


Effective Date		Date of Revision		Policies, Rules And Regulations
12-2-03				
Chapter Name			Chapter No.	Page
UNIVERSITY MARKETING, COMMUNICATIONS, PRINTING AND REPROGRAPHICS, COPYRIGHT, ADVERTISING, LICENSING AND WORLD WIDE WEB			4.1	Page 1 of 2
Issue				
UNIVERSITY MARKETING				

UNIVERSITY POLICY STATEMENT

To insure that all communications representing the University are of high quality, present EMU consistently and accurately, conform to policy approved by the Board of Regents and adhere to style and standards guidelines, it is University policy that they be reviewed and approved by University Marketing and Communications unless otherwise specified by the Executive Director for University Marketing and Communications or the President.

UNIVERSITY PRACTICE

University Marketing and Communications develops and maintains comprehensive style and standards guidelines, and reviews and approves material covered by this policy.

RESPONSIBILITY FOR IMPLEMENTATION

The Executive Director for Marketing and Communication is responsible for management of this policy.

SCOPE OF POLICY COVERAGE

This policy applies to all University employees and students. Communications that utilize the name Eastern Michigan University, are paid for by University funds or funds administered through a University account and are intended for off-campus distribution are subject to this policy. These include:

- Publications, including those requiring no or partial editorial or design services, reprints or revisions of previously produced publications; publications produced by means of desktop publishing; and initial formats and editorial style for newsletters directed toward off-campus audiences.
- Promotional print and broadcast advertising.
- Deviations from standard EMU letterhead or business card design. Letterhead and business cards representing EMU must be approved regardless of where they are printed or who pays for them.
- Videos, CD-ROMs or DVDs representing the University.
- Web sites.
- Press releases.

Chapter Name	Chapter No.	Page
UNIVERSITY MARKETING, COMMUNICATIONS, PRINTING AND REPROGRAPHICS, COPYRIGHT, ADVERTISING, LICENSING AND WORLD WIDE WEB	4.1	Page 2 of 2
Issue		
UNIVERSITY MARKETING		

The following are **exempt** from this policy:

- Materials produced for classroom or educational use.
- Materials produced for scholarly publications and presentations.
- Advertisements for employment positions.
- Materials intended only for on-campus distribution.
- Material produced by student organizations (unless it bears a University mark.)
- Material produced by student media.
- Routine forms.
- Correspondence.
- Press releases distributed through Sports Information.

Authority for Creation or Revision

Minutes of the Board of Regents: December 2, 2003, para. .6194M.