

## **POLICY ON PROMOTIONAL PUBLICATIONS AND PRODUCTS**

Promotional publications and products incorporating the University logos and images are required to be reviewed by the Associate Vice President for University Communications and/or Executive Director of Web Communications and Publications.

Promotional publications and products are defined as publications or products originating within the University regardless of funding source that are intended for distribution to a broad on- or off-campus audience; intended to attract new students or to cultivate alumni, prospective donors, or members of the business community; or intended to provide general information about the University, its students, programs, opportunities.

Examples of promotional publications and products are brochures, magazines, booklets, pennants, writing pens, posters, fliers, print and Web advertisements, department or program catalogs and course schedules for departments or University-wide newsletters; and any print material incorporating the official University logos, branding, wordmarks or trademarked images.

Academic or professional publications, submissions to professional journals or other publications, course material etc. are exempt from this policy and are not subject to review. However, when these publications incorporate the official University logos, branding, wordmarks or trademarked images, those official University logos, branding, wordmarks or trademarked images must be presented in accordance with policies set forth in the Branding and Graphics Standards Manual.

Student publications and materials, including promotional materials, also are exempted from this policy. However, when the publications and products incorporate the official University logos, branding, wordmarks or trademarked images, those official University logos, branding, wordmarks or trademarked images must be presented in accordance with policies set forth in the Branding and Graphics Standards Manual.

Editorial counsel and review is vested in the Associate Vice President for University Communications and the Executive Director of University Web Communications and Publications, who are responsible for ensuring effective and coordinated communication between the University and the various publics it serves. This editorial counsel and review is made available:

1. to ensure that, where appropriate, the material published is accurate in the matter of stating fees, entrance requirements, academic regulations, and other official University information;
2. to ensure that the material published does not needlessly duplicate information printed in other University publications;
3. to ensure that all publications have a format, appearance and style in keeping with the standards expected of a University;
4. to help achieve maximum continuity and balance within the publications goals of the University, with special attention to editorial content, scheduling, design, production efficiency and utilization of the finished product; and
5. to provide the means of early recognition and diagnosis of potential negative issues in the publications goals and for discussion of ways to achieve improvement.

**Recommended by the Academic Senate**

November 4, 2014

**Approved by the President**

March 1975  
September 4, 2002  
June 16, 2015