

UAM OPERATING PROCEDURE 900.1

PUBLICATIONS/BROCHURES/LOGOS/STATIONERY

It shall be the policy of the university that all external publications be created and developed by the Office of Media Services and be submitted to the supervising Vice Chancellor and/or Executive Council for final approval.

External publications includes all printed materials to be used for student recruitment, academic unit brochures, individual program brochures relating to both academics and student life, as well as all printed publications used by the Office of Advancement.

All requests for brochures and printed publications should be submitted in writing to the Director of Marketing and Public Relations. The Director will forward the request to the supervising Vice Chancellor for approval before initiating the development of the publication.

The Office of Media Services will coordinate a uniform design and look to university logos and stationery as well as athletic logos, as per the current UAM style guide.

Revised: January 24, 2022

Revised: July 1, 2011

July 1, 1983