

# **SUL ROSS STATE UNIVERSITY**

*A Member of the Texas State University System*

## **SRSU Policy: Guidelines and Printing Procedures for University Publications and Marketing Material**

**SRSU Policy ID: 2.16**

**Policy Reviewed by: VP of Advancement**

**Approval Authority: Executive Cabinet**

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### **A. Definition of University Publication.**

- a. For purposes of this policy, a University publication is defined to include any publication bearing the imprint or seal of Sul Ross State University, or any publication that is paid for by University funds.
- b. The publication may be written or produced via electronic media designed to attract public attention.
- c. A University publication provides historical, current, or predictive data regarding the University and may include information pertinent to instructional programs, physical facilities, financial data, enrollment statistics, University organizations, University personnel, University students and/or alumni, or role and scope or mission of the University.
- d. Examples of such publications include, but are not limited to:
  - i. Office stationery on which the name and return address of the University are printed, e.g., letterhead, business cards, mailing labels, envelopes. The departmental telephone number must be included on the letterhead of official University stationery.
    - 1. Paper system elements will remain consistent and follow the university's identity guidelines.
    - 2. Variations in the nature and length of contact information are to be anticipated and can be accommodated to the extent that they fall within the spatial and stylistic parameters of the official design. The University Paper System (letterhead, envelopes and business cards) is printed in-house through the Print Shop.
  - ii. Printed or other marketing materials dealing with:
    - 1. Academic programs, e.g., fliers, brochures, newsletters, pamphlets regarding instructional programs, study opportunities, workshops, seminars and posters

2. University-supported activities/projects, e.g., fine arts presentations, guest lectures, seminars, presentations, workshops, etc.
3. Auxiliary enterprise activities/projects/programs, e.g., housing, dining service, Student Center.
4. Student fee-funded activities/projects/programs.
5. Promotional Merchandise: any items that will travel into the public space and consciousness. Decals, apparel, umbrellas, luggage tags, presentation folders, etc... remain viable for a long time and are seen by a great many people, affecting the perception of the university for years to come. Merchandising items come in a wide range of colors and surface choices, leverage our primary colors whenever possible. Be attentive to potential color conflicts.

Due to the variety of materials and printing methods found in the merchandising industry, you may need to make adjustments to accommodate size and reproduction limitations. Contact the Office of University Communications to identify the best solution for your special reproduction needs.

6. Signage on and around campus and facilities provides high visible evidence of our commitment to a unified identity and logical systems of identification. Whether you are producing construction, vehicle, building or directional signage, be sure to follow prescribed graphic standards for Sul Ross State University, using official identities, including proper use of color and typography. Contact the Office of University Communications for assistance in determining the right solution for your communication project.
- e. A University publication may be a regular, frequently issued publication, or it may be a singular, one-time-only publication.
  - f. Exceptions to this policy are defined to include:
    - i. Those publications which are designed and intended for exclusive intra-University distribution and use.
    - ii. Those publications that are deemed excluded by the President of the University or a vice president or equivalent administrative officer of the administrative area in which the proposed publication originates.
  - g. Objectives of University Publications
    - i. Each University publication will be designed to accomplish specific objectives, which shall be stated on the Printing Authorization Form.
    - ii. Each publication will depict in design, form, and content the commitment to quality of the educational program at Sul Ross State University.

## B. Publication Guidelines

- a. Each University publication will comply with postal system regulations regarding size, weight, etc. It is the responsibility of the Account Manager to ensure compliance with these regulations.
- b. The primary configuration as presented in the Texas State University branding guidelines must appear on the front or cover of all published documents produced by System component institutions. Exception: when using an artist's work on the cover, the primary configuration may be included on the back of announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars. The Texas State University System primary logo configuration will appear on all printed materials containing the full name of the University except:
  - i. Documents that are intended for internal use only (routing slips, registration cards, etc.)
  - ii. Materials intended for souvenirs (T-shirts, sweat shirts, coffee cups, etc.)
- c. The Office of University Communications will oversee the proper usage of the Texas State University System Member Institution logo and its requirements as outlined in the Texas State University System Branding Guidelines. Any exception must be approved by the President or his/her designee.
- d. Primary Placement: The statement shall be placed directly below the full name of the University in Gotham or Arial normal and shall be small enough to fit below the full name of the University. Secondary Placement: If the statement does not fall under the name of the University it must be placed in a visible location as stated in the Branding Guidelines of the Texas State University System.
- e. Each University publication will comply with the Rules and Regulations, Texas State University System, as well as with University policies and procedures.

## C. Authorizations and Disposition

- a. Each University publication, as defined by this policy, whether printed at the University Print Shop, on a department's personal copier, or a department's personal vendor and whether or not at direct cost to the University, will comply with guidelines set forth. It is the responsibility of the University administrative program area, department, or division to ensure compliance.
- b. Each University publication will be officially authorized with the execution of a Printing Authorization Form. The University Print Shop is not authorized to print final copy of any publication until a completed Printing Authorization Form is submitted to the Print Shop.
- c. Two copies of each printed publication are to be deposited with the Archives of the Big Bend which is housed in the Wildenthal Memorial Library. The responsibility for supplying the Archives with copies of each publication resides

with the administrative head of the program area, department, or division under whose auspices the publication is printed. The archival librarian is hereby granted the authority to exclude from deposit with Archives those publications which would serve no useful archival purpose.

- d. The Print Shop Manager shall deposit two additional copies of each printed publication to the Archives of the Big Bend, which the Head of Archives will submit consistently to the State of Texas Library and Archives as required by statute.