

**3356-5-11 University publications.**

- (A) Policy statement. The office of marketing and communications ~~in collaboration with the publications review panel~~ serves as the clearinghouse for all tier one publications developed for distribution to external audiences. As such, this office has oversight for all printed materials that represent official university programs and services.
- (B) Parameters.
- (1) A critical part of any institution's or organization's image is the communications messages it sends out and with which it is identified. An institutional brand is established through the consistent and frequent use of distinctive images and messages in its external publications and communications media.
  - (2) The office of marketing and communications requires the cooperation of all campus offices and individuals (including the department of intercollegiate athletics and the college of ~~fine and performing arts~~ creative arts and communications) to create a strong, consistent, and high-end brand for Youngstown state university ("YSU") through all its publications.
  - (3) A "tier one publication" is any printed piece directed to:
    - (a) Any external audience (e.g., alumni, the general public, prospective students, donors)
    - (b) All (or most) current YSU students
  - (4) All publications meeting tier one criteria must first be reviewed before proceeding to the design stage.
  - (5) If a publication is not tier one according to the criteria above, guidelines and templates for design and printing are available ~~on the university website at~~ [http://web.yzu.edu/gen/ysu/Publications\\_Policy\\_m299.html](http://web.yzu.edu/gen/ysu/Publications_Policy_m299.html) through the office of marketing and communications.
- (C) Procedures.

- (1) For all publications meeting tier one criteria, a “Publications Request” form, ~~located on the university website at [http://web.yzu.edu/gen/ysu/Publications\\_Policy\\_m299.html](http://web.yzu.edu/gen/ysu/Publications_Policy_m299.html)~~ must be submitted to ~~and be processed by the publications review panel~~ by email to [creativigitaldesign@ysu.edu](mailto:creativigitaldesign@ysu.edu) and processed by the marketing and communications team. For the review to be done in a timely and efficient manner, the ~~online form request~~ must be submitted at least two weeks prior to the beginning of the design phase.
- (2) The ~~publications review panel~~ marketing and communications team will arrange a meeting to discuss the needs, exchange ideas, and establish time lines. Budget sources for the project will be discussed at that time.
- (3) The office of marketing and communications may contract the publications to new internal or external sources as appropriate and expedient.
- (4) The requesting unit will be responsible for furnishing suggested text for the publication.
- (5) Appropriate artwork or photographs will be prepared in cooperation with the requesting unit.
- (6) After a first-draft proof of the publication is prepared, the requestor will review the proof, note any changes, and return the publication for preparation of a final proof.
- (7) The final proof will be submitted to the requesting unit, who assumes primary responsibility for the content, accuracy, and completeness of information in the publication. Marketing and communications assumes primary responsibility for grammar, punctuation, and overall appearance.
- (8) Additional procedures for using university symbols and related publication information can be found in ~~“Graphics Guide,”~~ the “Visual Identity Standards” available ~~online at~~ [http://web.yzu.edu/gen/ysu/Graphics\\_Guide\\_m34.html](http://web.yzu.edu/gen/ysu/Graphics_Guide_m34.html) through the office of marketing and communications.

Effective: 10/10/2016

CERTIFIED ELECTRONICALLY

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Certification

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Date

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