

65-4 Publications, Forms and Signage (Portales)

65-4-1 Purpose • 65-4-2 Policy • 65-4-3 Administration • 65-4-4 Approval • 65-4-5 Time • 65-4-6 Editing • 65-4-7 Additional Guidelines

1. **Purpose.** It is essential for Eastern New Mexico University- Portales (the University) to maintain an identifiable image in all of its official publications, forms and signs and regulated for uniformity of design, accuracy of content and appropriateness of location. In order to achieve a consistent format and appearance, the following policy and procedures have been adopted.
2. **Policy.** All printed, electronic and web forms, publications and signs must adhere to ENMU Brand Identity Guide standards and must be approved by the Office of Communication Services (OCS).

The foregoing purpose and policy are implemented by the following.

Procedures

3. **Administration.** This policy shall be administered by the Office of the President
4. **Approval.** All publications, forms and signs must be approved by the area executive administrator prior to submission to the OCS. Signs on campus must be approved by the University prior to placement. All signage shall be designed by the Office of Communication Services.
 - A. **Sign Committee.** The president may appoint an ad hoc Sign Committee. All proposals for signs shall be referred to the Sign Committee, which shall make recommendations for signage to the president. Updates to or relocations of existing signs will not require referral to a committee.
 - B. All placement and content of signs shall be determined by OCS with appropriate consultation with Department of Public Safety and Physical Plant and with oversight by the president.
 - C. With the exception of the publications of the Office of Campus Life and select athletics publications, the assistant vice president for Marketing and Communication oversees approval of all University publications and forms.
5. **Time.** A minimum of ten (10) business days must be allowed for publications and forms to be designed. A minimum of eight (8) business days must be allowed for forms to be included on the University web site. This does not include time needed by University Printing Services to print/duplicate the publication or form.
6. **Editing.** The OCS has the authority to edit forms and publications to conform to University graphics standards and web usability.
7. **Additional Guidelines.** Additional guidelines may be found at the OCS web site. These guidelines do not supersede these policies and procedures.

Approved by Board of Regents on December 16, 2005.

Approved by Board of Regents on March 13, 2020.