



BOISE STATE UNIVERSITY

University Policy 10000

University Brand Standards

Effective Date

August 1981

Last Revision Date

November 2019

Responsible Party

Office of Communications and Marketing, (208) 426-1577

Scope and Audience

This policy applies to all messaging, marketing, and branded digital and printed graphical material that identifies or represents the university to an internal or external audience.

1. Policy Purpose

To establish policy for the coordination of images, messages, and materials that identify or represent the University.

2. Policy Statement

It is essential that Boise State's departments and units work collaboratively to present a consistent and coherent representation of the university that ensures the effective sharing of the university's mission and efforts and fully demonstrates the University's transformative role for its students, community and regions, and partners.

3. University Brand Committee (“Committee”)

3.1 Committee Responsibilities

The following constitute the responsibilities of the Committee:

- a. Setting graphic standards policies that include, but are not limited to the University logo/seal, letterhead, business cards, publications, signs, video productions, and internet pages;
- b. Auditing and reviewing, which are necessary to maintain acceptable standards and to ensure graphic quality of communication projects that represent the university to its external audiences;
- c. Furnishing appeal opportunity to requirements or decisions made under the auspices of this policy;
- d. Establishing, updating, and enforcing the university’s brand standards; and
- e. Requesting, when necessary, that proofs be submitted to the Committee prior to production or distribution.

3.2 Appointment of Members

Committee members will be appointed by the Office of Communications and Marketing in the President’s Office. Membership will consist of design and marketing experts from across campus, including, but not limited to, representatives from Academics, Student Affairs, University Advancement, and Trademark Licensing and Enforcement.

4. Executive Responsibility

The Chief Communications and Marketing Officer holds executive responsibility for this policy, in close partnership with the Director of Trademark Licensing and Enforcement. The Committee will assist in making decisions regarding the enforcement of standards covered in this policy.

5. University Brand Standards

The University Brand Committee will maintain brand standards that explain the policies in effect for the use of University graphics, such as the logo, seal, school colors, and so forth. The brand

standards will also describe the requirements for appropriate university identification in University publications, advertising, electronic messages, and miscellaneous communication representing the university.

6. Appeal Procedure

Decisions made under the provisions of this policy may be appealed to the University Brand Committee. Once the appeal is received, the Committee will convene to promptly discuss the appeal so project completion is not jeopardized.

Revision History

July 1995; October 2007; November 2019