Publication

Effective Date: January 1, 2014
Policy No: 1010  
Policy Name: Publication Policy  
Policy Subject: Publication approval and visual standards  
Date Revised: January 1, 2014

I. Purpose

All publications from Tennessee Tech are ambassadors for the university. The graphic design and text project attributes of the university. Tennessee Tech commits significant resources and countless hours to creating publications and materials intended to positively represent the university. The purpose of this policy is to: (1) improve the effectiveness of the Tennessee Tech’s publications, and (2) ensure Tennessee Tech is in compliance with both Tennessee Board of Regents policies and Tennessee state law.

II. Review

This policy will be reviewed every four years or whenever circumstances require review, whichever is earlier, by the Director of Creative Services with recommendations for revision presented to the Associate Vice President for Communications & Marketing.

III. Policy/Procedure

A. Definition of Publications

Materials defined as publications that are subject to these policies and procedures are any Tennessee Tech publication, both printed and electronic format, which is produced for general distribution or display. For examples of publications, see TBR guideline G-140. See TTU Publication Guidelines for more information.

B. Approval of Publications

All publications, whether new or revised, must be reviewed, approved, and assigned a unique publication number by the Office of Communications & Marketing. See tntech.edu/creative/review for more information.

C. Visual Standards

The Office of Communications & Marketing creates and maintains the elements of the university’s visual identity system and enforces the use of visual standards. These standards include, but not limited to, logos, seals, university signatures, stationery, business cards, and design templates. See tntech.edu/creative/visual-standards-guide and TTU Publication Guidelines for more information.

IV. Interpretation
The Associate Vice President for Communications & Marketing or his/her designee has the final authority to interpret the terms of this policy.

V. Citation of authority for policy

Tennessee Code Annotated §12-7-106-108; Tennessee Board of Regents Guideline G-140