Dixie State University Policy

148 Branded Publications

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) 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.

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

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

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

7.4 DSU’s Branding Guide: umac.dixie.edu/brandingguide
7.5 Branding Guide Resources: umac.dixie.edu/brandingguide/bg-resources

7.6 DSU publications: umac.dixie.edu/public-relations/publications

Policy Owner: Vice President of Marketing & Communication

History:
Approved 4/26/96
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