

Roosevelt University Policy on Image, Editorial Style and Graphic Identity

Policy 8.2

Responsible Executive: Vice President of Governmental Affairs and University Outreach and Assistant Secretary to the Board of Trustees

Originally Issued: 9/12/2007

Revised: month,day,year Effective date: 9/12/2007

Policy Statement

All external and internal communications activities at Roosevelt University must be in compliance with the University's official procedures on image, editorial style and graphic identity and be approved and monitored by the Office of University Communications.

Reason for Policy

Goal Six of Roosevelt University's Strategic Plan calls for the "creation of an overall image and reputation of distinguished quality." To achieve that goal, all of the University's colleges, programs and activities must consistently apply a purposeful image so that Roosevelt can present itself as one unified University. The entire University benefits when its many parts are integrated with one clear, coherent, coordinated and consistent identity.

Entities Affected by this Policy

All units of the University, with the exception of the Auditorium Theatre of Roosevelt University.

Web Address

To be completed by the President's Chief of Staff.

Implementation

The Office of University Communications is responsible for ensuring that Roosevelt University's external and internal communications programs support the University's mission, objectives and academic values as described in the Strategic Plan. The OUC will approve and monitor communications activities to make certain that the University's official procedures are followed and applied in a consistent manner.

Communications activities include publications, advertising, news releases, Roosevelt University internet web pages, newsletters, flyers, videos and any other electronic, print or mass media that includes use of the University's name, logos or image.

Questions concerning this policy should be directed to the Vice President of Governmental Affairs and University Outreach who is responsible for the Office of University Communications.

Online Resources and Forms

The OUC worked with University departments to establish agreed upon templates where routine/repeated needs exist to avoid individual item approval. The procedures to support this policy are posted on the intranet at http://intranet.roosevelt.edu/communications/, including approved samples and templates for download use.