



اوتوریتی کے بغسائن کسلامتن
کھپیتن دان عالم سکیتز
Safety, Health and Environment
National Authority

DESIGN REQUEST STANDARD OPERATING PROCEDURE (SOP)

1. POLICIES AND PROCEDURES FOR INTERNAL DESIGN REQUESTS

All departments / units / sub-unit requesting for design support are to send their requests via online form <http://bit.ly/SHENADRFORM> and once the form submitted, please send an email to:

- Corporate Communications Unit, Human Resources Department
- CC'ed Chief Human Resources Officer, Human Resources Department

2. MAKING YOUR DESIGN REQUEST

You will need to include the following information in online form prior to Corporate Communications Unit starting work on your request:

i. Project Title

- Name / date of the event or title of project; and
- Purpose of your design request.

ii. Type of Project

- New project; and
- Update / Change previous project.

iii. Type of Request

- Flyer;
- Poster;
- Logo;
- Signage;
- Brochure; and
- Others.



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iv. **Deadline & Your Message**

- Date for final product to be delivered;
- Text / message to be Included;
- Text / message must be **pre-approved** by the requesting unit's supervisor (SI or above);
- Corporate Communications Unit reserves the right to edit for language and clarity; and
- For any designs that require official Malay / Jawi translations, requestors are advised to obtain these translations from the Language and Literature Bureau beforehand.

v. **Artwork**

- Any logos, photos, illustrations, graphs, tables, etc. that you would like to be used in the design; and
- If you would like Corporate Communications Unit to help you with finding photos or artwork, please make a note of that in your design request.

vi. **Format**

- Artwork will normally be provided in *.jpeg format. Please specify if you need it to be in a different format.

vii. **Distribution**

- Specify if the artwork is intended as a printed poster, for electronic distribution or for SHENA's social media channels (i.e. Instagram and Facebook).

3. **TIMELINE**

Once the Corporate Communications Unit receives your request with complete supporting information / documents, Corporate Communications Unit will follow up with any clarifying questions within **one (1) working day**.

We require **two (2) working days to come up with the 1st draft of your design** – starting from the time we receive your complete design request and / or any clarifications which may be



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required. Also be advised that there are many other projects in the work queue at any given time, Corporate Communication will prioritize its work accordingly.

Once the 1st draft is e-mailed back to you for review and you require further revisions to be made, please allow another **four (4) working days for us to complete your request.**

You will be notified up front if your project needs more time to complete. At that time, we can estimate a more appropriate time frame for you depending on our work queue and the size of your project.

In general, we recommend to submit your design requests at least **seven (7) working days** before the intended date of release. This is to accommodate any multiple edits and revisions that you may require.

4. FINAL EDITING AND APPROVAL

Once we have completed your design, we will send you a mock-up for your approval. Any required revisions should be sent back via e-mail.

Corporate Communications Unit will then review the finalized artwork before we send it back for final approval by the requestor. Corporate Communications Unit will then acquire Senior Leadership Team (SLT)'s **final** approval. Once we have SLT's final approval, the design request is considered complete.

5. EXCEPTIONS

- Last minute design requests will be considered strictly on a case by case basis; and
- Design requests made verbally or which do not provide the required information, cannot be entertained.



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6. REQUESTS FOR POWERPOINT PRESENTATIONS

Please note that such requests will not be entertained except in the following cases:

- Presentations delivered to His Majesty, Royal family, YB Minister of ME and high-ranking officials; and
- Presentations delivered by SHENA Officer for conferences / forums.

Corporate Communications Unit ensures SHENA's branding are consistent as per the Corporate Identity Manual (CIM) and all communication activities compliment the overall strategy and direction of SHENA. Copies of the Corporate Presentation Template and Guidelines are available in SHENA NAS and upon request.