Utah Tech University Policy

148: Branded Publications

I. Purpose

1.1 The purpose of Policy 148 is to ensure quality and consistency of official Utah Tech University (hereinafter referred to as "University") publications for optimal representation of the University.

II. Scope

2.1   All University faculty, staff, administration, and volunteers are held to the expectations set forth in Policy 148.

2.2   Policy 148 applies to all official University publications but does not apply to student publications which are governed by Policy 131.

III. Definitions

3.1   *Branded Publications:* A published work, including print or digital publications, representing the University for marketing and communication purposes.

3.2   *Branding Guide:* The University's comprehensive guide defining the brand standards and guidelines that must be followed to ensure brand consistency among all written and visual products created across University premises.

3.3   *Logo:* A graphic representation or symbol of a company name, often uniquely designed for easy recognition. The University has an institutional Logo as well as an athletic Logo.

IV. Policy

4.1   All official branded University publications must adhere to the University Branding Guide and be approved by the University Marketing &

Communication office for branding, messaging, design, accuracy, and proper representation of the University.

All University website (utahtech.edu) design and content must also adhere to the policy standards set forth in Policy 464, University Public Web Presence.

4.2   Use of the University Logos is limited to the exact design and specifications described in the University Branding Guide as approved by the University Council and the President.

4.2.1   Approved versions of University Logos are available for download from the University Marketing & Communication website at umac.utahtech.edu/downloads/logs.

4.2.2   Logos not included in the University Branding Guide or on the University Marketing & Communication website are not permitted for use when representing the University or its associated departments, programs, and organizations unless approved by the University Marketing & Communication office.

4.2.3   University Logos are not to be altered in shape or design, be used in unapproved colors, be placed on busy backgrounds, or have any part or words deleted.

V.   References

5.1   University Policy 206: Trademarks and Collegiate Licensing

5.2   University Policy 221: University Procurement

5.3   University Policy 464: University Public Web Presence

VI.   Procedures-N/A

VII.   Addenda

7.1   University Logos: umac.utahtech.edu/downloads/logos

7.2   Artwork approval from Creative & Visual Services: umac.utahtech.edu/services/design/uploadartwork

7.3   Approved printers: umac.utahtech.edu/licensing/learfield

7.4   University Branding Guide: umac.utahtech.edu/brandingguide

7.5   Branding Guide Resources: umac.utahtech.edu/brandingguide/bg-resources

7.6   University publications: umac.utahtech.edu/public-relations/publications

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Policy Owner: VP, Marketing & Communication
Policy Steward: Director of Public Relations

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