

**Sam Houston State University**  
**A Member of The Texas State University System**

**University Advancement Policy UA-05**  
**University Publications & Marketing Communications**

**1. DEFINITION OF UNIVERSITY PUBLICATIONS & MARKETING COMMUNICATIONS**

1.01 For purposes of this policy, University publications and marketing communications include, but are not limited to, any printed material, electronic bulletin board messages, billboard advertising, external campus signage, audio or visual production that originates at the University or which are contracted to outside printers, producers, consulting firms, and research agencies that either bears the Logo of Sam Houston State University or purports to represent the University.

1.02 Examples of such publications and marketing communications include, but are not limited to:

a. Office stationery, on which the name and return address of the University are printed, such as letterhead, business cards, mailing labels, envelopes. Approval is not required for reprints of such materials as long as they reflect the current university logo and design.

b. Printed or other media-produced materials such as:

(1) Fliers, brochures, pamphlets regarding instructional programs, study opportunities, workshops, seminars, and other materials for academic programs.

(2) Materials for University-supported activities or projects, such as twirling, cheerleading, soccer schools, fine arts presentations, guest lectures, seminars, or presentations.

(3) Materials for auxiliary enterprise activities, projects, or programs such as housing, dining services, and the Lowman Student Center.

(4) Materials for student fee-funded activities, projects, or programs, T-shirts with printing, pencils with printing, and give-away items for events such as homecoming.

(5) Mass media communications, including radio and television commercials, public service announcements for external media, promotional billboards, newspaper and magazine advertising, promotional videos/DVDs, special interest publications, and direct mail.

(6) All photographs taken on the campus and at University events are considered to be the property of the University unless they are for personal and private use. The use of photographs by the media, in printed material, and for public display must be approved by the Director of Marketing. Members of the faculty and student body are exempted from approval of their exhibition of photography that is displayed for academic-related and professional purposes.

(7) Exterior campus signage, including directional signs, building and parking lot signs, signage attached to buildings to indicate a facility's name and purposes, and decorative banners attached to light poles.

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1.03 Exceptions to this policy are defined as:

Scholarly publications and creative endeavors (as described in FES Form 3 [Academic Policy Statement 820317](#) ).

Those publications which are designed and intended for exclusive intra-university distribution and use, such as departmental brochures describing programs and services for internal distribution, posters to be used on campus, advertisements for campus print or electronic media, overprinting of date, time, and place on pre-printed program posters, and interdepartmental procedures manuals.

Incidental items (such as building, restroom, operational hours, and inside directional signs, room numbers, metal plate inscriptions on awards and trophies, which do not bear the Logo, and name tags for employees).

Those publications which are deemed excluded or for which approval is delegated by the president of the University or a vice president or equivalent administrative officer of the administrative area in which the proposed publication originates.

## 2. OBJECTIVES OF UNIVERSITY PUBLICATIONS & MARKETING COMMUNICATIONS POLICY

2.01 To assure that each University publication and marketing communication piece will be designed to accomplish specific objectives;

2.02 To assure that each University publication and marketing communication will depict both in form and content the quality and aspirations of the educational programs at the University;

2.03 To assure coordination of messages about and for the University;

2.04 To strengthen the image and brand of the University;

2.05 To simplify the design development process and lower overall marketing costs.

## 3. PUBLICATION & MARKETING COMMUNICATION GUIDELINES

3.01 Each University publication to be mailed will comply with federal and state postal regulations. It is the responsibility of the account manager to ensure compliance with these regulations;

3.02 Each publication and marketing communication piece will contain the statement: A Member of The Texas State University System. Envelopes do not need this statement);

3.03 Whenever practical, each University publication and marketing communication piece will contain a statement indicating that no person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under, any program or activity sponsored or conducted by Sam Houston State University on any basis prohibited by applicable law, including, but not limited to, race, color, national origin, religion, sex, age, or handicap. The correct and official statement is: "Sam Houston State University is an Equal Opportunity/Affirmative Action Institution." Materials such as wearables, souvenirs, and commemorative pieces are exempted. The account manager is responsible for compliance with University and state archival requirements. Guidelines are available from the University's Office of Library Services.

## 4. AUTHORIZATIONS AND DISPOSITION

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4.01 Each University publication, as defined by the policy, whether printed at the University or by a privately-owned press and whether or not at direct cost to the University, will comply with guidelines set forth.

4.02 Each University publication will be authorized by approval at the college or unit level (Dean, Associate Vice President or Director).

4.03 Mass media communication pieces, as defined by the policy, whether developed at the University or by privately owned businesses or individual professionals and whether or not at direct cost to the University will comply with the guidelines set forth.

4.04 Each mass media communication piece will be authorized by approval at the college or unit level (Dean, Associate Vice President or Director) and the Director of Marketing.

## 5. UNIVERSITY LOGO

5.01 Use of the Official University Logo (interlocking SH) is encouraged. The logo will be reproduced in a manner that reflects quality.

5.02 The University Logo is the property of Sam Houston State University and is not for private use.

5.03 The Official University Seal (depiction of Sam Houston with his cane) is for formal use only, including use by Office of the President, and for invitations and other formal printed material, diplomas, certificates, award and recognition plaques, high-quality banners and flags used at formal occasions, such as convocations and commencements, and appropriate display within offices.

5.04 The Official University Seal will not be used on wearables, vehicles, stationary with the exception of the University President, newsletters, fliers, and post cards.

## 6. MEDIA RELATIONS

6.01 To coordinate and maximize media coverage and assure quality, information from the University to the external public will be processed through the University's Office of Public Relations.

6.02 Personal journalistic, scholarly, creative, or commentary material is not required to be submitted through the Office of Public Relations.

## 7. ACADEMIC FREEDOM AND FREEDOM OF SPEECH

7.01 This policy is subordinate to the academic freedom and citizenship rights of University employees.

Reviewed/Approved by Frank Holmes, Vice President for University Advancement, July 2005