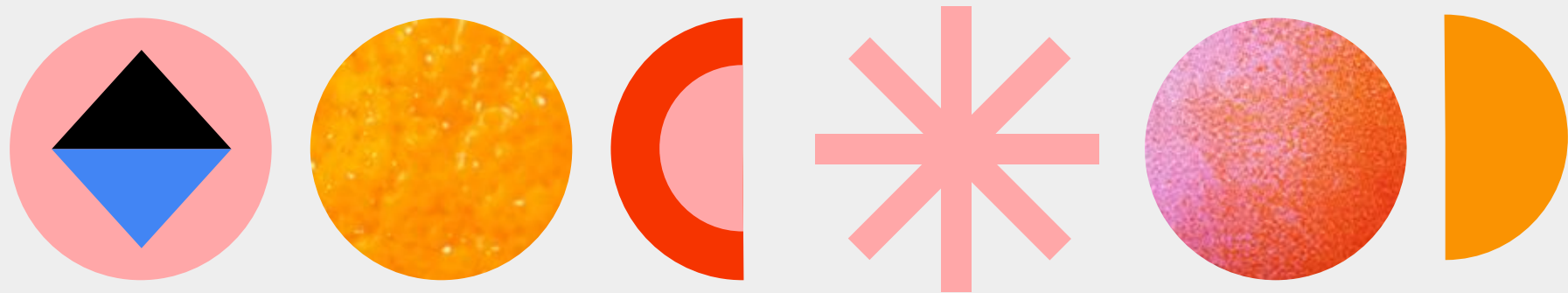
**KEEP IT ON
CAMPUS**

2

**MITIGATING
DISASTER**

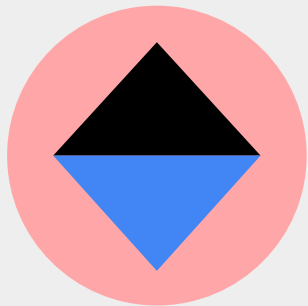
3

**ZERO LEARNING
CURVE**



ANY QUESTIONS?





THANK YOU!

