

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/91**

**Number: 06-21**

**Section: University Advancement**

**Subject: University Publications**

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Publications and printed matter constitute a major portion of the university's communication process. The Office of Publications and Creative Services is responsible for the supervision and coordination of all university publications.

## **INSTITUTIONAL PROMOTION/RECRUITMENT PUBLICATIONS**

This category includes brochures, booklets, pamphlets and similar types of materials that promote the university's academic programs and offerings for academic credit or certification, as well as other administrative programs. In general, this includes all materials that promote the total university to an off-campus constituency. The Office of Publications and Creative Services is responsible for establishing, maintaining and modifying (as required) the standardized style, format, and typography of these materials, regardless of the administrative level of origin or source of funding. Requests in this category will supersede other categories in scheduling priority. All material in this category must include acceptable variations of the university's name and symbols.

## **OTHER PROMOTIONAL PUBLICATIONS & PRINTING**

Printing other than institutional promotion/recruitment materials are included in this category. Publications and printed matter that relate to specific programs, departments, and programmatic activities, such as concerts, play performances, special observances, etc., may be promoted with printed materials in this category. Preparation of these materials may be performed by any competent personnel within the university or under their supervision, but must still be approved by the Office of Publications and Creative Services for conformity to university graphic standards. These materials must meet these standards, regardless of level of administrative origin, source of funding, or distribution on or off campus. All materials in this category must include sufficient university identity, including an acceptable variation of the university name and acceptable variation of a university symbol.

## **APPROVALS**

While the Office of Publications and Creative Services has responsibility to assure that publications are in accordance with university standards and state and federal regulations, the content of these publications is subject to approval by the appropriate administrator(s) within the unit(s) involved.

While most printing is done in the Arkansas State University Printing Department, production and printing jobs that must be done outside the university will be bid

according to state regulations. The director of Publications and Creative Services will coordinate this process with the director of Procurement Services.

Revised 06/30/13.