



THE UNIVERSITY of  
NEW ORLEANS

<b>Policy No:</b>	<b>AP-OP-21.3</b>
<b>TITLE:</b>	<b>University Printed Materials</b>
<b>EFFECTIVE DATE:</b>	<b>March 14, 2014*</b> <b>(*Policy Revised, see below)</b>
<b>CANCELLATION:</b>	
<b>REVIEW DATE:</b>	<b>Spring 2026</b>

**ADMINISTERED BY:** Office of the President

#### **PURPOSE**

To establish policy governing the design and procurement of official University printed materials to ensure that a consistent University image is presented and maintained.

#### **AUTHORITY**

*Part Two, Chapter III, Section IV of the Bylaws and Rules of the University of Louisiana System.*

#### **DEFINITIONS**

**Official University printed materials** - any printed material which bears the University name or logos

**Design** - concept and arrangement of printed elements

**Format** - size and shape of publication

**Graphic illustration** - sketches, line drawings, graphs

**Consistent Image** - uniform designs, format and themes

#### **GENERAL POLICY**

All marketing materials must be approved by the University Marketing Office. This office will also approve appropriate vendors for printing. Requests for printed marketing materials, whether for internal or external use, must be submitted first to this office.

The University Marketing Office will be available as a resource to all offices of the University, providing design and editorial assistance as requested. This office will also be responsible, working in cooperation with the appropriate office, for the major central campus publications.

All printed materials must be approved by the appropriate Vice President or Dean.

## PROCEDURE

1. Departments must consult the University Marketing Office in the preparation of all marketing material. The University Marketing Office will furnish departments with a cost estimate, production date and delivery date, and will assist in the preparation of specifications (i.e., design, quantity, format, paper selection, ink color, typesetting style).
2. If the University Marketing Office considers itself unable to handle a given job, the job may be bid off-campus, using normal University procedures. This may also be done if the client department feels that there are compelling reasons for doing so and approval is obtained from the appropriate vice president. In any event, University Marketing Office will provide assistance as requested with specifications.
3. Client departments are responsible for proofreading and for final approval of orders.
4. Before being printed, all materials must be forwarded through normal administrative channels for approval by the vice president under whose supervision the client department falls.



John W. Nicklow  
President  
University of New Orleans

*\*Policy Updates:*  
*Revisions: 05/18/2023*  
*07/12/2016*