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

Code of Virginia Section 23.1-1301, as amended, grants authority to the Board of Visitors to make rules and policies concerning 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 word mark).
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 who are paid through the University, 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 through and operating agreement 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 Design & 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. RETENTION

Applicable records must be retained and then destroyed in accordance with the Commonwealth’s Records Retention Schedules.

H. RESPONSIBLE OFFICER

Director of University Publications

I. RELATED INFORMATION

N/A
POLICY HISTORY
************************************************************************
Policy Formulation Committee (PFC) & Responsible Officer Approval to Proceed:

/s/ Victoria E. Burke       June 23, 2011
Responsible Officer       Date

Policy Review Committee (PRC) Approval to Proceed:

/s/ Donna W. Meeks        April 12, 2011
Chair, Policy Review Committee (PRC)       Date

Executive Policy Review Committee (EPRC) Approval to Proceed:

/s/ Patrick B. Kelly       July 8, 2011
Responsible Oversight Executive       Date

University Counsel Approval to Proceed:

/s/ Patrick B. Kelly       July 8, 2011
University Counsel       Date

Presidential Approval:

/s/ John R. Broderick       July 11, 2011
President       Date

Policy Revision Dates: December 1, 1988; August 26, 2008; July 11, 2011

Scheduled Review Date: July 10, 2016