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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. If you need a service that is not listed, please contact Leslie Vargas, our Public Affairs Officer, for assistance.

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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
- Social media
- 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)

John Matsuzaki: [John.Matsuzaki@rccd.edu](mailto:John.Matsuzaki@rccd.edu)

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## PHOTOGRAPHY

College photography services are facilitated through Ruth Leal. The District photographer, Gio Cardenas, is also available to shoot District events hosted at the College, or act as a backup to Ruth for College photography needs.

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

To schedule a service, complete the [Instructional Production Specialist Request form](#). For District events complete the [Photography Request](#) form.

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## VIDEOGRAPHY

College videography services are facilitated through Ruth Leal. To schedule a service, complete the [Instructional Production Specialist Request form](#).

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

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## BRANDING, LOGOS AND PHOTOS

For branding guidelines and downloadable master logos, visit the [Brand Guide](#)

To access the District and College photo depository, visit [PhotoShelter](#).

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## PUBLICITY AND WRITTEN COMMUNICATION

Norco publicity and communication are facilitated through the ERSC PAO. For services, email Leslie Vargas: [leslie.vargas@rccd.edu](mailto:leslie.vargas@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 Webpage
- Sponsorship Deliverables
- Editorial Services
- Article/Story/Testimonial
- Email Blast
- Copy Writing
- Direct Mail

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## SOCIAL MEDIA AND DIGITAL SIGNAGE PROMOTION

Social media and digital signage promotion are facilitated through Ruth Leal. To schedule a service, complete the [Instructional Production Specialist Request form](#).

- Social media posts, stories
- 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

Complete a [Website Update Request form](#) 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](#).