



MARKETING, MEDIA AND CREATIVE SERVICES

NORCO COLLEGE

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.

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 for any of the below services.

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

To reach a designer directly:

Kris Loverso: Kris.LoVerso@rccd.edu

Deb Ferguson: Deb.Ferguson@rccd.edu

John Matsuzaki: John.Matsuzaki@rccd.edu

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. She will also be able to assist you with photo selection from the college and district photo libraries.

VIDEOGRAPHY

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

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

BRANDING AND LOGOS

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

You may also contact Ruth Leal for logos.

PUBLICITY AND WRITTEN COMMUNICATION

Norco College publicity and communication are facilitated through the ERSC PAO. For services, email Jessica Vierra: Jessica.Vierra@rccd.edu, or [schedule](#) an appointment to meet. 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

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 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

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 to update NC website content/information or add events to the calendar.

Email Denise Hernandez: denise.hernandez@rccd.edu for consideration in adding content to the District website.

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. For everything else, visit [RCCD Printing Services](#).