



UAR NUMBER:

TITLE:

ORIGINATOR(S):

INITIAL ADOPTION:

REVISION DATE(S):

AUDIENCE: (SELECT ALL THAT APPLY)

FACULTY

STAFF

STUDENTS

VENDORS

OTHER (SPECIFY):

PURPOSE:

SCOPE:

DESCRIPTION (INCLUDE DEFINITIONS):

A. BRANDING

1. Logos and Marks

The seal, logos, word marks, and mascot of Morehead State University are copyrighted. They may be used only with the authorization of the University through the Office of Communications & Marketing. Likewise, the name of the University may not be used for commercial purposes or purposes other than official business without the express consent of OCM.

2. The Official Name

The official name of the University is Morehead State University.

a. The official university name (Morehead State University) should be used in first references in all formal communications.

b. Second references may be abbreviated as Morehead State or MSU.

c. The University shall not be referenced as simply "Morehead."

d. Regional campuses shall be referenced as Morehead State University or Morehead State at (insert location) or MSU at (insert location).

3. Additional Style & Branding Guidelines

Additional style and branding guidelines are available through the online Branding Style Guide. All offices, programs and departments affiliated with Morehead State University are required to follow this guide.

B. PRINTED & ELECTRONIC MARKETING COMMUNICATIONS

General Procedures

University departments preparing publications (newsletters, magazines, booklets, fliers, program brochures, posters, signs, etc.), advertisements (electronic and print), photographs, web pages, and/or audio-visual presentations intended for an external audience must first contact the Office of Communications & Marketing. OCM must approve all external audience marketing communications. Academic and conference presentations are not subject to this review.

The Office of Communications & Marketing will review and authorize each project, then assign each project a job number and either:

a. write, edit, design and produce the piece(s) and arrange for printing through Document Services;

b. assign the job to an authorized off-campus vendor for editorial, graphic and/or printing production should these services be unavailable on campus; or

c. work closely with campus representatives to complete the project within University standards for the intended audience.

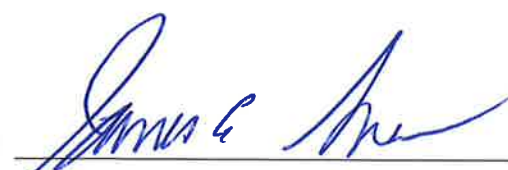
C. MEDIA RELATIONS

Definitions:

News Media Representative: A person employed by or otherwise acting on behalf of a professional news gathering organization or a student staff member of an on-campus news media laboratory, i.e., The Trail Blazer and News Center.

APPROVED BY:

VICE PRESIDENT:



DATE: 7/25/18

APPROPRIATE INSTITUTIONAL REVIEW:

DATE: _____

PRESIDENT:



DATE: 7/25/18

DESCRIPTION (CONTINUED):

DESCRIPTION (CONTINUED):

DESCRIPTION (CONTINUED):