


<p>Name of Policy: <u>Marketing and communication publications and collateral materials</u></p> <p>Policy Number: 3364-45-06</p> <p>Approving Officer: President</p> <p>Responsible Agent: Vice president for external affairs</p> <p>Scope: All University of Toledo campuses</p>	 <p>Revision date: February 14, 2012</p> <p>Original effective date: March 1, 2008</p>
<input type="checkbox"/> New policy proposal	<input checked="" type="checkbox"/> Minor/technical revision of existing policy
<input type="checkbox"/> Major revision of existing policy	<input type="checkbox"/> Reaffirmation of existing policy

(A) Policy statement

All university or university-related printing that is to be purchased with university funds or university-administered accounts will be handled by the office of university marketing (see (D)(6) below for exceptions). This entails general publications (announcements, invitations, bulletins, brochures, catalogs, pamphlets, newsletters see exceptions in (D)(5)), manuals for sale the university bookstores, and posters), and forms (machine and manual).

(B) Purpose of policy

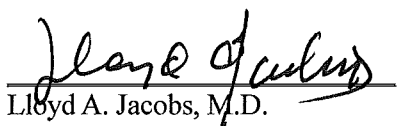
The purpose of this policy is to ensure quality, continuity, and brand integrity for all printed materials that represent The University of Toledo.

(D) Procedure

- (1) All such requests shall be accompanied by an account number to be charged. Requestor is responsible for assuring departmental approval has been secured.
- (2) The marketing office will provide for printing and related services and/or will act as the bidding agent for the external purchase of printing and related graphic services.
- (3) Forms, general publications and brochures are subject to review and approval by the office of university marketing. Department and college newsletters and deviations from standard university stationery will also be subject to approval by the office of university marketing. Certain forms may require approval by the internal auditor, computer services and/or the purchasing department.
- (4) Letterhead and stationery are to follow the pre-approved templates only and will be produced by university printing services.

- (5) Microsoft Publisher templates have been developed for use by university faculty, staff and students for simple items including single-color flyers, tri-fold brochures, and one or two-color newsletters as well as others. These templates are available in the marketing toolbox in the MyUT portal.
- (6) Classroom handouts, exams, financial statements, memos, simple reruns of previously approved jobs, master theses, doctoral dissertations, student job resumes, faculty or student research reports or other institutional projects approved by the appropriate vice president or designee, may be submitted directly to the university print shop.
- (7) Publications not produced through the procedures outlined above must not carry either the name or seal of the university unless authorized in writing by the office of university marketing.

Approved by:


Lloyd A. Jacobs, M.D.
President

February 15, 2012

Date

*Review/Revision Completed by:
Associate vice president for
university communications and
marketing operations; Associate vice
president of branding and creative
services; Director of healthcare
marketing*

Policies Superseded by This Policy:

Previous 3364-45-06, prior effective date March 1, 2008
*VII-2-2 Publications (former Main Campus Policy,
adopted 2/10/99)*

Initial Effective Date: March 1, 2008

Review/Revision Date: February 15, 2012

Next review date: February 15, 2015