



## Athens State University Communications and Publications Policy

The visual and verbal images of Athens State University presented to off-campus audiences are important to the university's success. A coordinated approach to presenting a consistent and accurate image of the university is considered vital as the university presents itself to its publics, including alumni, donors, legislators, parents, prospective students, taxpayers and others.

This policy is designed to better insure the communications representing the university are of high quality, present Athens State University consistently and accurately, and meet the requirements expected of a public institution.

### The Policy

1. Communications meeting all of the following criteria must have approval from the Printing and Publications Office:
  - A. Bear the name of Athens State University
  - B. Are intended for distribution off-campus.
  
2. The above includes the following:
  - A. Publications including brochures, newsletters, direct mail items, catalogs, letterhead, and envelopes and all items directed toward off-campus audiences.
  - B. Print, broadcast and internet advertising.
  - C. Photographs and videos produced to represent the university to a mass audience.
  - D. University Logo/University Seal. The Athens State University logo is a registered trademark filed with the Alabama Secretary of State. Use of the Athens State University logo is required on all electronic and printed materials to reinforce the identity and image of the institution. Letterhead, envelope and business cards will include the logo in Blue (PMS 293) and Black or in single colors of Blue or Black. No other color combinations are permitted. The logo should appear on all university publications. It should appear prominently (i.e., on the front cover) unless there is an unusually compelling reason why it would be awkward or graphically inappropriate. Whenever, possible, the university logo should appear in Blue and Black on all printed materials. The logo must not be redrawn, modified or reported to form an additional design symbol. The university seal is Blue (PMS 293). The seal is intended for official functions of the University, and is reserved for specific formal and academic use by the University's executive offices.

- E. Forms for on-campus and off-campus distribution.
  - F. Certain material produced by student organizations.
  - G. Press releases representing the university.
3. The above does not include:
- A. Materials produced primarily for classroom or educational use.
  - B. Materials for scholarly publications and presentations.
  - C. Advertisements for positions.
  - D. Correspondence