

02.1300 Publications

1. Purpose and Policy

This policy on communication, marketing and the use of the University of North Texas System identity program establishes guidelines and standards for publications of the UNT System. (System publications are defined in section 4.) This policy does not apply to the University of North Texas or the University of North Texas Health Science Center at Fort Worth. UNT System member institutions may implement their individual publication policies.

All publications (electronic and print) that describe official System programs and functions and that include or encourage participation by the general public must be clearly identified as publications of the UNT System.

This policy ensures unity, consistency and clarity of message in UNT System internal and external communication. Its use strengthens the System's identity and helps to raise the profile of the System by ensuring that its name is clearly recognizable. The phrase "external audience" includes groups and the general public, as opposed to individuals, staff, and members of the System. The phrase "internal audience" includes faculty members, staff and students of the UNT System and its member institutions who may be recipients of serial publications, brochures or fliers, or who may access web-based information.

The programs and actions described in this document enhance awareness of the UNT System internally and externally and protect the System's legal right to use and to control use of its marks, logos and trademarks. All marks, logos and images described in this document or in the *University of North Texas and UNT System Design & Style Manual* (referred to as *Style Manual*) are or can be trademarked and are the sole property of UNT System or UNT. This policy provides general guidelines on the use of elements contained in the UNT System identity program. (The program is described in detail in the *Style Manual*, a document produced by the UNT Offices of University Relations and University Communications and Marketing. (See section 3 for more information.)

This policy is to be used and enforced by all agencies, units, departments and individuals working to communicate on behalf of the System. All design, composition and printing/copying service departments, and staff members acting on behalf of the System, must follow the design requirements established by this policy in creating publications. External agencies and any other service providers employed or retained by a System unit are required to observe this policy as well. Such external vendors will be provided with information necessary for the specific project at hand through direct contact with the Associate Vice Chancellor for System Communications and Marketing (hereinafter "Associate Vice Chancellor"). It is the responsibility of the System unit purchasing the service to ensure that the vendor has contacted the Associate Vice

Chancellor or her/his designee for the appropriate guidelines. A copy of the *Style Manual* is available to external vendors.

The name of the System must be prominently displayed in the wordmark format on the front of a publication, but it need not be the dominant element in the design. (See section 6.)

Wordmarks and other markers and logos described in this policy should be the only marks used to identify the System.

Requests for clarification of this policy should be directed to the Associate Vice Chancellor.

Prior approval of System publications (print and electronic) by the Associate Vice Chancellor is not required. However, individuals ordering materials that violate this policy will be held personally liable for the associated costs.

2. Advertising

Any display advertising used to publicize events or programs or used for general System marketing must include the following:

- The System wordmark (section 6)
- The non-discrimination statement (section 5)
- The month and year the advertisement was produced (section 5)
- Contact information

2.A. Archival and monitoring responsibility

Three sample copies of every official System publication are to be forwarded to the Associate Vice Chancellor by the originating unit or its representative for policy adherence, with the exception of online media accessible through the World Wide Web or other networks. Also excepted are banners, promotional items and short-lived items.

3. University of North Texas and UNT System Design & Style Manual

The *Style Manual* is a reference guide containing detailed guidelines and assistance on the use of UNT and UNT System marks and on the creation of publications. The manual is created and updated by the UNT offices of University Relations and University Communications and Marketing.

4. System publications defined

System publications (print or electronic) are any publications produced or paid for with funds administered by the UNT System, including grant, auxiliary, local and gift funds, as well as any other funds passing through System accounts. System publications are further defined as printed, photocopied, videotaped, desktop-published or online media.

This policy also applies to signs and clothing containing System trademarks and logos, and any use to which the indicia of the System, including the seal, the wordmarks, logos or other trademarks or emblems of the System, may be put, whether produced internally or externally.

Any printed, videotaped or computer-generated piece that is intended for distribution to an external audience (including via the World Wide Web or another online service) and is represented as an official statement of or about the UNT System will be subject to the guidelines presented in this document and in the *Style Manual*. Official internal publications are also subject to the guidelines in the manual.

5. Accuracy in communication

It is the responsibility of all individuals creating publications on behalf of the System and its units to communicate responsibly. Information distributed by System representatives must hold to the highest level of accuracy in content and reflect institutional guidelines in format, style and design as a means of strengthening the UNT System's identity.

System units that originate publications and media of all kinds retain primary responsibility for the accuracy of the information presented. Each time publications are revised, information must be rechecked for accuracy.

Texas Government Code Section 441.103, subsection (e), requires that each state publication clearly reflect the date it was produced or initially distributed by a state agency in a conspicuous location at or near the beginning of the publication. This can be done in a numeric month/year format (for example, 2/01).

All publications must include the non-discrimination policy or its abbreviated form, as follows:

(When space is available):

It is the policy of the University of North Texas System not to discriminate on the basis of race, color, religion, sex, age, national origin, disability, disabled veteran status or veterans of the Vietnam era status, in its educational programs, activities, admission or employment policies. In addition to complying with federal and state equal opportunity laws and regulations, the UNT System through its diversity policy declares harassment that is based on individual differences (including sexual orientation) to be inconsistent with its mission and educational goals. The nondiscrimination and diversity policies are supported by the UNT System's statement on diversity (detailed in 10.15) and specifically incorporate protections for qualified persons with disabilities (detailed in 1.3.9); a prohibition against sexual harassment (detailed in 1.3.19), and a prohibition against age limitations (detailed in 1.2.1).

(When space is limited such as in advertising):

Abbreviated form AA/EOE/ADA.

All publications intended for mailed distribution are required to carry a return address. Postal regulations require the first line of the address to be "University of North Texas System." No departmental artwork or logos may appear in the area of the return address. Publications that will be distributed by some other means are required to carry some form of address or telephone number at which the author or department represented can be reached.

The U.S. Department of Education requires that references to any authorized accrediting agency listed in literature and advertising include complete contact information for the accrediting agency. This includes the name of the agency, its address and its telephone number.

6. UNT System graphic identity marks

The following summary contains basic guidelines for the use of the System's graphic identity markers. Reproduction-quality copies of the marks listed here are available at www.unt.edu/images and on disk at UNT Printing Services.

6A. The UNT System wordmark

The UNT System wordmark is the System name crafted in type to form a logo. It must appear on the front of all System publications. The following basic guidelines apply for use of the wordmarks:

- Use the wordmark in its entirety on all System publications.
- Use the wordmark in an area in which other type is not touching it or superimposed on it.
- Use only reproduction-quality images of the wordmark available at www.unt.edu/images or from UNT Printing Services as a reproduction-ready image sheet or on computer disk. It is easily imported as a graphic into any publication via computer. Do not attempt to re-create this mark or substitute others.
- The wordmark need not be the dominant element on the page, but the name of the UNT System should appear prominently. The UNT System wordmark should not appear smaller than 2 inches in length (as pictured).



- The wordmark may be printed in any solid color to coordinate with the design of the publication (Please do not use rival university system or universities' colors such as purple or orange.). It should not be printed in more than one color or printed in reverse unless it is presented wholly in reversed form.
- Do not outline the wordmark.
- In cases in which the System or one of its representatives works in consortium or partnership with an outside entity or entities that desire to be named on stationery or business cards, the wordmark may be printed with the partner agency's or institution's official symbol or logo. Neither entity should appear more prominent than the other. No other UNT System logo, symbol or indicia should be used in this manner.
- Multiple pieces in an envelope must display the wordmark on each piece for identification purposes.

For other specifications, refer to the *Style Manual*.

6. B. The UNT System seal

The UNT System seal (below) is reserved for the highest official communication of the System. The seal is a mark of guarantee; it is reserved for the most solemn and serious purposes of the institution. Contact the Associate Vice Chancellor for System Communications and Marketing or her/his designee for approval to use the seal.



It is reserved for:

- system stationery, but not business cards.
- ceremonial documents such as awards and proclamations from the chancellor's office
- commemorative objects created for limited distribution, out of durable material of high quality, and for a specific purpose
- signage in extremely limited usage such as at the main entryway to the System offices, but not including building signs; in the chancellor's office, but not in less formal settings
- financial documents such as the official university budget, checks, university-issued securities and other financial papers, where it is essentially a mark of guarantee. It may not be used in ordinary internal communication documents regarding financial matters.
- formal system-level communication

The seal may not be used on any disposable item or in online or fluid media (video, CD-ROM presentations). Examples of inappropriate uses include casual clothing, coffee cups, napkins, water bottles, plastic mugs and disposable cups.

Additional guidelines for use of the seal can be found in the *Style Manual*.

7. Color

The official System colors are a rich, deep green (PANTONE® 349 from the PANTONE® Matching System), white, and black as shown in the *Style Manual*.

8. UNT System stationery

UNT System stationery is the most widely distributed element of System communication. Stationery includes all letterhead, envelopes, business cards and official forms.

8. A. Letterhead

All departments, divisions, institutes, offices, centers, units and subunits must use the standard letterhead design. Personalized stationery is available at the discretion of the account holder using the letterhead design on either standard (8½-by-11 inch) or executive (Monarch-sized, 10½-by-7 inch) stationery. The Associate Vice Chancellor or her/his designee may exempt special letterhead for fund-raising events.

Samples of UNT System stationery formats are available from UNT Printing Services and in the *Style Manual*. Stationery may be printed in black or in two colors, with the wordmark in the green specified here and the text in black.

8. B. Envelopes

All envelopes must have the return address in the following order:

- University of North Texas System
- department, division, institute, center, office or subunit
- address

If an account number is used on the envelope, the number should appear on the second line (after the university's name) with the word "Account" followed by the number.

If the envelopes are size No. 10 to fit system letterhead, then the system wordmark must appear as indicated in the *Style Manual*. Envelopes to match special fund-raising letters may be exempted from this policy by the associate vice chancellor or her designee.

8. C. Business cards

Business cards are available from UNT Printing Services. The lines of type on the front surface of a system business card may number no more than eight. The type font and point size may not change unless deemed necessary by Printing Services to maintain line consistency. If foreign language cards or multiple addresses are needed, formats for double-sided printing are available.

In keeping with the system's stated commitment to follow the guidelines of the Americans with Disabilities Act, Texas State TTY (Telephone Teletype) numbers are required on all business cards to assist individuals with hearing impairments. The format is as follows: TTY (800) RELAY TX. This is the TTY number for Relay Texas in Austin.

8. D. Partnerships

In cases in which the system or one of its representatives works in consortium or partnership with an outside entity or entities that desire to be named on stationery or business cards, the wordmark may be listed with the partner agency's or institution's official symbol or logo. Each partnership publication request will be reviewed on an individual basis by the Associate Vice Chancellor or her/his designee.

8. E. Memorandum and fax formats

UNT System offices and departments may generate their own internal memoranda and fax sheets. However, the System wordmark should be included somewhere on the page. High-resolution versions of the wordmark for print are available at www.unt.edu/images. For System offices that purchase printed memoranda sheets for written communication, a memo sheet format can be created at UNT Printing Services.

9. Licensing

UNT has a licensing program that governs use of university and UNT System marks. Vendors wishing to use these marks to create products to be sold for profit must register with the Collegiate Licensing Company in Atlanta, Georgia. Please contact the Associate Vice Chancellor for System Communications and Marketing for information regarding this process. Vendors also must follow all provisions of this policy.

9. A. Legal rights

The UNT System is the owner of all right, title and interest in and to the indicia named in this document, which include trademarks, service markers, trade names, designs, logos, seals, symbols, slogans and any other such marks or indicia associated with the system

9. B. Exemptions from fees and rates

All products ordered by System departments for internal use are exempt from licensing fees. Publications for external distribution are exempt. Items for external sale may not be exempt. Items to be sold as fund-raisers are not necessarily exempt. Consult with the Associate Vice Chancellor for System Communications and Marketing or her/his designee.

Licensed vendors must be used for production of these items using lists of vendors available from the Associate Vice Chancellor or her/his designee.

Informational uses of the indicia, such as use by media for purposes of identifying the System, are exempt from licensing fees.

The System reserves the right to exempt any user from licensing fees if circumstances warrant exemption and if the exemption is in the best interests of the System. Exemptions should be sought in writing from the Associate Vice Chancellor.

10. Exceptions to this policy

All System publications are subject to this policy and anyone using the System's marks or logos is subject to the guidelines presented here.