

<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 Marketing and Communications</p> <p>Scope: All University of Toledo campuses</p>	<div data-bbox="1060 218 1360 336" data-label="Image"> </div> <p>Effective date: June 27, 2022</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 developed by the Office of University Marketing and Communications (see (D)(4) below for exceptions). This entails general publications (announcements, invitations, bulletins, brochures, catalogs, pamphlets, newsletters (see exceptions in (D)(3), and posters), banners and forms (machine and manual).

(B) Purpose of policy

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

(C) Procedure

- (1) Forms, general publications and brochures are subject to review and approval by the Office of University Marketing and Communications. Feedback will be provided within five business days. Department and college newsletters and deviations from standard university stationery will also be subject to approval by the Office of University Marketing and Communications. Certain forms may also require approval by the internal auditor, computer services and/or the purchasing department.
- (2) Letterhead and stationery are to follow the pre-approved templates only and will be produced by an approved university vendor.
- (3) University branded Lucid Press templates have been developed for use by designated University key communicators for simple items including, but not limited to posters, flyers, activity calendars and social media graphics.

- (4) Classroom handouts, exams, financial statements, memos, 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 for production.
- (5) Publications not produced through the procedures outlined above must not carry either the name, logo or seal of the university unless authorized in writing by the office of university marketing.
- (6) Marketing materials will be produced only through University preferred suppliers for print services or promotional products as established by agreement through supply chain management.

(D) Enforcement

Materials found to be non-compliant may be removed or discarded at the expense of the department. Violations will be documented with a copy to the appropriate key communicator and immediate supervisor for resolution.

The Office of Marketing and Communications will conduct routine brand audits in an effort to proactively identify and address issues.

(E) Related Policies

- Policy 3364-45-02 Permission and proper use of university and UTMCM name, logos, seals and associated marks
- Policy 3364-40-15 Procurement policy
- Policy 3364-12-01 Supplier diversity policy

(F) References

- University of Toledo brand guide
- Americans with Disability Act 1990
- Federal Trademark Act of 1946
- Copyright Law of the United States (Title 17)
- FERPA and confidentiality

<p>Approved by:</p> <p><u>/s/</u> Gregory C. Postel, M.D. President</p> <p><u>June 27, 2022</u> Date</p> <p><i>Review/Revision Completed by:</i> <i>Vice President of Marketing and Communications;</i> <i>Director of Marketing; Creative Director; Senior</i> <i>Leadership Team</i></p>	<p>Policies Superseded by This Policy:</p> <p><i>Previous 3364-45-06, prior effective date February 14, 2012</i> <i>VII-2-2 Publications (former Main Campus Policy, adopted 2/10/99)</i></p> <p>Initial effective date: March 1, 2008</p> <p>Review/Revision date: June 27, 2022</p> <p>Next review date: June 27, 2025</p>
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