

Marine Corps Installations West- Marine Corps Base Camp Pendleton (MCIW-MCB CAMPEN)  
Communication Strategy & Operations  
Graphics & Reproduction Section  
22 Area, Building 2238  
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## Capabilities & Services

### Mission

Provide MCIW-MCB CAMPEN with graphics and reproduction services and support to maintain the Marine Corps' war fighting readiness.

### Objectives

1. Provide enhanced professional quality graphics and reproduction products.
2. Operate equipment and manage manpower to improve efficiencies and costs.
3. Ensure we meet or exceed customer satisfaction of products and services provided.
4. Advise commanders on best practices for graphics and reproduction products.

### Capabilities

1. High Volume Printing
2. Lamination
3. Binding
4. Large Format Printing
5. Mounting
6. Graphics Design
7. Multimedia Design

### Product Provided

1. Programs
2. Status Boards
3. Posters
4. Books/Handouts
5. 2 Dimensional Animations
6. Trifolds/Bi-folds
7. Flyers
8. Placards
9. Logo/Insignia Design/Change

### Do Not Support

1. Name cards, tickets and seating charts for unit events, Balls, Mess Nights, and Dining Ins
2. Any products for unit social events such as Mess Nights, Dinning Ins, and Professional Dinners
3. Beautification Projects
4. Products that can be purchased through Supply System

5. Printing of Official Electronic Publications
6. Personal Photos and Collages
7. Cutouts of Logos or Images
8. Outdoor Signage and Banners
9. Business Cards or Invitation Cards
10. Copies of Administrative Documents to include Medical and Dental records
11. Print Maps, Blueprints, Schematics, or TEEPs
12. Stickers

If there is a product request not listed, contact the Graphics and Reproduction Section Head to determine where support can be provided. More guidance can be found below on each of the items listed above.

#### Copyrights

1. Trademark and Copyright Laws. The Graphics and Reproduction department is prohibited by law to copy, duplicate or reproduce any item protected by copyright. The only exceptions are identified under the —Fair Use Exception.
2. The Graphics and Reproduction department will maintain all letters/emails of authorization concerning copyright material.
3. Refer to your local commands' legal office of Staff Judge Advocate, or HQMC Trade Mark Office, for instructions on when and how to apply the Fair Use Exception of the copyright law.

#### Turn Around Times

1. Work requests will be processed the same day all materials are provided.
2. Turnaround times are calculated by working days only, which are Monday thru Friday. Holiday periods and weekends do not count as working days.
3. Completion times can be from as soon as same day to as long as a year, depending on project. Most routine request are 30 days, however we make every effort to complete within 10 days. Length of time is dependent on type of request, equipment status, and current work load.
4. All requests less than 10 days will require approval from the Graphics and Reproduction Section Head.
5. Customers will be notified via email, phone or both when requests are ready for pick-up.

#### Programs

1. Programs can be provided and prepared for electronic dissemination as an Adobe PDF, JPEG, or png format. This is in an effort to minimize the printed quantities required. The Graphics and Reproduction department will work with you to best layout for dissemination via social media outlets, email, etc.
2. Programs are printed with 8.5"x11" 28lbs white plain paper and folded to a finished size of 8.5"x5.5" or as a single trifold to a finishing size of 8.5"x3.7." If trimming is available, size may be slightly smaller.

3. Specialty paper can be provided by the customer as long as it will run through current operating printers available. Please contact us with type of paper under consideration, to determine usability.
4. Maximum amount of pages allowed for the 8.5"x5.5" programs are listed under each type of program below.
5. Maximum print quantities allowed are listed under each type of program. Every effort to minimize printed quantities should be made. If there is a justified reason requiring more than the maximum amount, coordination must be made with the Graphics and Reproduction Section Head.
6. Utilize templates provided by the Graphics and Reproduction Section only. Any other formats will require prior approval from the Graphics and Reproduction Section Head. Note: Exceptions are the Marine Corps Air Station Camp Pendleton Units who are part of the 3<sup>rd</sup> Marine Air Wing. Those units are required to utilize the templates provided by their respective Communication Strategy & Operations (COMMSTRAT)/Combat Camera/Public Affairs aboard Marine Corps Base Miramar.
7. Photos and photo collages may be included into programs, however layout is the customer's responsibility and the addition of the photos cannot exceed the allowed number of pages for a program and or exclude required content of a program.
8. It is the responsibility of the requestor to ensure proofreading, proper spellings and grammars are used. Once final approval is made and printing has begun, any additional changes will not be accepted. We make efforts to read the content, and will make obvious changes, however this may not be the case due to available time.
9. Allowance of Types of Programs:
  - a. Marine Corps Installations West CG Special Events
    - i. Maximum Quantities Allowed: Event Dependent
    - ii. Content provided and coordinated through MCI West Protocol and G3/5.
  - b. Change of Commands
    - i. Maximum Quantities Allowed: Based off Command Level
      1. Major Command: 300
      2. Battalion: 200
      3. Company: 100
    - ii. Maximum 8.5"x11" Sheets Allowed: 3 (yields 12 pages)
    - iii. Required Content: Sequence of Events, Incoming Biography, Outgoing Biography.
  - c. Relief and Appointments
    - i. Maximum Quantities Allowed: Based off Command Level
      1. Major Command: 300
      2. Battalion: 200
      3. Company: 100
    - ii. Maximum 8.5"x11" Sheets Allowed: 3 (yields 12 pages)

- iii. Required Content: Sequence of Events, Incoming Biography, Outgoing Biography.
- d. Retirements
  - i. Maximum Quantities Allowed: Based off Rank
    - 1. O1-O3: 100
    - 2. O4-O6: 200
    - 3. O7-O10: 300
    - 4. E1-E5: N/A
    - 5. E6: 100
    - 6. E7-E9: 200
  - ii. Maximum 8.5"x11" Sheets Allowed: 2 (yields 8 pages)
  - iii. Required Content: Sequence of Events, Retirees Biography
- e. Marine Corps Birthday Ball Programs
  - i. Maximum Quantities Allowed: Half of total tickets purchased for the event.
  - ii. Maximum 8.5"x11" Sheets Allowed: 3 (yields 12 pages)
  - iii. Required Content: Sequence of Events, List of Ceremonial Staff to include the Youngest and Oldest Marine, Guest of Honor Biography if it is an Active Duty personnel who holds a major command billet.

#### Invitations

1. Invitations are not supported.
2. All efforts should be made to utilize electronic invitations. They can be easily created at the following site: <https://einvitations.afit.edu/generator/index.cfm>
3. Printed invitations should be requested from the protocol office or unit S-1's.

#### Signage / Placards

1. Graphics and Reproduction provide signs and placards that are made of paper products. Some protection can be provided with lamination. For metal or plastic signs please contact the Sign Shop or the Defense Logistics Agency for support.
2. Placards are only provided to command suites and training facilities for the purpose of working groups and operational training.
3. Placards will only have titles/positions and no names for working groups. This allows for the placards to be used multiple times.
4. The only exception for names on placards is for instructor billets in a training role to exceed more than 1 year.
5. All other requests will need to be approved by the Graphics and Reproduction Section Head.
6. Signage can only be produced up to the size of 12"x18" and should be for indoor use. Any other size requirements will need to be discussed with the Graphics and Reproduction Section Head.

## Maps & Map Printing

1. The Geospatial Information & Services (GIS) program office falls under the Public Works Office and is the authorized unit for information and printing of maps, floorplans, and blueprints. Location and Phone Numbers:  
 22 Area Building 220102T / 760-763-7834 or 760-763-6698
2. Any maps printed by the Graphics and Reproduction department will need to be approved by the Geospatial Information & Service (GIS) program office to eliminate potential operational security risks and map inaccuracies.

## High Volume Printing

1. Print only when absolutely necessary. All official documents and publications should be utilized electronically whenever possible.
2. Download documents and publication to disc prior to deployment where internet is not accessible.
3. Print only parts needed.
4. Print double sided/duplex.
5. Print in black on white. Color only when necessary.
6. Types of paper available for printing

	Paper Type	Size	gsm	Weight	Color	
	Plain	8.5"x11"		20lbs	White	
	Plain	8.5"x11"		28lbs	White	
	Index	8.5"x11"		65lbs	Blue	
	Index	8.5"x11"		67lbs	Green	
	Cover	8.5"x11"		67lbs	Gamma Green	
	Cover	8.5"x11"		65lbs	Tan	
	Index	8.5"x11"		110lbs	White	
	Index Super Gloss	8.5"x11"			White	
	Cover	8.5"x11"		90lbs	Cherry Red	
	Cover	8.5"x11"		65lbs	Red	
	Plain	11"x17"		28lbs	White	
	Index	11"x17"		90lbs	White	
	Index	12"x18"		80lbs	White	
	Index	12"x18"		100lbs	White	

## Lamination

1. Quantities allowed will depend on quarterly availability.
2. Maximum width of lamination: 55.”
3. Lamination is provided to protect, and provides the capability to mark with dry erase or grease pencils for products that will be utilized for an extended period of time.
4. Materials brought in to be laminated are self-help requests and requires at least 2 persons to complete the task. Self-help is on a first come first serve basis.
5. Any books or cards required to be laminated will not be done on the large format laminators. We have individual sheet laminators that customers can use, however customers will need to purchase lamination sheets/cards from ServMart.
6. NEW – We now have a small laminator that will accommodate small sizes and up to 12”x18” sheets. Coordination with the Graphics and Reproduction Section Head will need to be made prior to use. Material purchase/reimbursement may be required for use.

## Finishing

### 1. Tape Binding

	Type	Length	Width / Sheets	Color	
	N101 Super Strips – Narrow	11”	1” 010-125 sheets	Black	
	M101 Super Strips – Medium	11”	2” 126-250 sheets	Black	
	W101 Super Strips – Wide	11”	3” 251-350 sheets	Black	

### 2. Comb Binding

	Type	Length	Width / Sheets	Color	
	Plastic Comb Binding	12”	¼” up to 20 sheets	Black	
	Plastic Comb Binding	12”	5/16” 21-40 sheets	Black	
	Plastic Comb Binding	12”	3/8” 41-55 sheets	Black	
	Plastic Comb Binding	12”	½” 56-90 sheets	Black	
	Plastic Comb Binding	12”	5/8” 91-120 sheets	Black	
	Plastic Comb Binding	11”	1” 121-225 sheets	Black	
	Plastic Comb Binding	11”	2” 225-350 sheets	Black	

### 3. Spiral Binding

- a. Spiral binding is available. Please contact the Graphics and Reproduction section to discuss support of this material.

	Type	Length	Width / Sheets	Color	
	Plastic Spiral Binding Coil	12"	6mm up to 30 sheets	Black	
	Plastic Spiral Binding Coil	12"	8mm up to 54 sheets	Black	
	Plastic Spiral Binding Coil	12"	13mm up to 105 sheets	Black	
	Plastic Spiral Binding Coil	12"	18mm up to 155 sheets	Black	
	Plastic Spiral Binding Coil	12"	23mm up to 200 sheets	Black	

### 4. Grip Binding

	Type	Length	Width / Sheets	Color	
	Plastic Grip Binding	11"	1/4" 10-30 sheets	Black	

### 5. Perfect Binding

- a. Perfect binding is available for limited use on high visibility products. Please contact the Graphics and Reproduction section to discuss support of this material.
- b. Provides a clean cover that spans from front to back cover without any sort of strip or coil on the spine.
- c. Maximum length is 11"

### 6. Staples

- a. Provide standard and heavy duty stapling from 2 sheets up to 1 1/4" (32mm) and up to 2" (50mm) stab stitch.
- b. Staples can only be used for paper products.

### 7. Hole Punch

- a. Provide hole punch for multiple sizes of standard notebooks ranging from 5.5"x8.5 to 8.5"x14".
- b. Can punch through paper and some lamination.

## Large Format Printing

1. Quantities allowed quarterly will depend on availability.
2. Standard sizes for large format printing are: 18"x24", 24"x36", 30"x40", and 36"x48" (some restrictions).
3. Type of content will determine the size and finishing available.
4. Types of papers available for printing:

	<b>Paper Type</b>	<b>Size</b>	<b>Weight</b>	<b>Color</b>	
	Roll - Plain	36"x100'	35lbs	White	
	Roll - Plain	36"x300'	24lbs	White	
	Roll - Plain	60"x150'	26lbs	White	
	Roll - Luster Photo	36"x100'	35lbs	White	

## Boards & Mounting

1. All mounting request will require Graphics and Reproduction Section Head approval.
2. Quantities allowed will depend on quarterly availability.
3. Standard sizes for posters are: 12"x18", 18"x24", 24"x36", and 30"x40"
4. Mounting is provided on products which require a backing because it cannot be mounted onto a wall or hard backing.

## Graphics & Multimedia Design

1. Logos/Insignias
  - a. Currently available in the .png format for download at the following site:  
<https://www.pendleton.marines.mil/Photos/Unit-Logos/> or  
<https://www.mciwest.usmc.mil/inst/mciwest/rpolicy/ops/cc/prod/Clip%20Art/Logos> (Must have CAC Card and MCI West SharePoint access to download.)
  - b. If other formats or resolutions are required a request can be submitted to the Graphics and Reproduction Section.
  - c. New designs or edits to existing official logos/insignias are provided with the following requirements:
    - i. Concept for change or design of logo has been approved from the Commanding Generals Protocol Office from which the command or unit belongs.
    - ii. Final design is approved for official use from the Commanding Generals Protocol Office from which the command or unit belongs.
    - iii. Final design is submitted with brief description of colors and meaning of elements in logo/insignia, to the local Marine Corps Historical Division for official record/archiving.



- d. Marine Corps Aviation Commands and Squadrons are required to following the specific guidelines in OPNAV INSTRUCTION 5030.4G for logo/insignia requests.
  - e. Due to operational priorities and time required to design, logos can take up to a full year or longer before completion and approval. There are no routine turnaround times for design of logos and are completed as soon as operationally possible.
2. Illustration / Fine Art
- a. Freehand Illustrations are limited to talent of current personnel.
  - b. Can be created utilizing several types of medium and styles to include computer generation.
  - c. Only digitized copies of original work will be provided. All original work will be archived and stored appropriately.
  - d. Request must support base installation operations, training, or for historical documentation and have a purpose to be created freehand.
  - e. Time to complete work will depend on medium used and complexity of work being requested.
3. Computer Graphics & Animations
- a. Request must support base installation operations, training, safety, and readiness.
  - b. Graphics can be created as a still or animation and used for just about any product available in both digital and print. Formats for files can range from vector, pixel, or motion.
    - i. Vector formats include:
      - 1. .ai (Adobe Illustrator)
      - 2. .eps (Encapsulated PostScript - universal)
      - 3. .svg (Scalable Vector Graphics - for web)
    - ii. Pixel formats include:
      - 1. .jpeg
      - 2. .gif
      - 3. .png
      - 4. .tiff
      - 5. .bmp
    - iii. Motion formats include:
      - 1. .avi
      - 2. .mpeg
      - 3. .wmv
      - 4. .mov
      - 5. .gif (animated)
    - iv. If format required is not listed please coordinate and we can determine if conversions are possible.
  - c. Prior to requesting graphics, ensure the final end state product is clearly understood and provided to the Graphics and Reproduction department. If the product is strictly for digital viewing only then the resolution is minimal.

However, if the product is both digital and requires printing, then graphics are created at much higher resolution.