



# OLD DOMINION UNIVERSITY

## University Policy

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### Policy #2010

### PUBLICATIONS POLICY AND GRAPHIC GUIDELINES

**Responsible Oversight Executive:** Assistant Vice President for Marketing and Communications/University Counsel

**Date of Current Revision or Creation:** July 11, 2011

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#### A. PURPOSE

The purpose of this policy is to establish authority and guidelines pertaining to Old Dominion University's publications policy and graphic guidelines supporting the University's brand identity.

#### B. AUTHORITY

[Virginia Code Section 23-9.2:3, as amended](#), grants authority to the Board of Visitors to establish rules and regulations for the institution. Section 6.01(a)(6) of the [Board of Visitors Bylaws](#) grants authority to the President to implement the policies and procedures of the Board relating to University operations.

#### C. DEFINITIONS

Brand Identity Program - A tool developed by the University to identify its core values and unique competitive advantages to the external marketplace as well as its internal audiences. The brand identity consists of a positioning statement, brand promise, brand drivers and a tagline. Key messages, design elements and photographic style for the University are developed from the brand identity program.

Brand Presentation - Use of the University's key messages and a distinct creative approach and tone expressed through copy, images, color palette, design style and typography that projects a strong, consistent institutional image that the public can easily recognize as Old Dominion University, its constituent parts and its activities.

Editorial Guidelines - The guidelines for written communications, to maintain a consistent standard and common vocabulary that support the University's professional image.

Graphic Guidelines - Visual standards applied to advertising, publications, presentations, signage, web pages and other supporting materials that represent the University.

Logo - A graphic mark or emblem commonly used to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or workmark).

Publications - Student and alumni recruitment and support materials, event programs, brochures, magazines, annual reports and other printed promotional communications.

#### **D. SCOPE**

This policy applies to all employees, employees of affiliated organizations and vendors producing publications that display the University logo and word mark. Employees include all staff, administrators, faculty, full- or part-time, and classified or non-classified persons who are paid by the University. Affiliated organizations are separate entities that exist for the benefit of the University and include the Foundations, the Community Development Corporation, and the Alumni Association.

#### **E. POLICY STATEMENT**

A brand logo communicates the identity of Old Dominion University to the public. The success of the University's brand identity program depends on the public awareness of the brand logo and the amount of brand exposure. The University's brand identity program specifies design style, images, color palette, typography and editorial guidelines to create a distinct look and tone in publications, presentations, advertising, signage, web pages and other support materials that represent the University. All members of the University community and its affiliates are required to display the University brand logo when producing publications and other printed materials.

#### **F. PROCEDURES**

Graphic identity program standards, as well as procedures and guidelines for printed publications, are located on the [University Publications website](#). The Office of University Publications is available to assist with design and review of print projects, and is responsible for approving all graphic standards of publications that display the University seal, logo and word mark.

#### **G. RESPONSIBLE OFFICER**

Director of University Publications

#### **H. RELATED INFORMATION**

N/A

