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# MARKETING, MEDIA AND CREATIVE SERVICES

# NORCO COLLEGE

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Design services, publicity, photography, videography, editorial, copywriting, and printing services are available to all Mustangs and departments at Norco College. Skilled professionals can produce high-quality marketing, communications, and creative projects in digital and printable formats.

Below is a list of your marketing, media, and creative services.

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## GRAPHIC DESIGN

Graphic design services for Norco College are available through ERSC Creative Services. Complete the [Graphic Design Request](#) form or email Mark Knight: [mark.knight@rccd.edu](mailto:mark.knight@rccd.edu) for any of the below services.

- Flyers
- Posters
- Banners
- Certificates
- Brochures
- Invitations
- Newsletters
- Event programs
- Handbooks
- Postcards
- Digital graphics
- Billboards
- Presentation templates

### To reach a designer directly:

Kris Loverso: [Kris.LoVerso@rccd.edu](mailto:Kris.LoVerso@rccd.edu)

Deb Ferguson: [Deb.Ferguson@rccd.edu](mailto:Deb.Ferguson@rccd.edu)

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## PHOTOGRAPHY

College photography services are facilitated through Ruth Leal. She will be able to assist you with a media release form, if needed, for your photography projects.

- Events
- Portraits
- Marketing
- Promotional Materials
- Access to Photos

To request a service, please email Ruth Leal: [ruth.leal@norcocollege.edu](mailto:ruth.leal@norcocollege.edu). She will also be able to assist you with photo selection from the college and district photo libraries.

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## VIDEOGRAPHY

College videography services are facilitated through Ruth Leal. To schedule a service, email Ruth Leal: [ruth.leal@norcocollege.edu](mailto:ruth.leal@norcocollege.edu).

- Events
- Student Testimonials
- Program highlight videos
- College recruitment
- Social media videos
- Enrollment marketing videos
- Video Scripts

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## BRANDING AND LOGOS

For branding guidelines and downloadable master logos, visit the [Brand Guide](#) on the Media Production Specialist webpage.

You may also contact Ruth Leal for logos.

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## PUBLICITY AND WRITTEN COMMUNICATION

Norco College publicity and communication are facilitated through the ERSC PAO. For services, email Lindsey Sweeney: [Lindsey.Sweeney@rccd.edu](mailto:Lindsey.Sweeney@rccd.edu). You may also complete the District [Publicity](#) form.

- Internal and External
- Press Release
- Public Service Announcement
- President's Newsletter
- Regular Update
- NC News and Events for Webpage
- Sponsorship Deliverables
- Editorial Services
- Article/Story/Testimonial
- Email Blast
- Copy Writing
- Direct Mail

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## SOCIAL MEDIA, GRAPHICS AND DIGITAL SIGNAGE PROMOTION

Social media and digital signage promotion are facilitated through Ruth Leal. To schedule a service, email Ruth Leal: [ruth.leal@norcocollege.edu](mailto:ruth.leal@norcocollege.edu) with your graphics and copy.

- Social media graphics, posts, videos
- Digital Graphics on flyers, posters, programs
- On Campus digital board Displays
- Third Street Marquee sign displays

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## WEB CONTENT UPDATE

Updates to the Norco College website are facilitated through Lenny Riley. Updates to the District website are facilitated through Denise Hernandez.

- Update a Webpage
- Create a New Webpage
- Link Content to Webpage
- Get trained to update your department webpages

Email Lenny Riley: [leonard.riley@norcocollege.edu](mailto:leonard.riley@norcocollege.edu) to update NC website content/information or add events to the calendar.

Email Denise Hernandez: [denise.hernandez@rccd.edu](mailto:denise.hernandez@rccd.edu) for consideration in adding content to the District website.

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## PRINTING

Printing services are available at Norco College and the District Print Shop.

- Flyers
- Posters
- More

For BW printing and copy, visit [CRC](#). For color flyers and posters (hosted by a campus club or department for students), email Edwin Romero: [edwin.romero@norcocollege.edu](mailto:edwin.romero@norcocollege.edu). For everything else, visit [RCCD Printing Services](#).