

## **PaperClip Communications Customization Instructions**

Thank you for your interest in our customized *50 Ways to Retain Students and Help Them Persist to Graduation* digital guide!

Your customization entitles you to the following:

- Front page customized with your institution or department logo
- Inside page footer customized with your school's name and/or website (or similar)

To customize, please send the following items to [info@paper-clip.com](mailto:info@paper-clip.com):

1. A high-quality image file of your logo. Acceptable file types include .eps, .ai, .png, .psd. If you have several file types or are unsure of the image quality, please feel free to send us multiple files and we can assess which is the best to use. If your school has a Brand Standards page on your website where we are able to download your logo, please feel free to direct us to that page.
2. A Word Document containing the content that you would like included on the footer of the guide, such as your institution/department name and website.

Once our designer has customized your digital guide, you will be sent a proof for review and approval. Should you require any changes to your custom layout, simply let our designer know and you will be sent a second updated proof for approval. Once approved, your file will be finalized for digital distribution along with your site license.

If you have any questions, please feel free to contact us at [info@paper-clip.com](mailto:info@paper-clip.com).