

# Dixie State University Policy

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## 148 Branded Publications



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### I. Purpose

- 1.1 The purpose of this policy is to ensure quality and consistency of official Dixie State 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 this policy.
- 2.2 This policy 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 Dixie State University for marketing and communication purposes.
- 3.2 **Branding Guide:** Dixie State 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 campus.
- 3.3 **Logo:** A graphic representation or symbol of a company name, often uniquely designed for easy recognition. Dixie State University has an institutional logo as well as an athletic logo.

### IV. Policy

- 4.1 All official branded University publications must adhere to the DSU 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 ([dixie.edu](http://dixie.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 DSU Branding Guide as approved by the University Council and the President.
  - 4.2.1 Approved versions of DSU logos are available for download from the University Marketing & Communication website at [umac.dixie.edu/downloads/logos](http://umac.dixie.edu/downloads/logos).
  - 4.2.2 Logos not included in the DSU Branding Guide or on the University Marketing & Communication website are not permitted for use when representing Dixie State University or its associated departments, programs, and organizations unless approved by the University Marketing & Communication office.
  - 4.2.3 DSU 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 DSU Policy 206: Trademarks and Collegiate Licensing
- 5.2 DSU Policy 221: University Procurement
- 5.3 DSU Policy 464: University Public Web Presence
- 5.4

## **VI. Procedures**

## **VII. Addenda**

- 7.1 DSU logos: [umac.dixie.edu/downloads/logos](http://umac.dixie.edu/downloads/logos)
- 7.2 Artwork approval from Creative & Visual Services: [umac.dixie.edu/services/design/uploadartwork](http://umac.dixie.edu/services/design/uploadartwork)
- 7.3 Approved printers: [umac.dixie.edu/licensing/learfield](http://umac.dixie.edu/licensing/learfield)
- 7.4 DSU's Branding Guide: [umac.dixie.edu/brandingguide](http://umac.dixie.edu/brandingguide)

7.5 Branding Guide Resources: [umac.dixie.edu/brandingguide/bg-resources](http://umac.dixie.edu/brandingguide/bg-resources)

7.6 DSU publications: [umac.dixie.edu/public-relations/publications](http://umac.dixie.edu/public-relations/publications)

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Policy Owner: VP, Marketing & Communication

Policy Steward: Director of Public Relations

History:

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