

**Process for working with Freelance Writers and Designers Recommended by the UCSF
Medical Center Marketing Department
August 2011**

The UCSF Medical Center Marketing Department is focused primarily on supporting the medical center and children's hospital's strategic service lines and clinical programs that have been designated as priorities. Therefore, there may be times when we will be unable to assist with writing and/or designing your materials. When that is the case, we refer you to freelancers with whom we have worked successfully in the past, and who are familiar with the UCSF Medical Center and UCSF Benioff Children's Hospital identity standards.

Recommended process for working with freelancers

1) Develop your content

You may either write your own materials, or enlist the help of a freelance writer. If you need assistance writing initial copy, please refer to page two for a list of the freelance writers the Marketing Department recommends. The freelance writers on this list are familiar with our design templates and the way content is generally formatted.

2) Work with our existing templates

If you're creating a brochure or fact sheet, we recommend you use our design templates. The templates ensure a professional look and consistency of medical center and children's hospital materials. You also save a lot of time and money not having to create everything from scratch.

All of the recommended freelancers have access to these templates, but you can also contact us for more information and to obtain copies. The amount of content you have will dictate the size of the template needed, and the freelance designer can provide guidance to you to determine the right size.

3) Submit content to Marketing for review

After your department approves the content, whoever is designated as the project manager within your department should send the content as a Word document to Brad Snyder, managing editor in the Marketing Department, via e-mail to brad.snyder@ucsfmedctr.org. Brad will do a quick style check on the copy and return any recommended edits within three working days. This ensures that your copy is consistent with medical center and AP style guidelines.

4) Get internal approval of edited copy

Your department project manager should obtain approval of the edited copy by anyone who will be involved in final approval of the marketing piece. This saves a lot of time and money and is a necessary step prior to proceeding to the design phase.

5) Select a freelance designer:

Your department project manager should select a freelance designer based on a review of their sample work and request a written estimate including their timeline and fee for the project. You will need to provide content for them to estimate the project. Typical fees range from \$65 to \$110 per hour.

6) Send copy and template (if applicable) to freelancer:

Once you have selected a freelance designer, your department project manager should send him or her the approved copy and template if applicable. If the designer has access to the medical center's brochure and fact sheet templates, they will design your piece using the established templates.

7) Submit initial designs to Marketing for review

Your project manager should send the initial design as a PDF file to our art director at art.director@ucsfmedctr.org. The art director will do a quick visual style check of the design and return any recommendations within three working days. This ensures that your design is consistent with medical center's visual identity standards.

8) Submit final designs to Marketing for review

The Marketing Department also requests that we be given the opportunity to review the final materials before they are printed. Again, this review will be completed within three business days.

Accessing the Identity Standards Manual

External freelancers and other vendors can download basic logos and the Identity Standards Manual from the Marketing Department's vendor web page: www.ucsfmedicalcenter.org/downloads/

UCSF employees can download basic logos and the Identity Standards Manual from the Marketing Department intranet site: <http://marketing.ucsfmedicalcenter.org/>

Recommended Freelance Writers

- 1) **Grace Hammerstrom**
Phone: (650) 728-7592
Email: gracehammerstrom@att.net
- 2) **Leslie Lingaas**
Phone: (415) 621-5105
Email: lingaas@sbcglobal.net

Recommended Freelance Designers

- 1) **Ellen Sherrod Design**
Contact: Ellen Sherrod
Phone: (415) 871-6386
Email: info@ellensherrod.com
www.ellensherrod.com
- 2) **Robin Awes Creative**
Contact: Robin Awes
Phone: (415) 254-9684
Email: rawes@robinawes.com
www.robinawes.com
- 3) **Pamela Kato Design**
Contact: Pamela Kato
Office phone and fax: (510) 475-1951
Cell phone: (510) 303-5789
Email: pamkato@earthlink.net

4) Documents, Media and Mail (DMM) (UCSF internal services)

Contacts:

Judy Flannery

Phone: (415) 502-6438

Email: Judy.Flannery@ucsf.edu

Tracy Long

(Phone) (415) 502-2739

Email: Tracey.Long@ucsf.edu