

Memo To: All UH-Downtown/PS Holders
From: William Flores, President
Subject: Procedures for Initiating and Producing
University of Houston-Downtown
Publications

UH-Downtown/PS 09.B.03
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1. PURPOSE

The purpose of this PS is to assure that all University of Houston-Downtown (UHD) publications and other graphic materials produced for the university reflect high standards of editorial style, content accuracy, and design, as well as fiscal responsibility.

2. DEFINITIONS

There are no definitions associated with this policy.

3. POLICY

- 3.1 This PS applies to all UHD publications and other graphic materials for both internal and external use, with the exception of the following:
 - 3.1.1 Materials for academic use in the classroom are the responsibility of the academic divisions of UHD.
 - 3.1.2 Materials produced to meet funding and/or reporting requirements of governmental or funding bodies are the responsibility of the supervising administrator.
 - 3.1.3 Publications and graphic materials of student organizations are the responsibility of the director of student activities, but must be coordinated with the office of university relations prior to publication for adherence to standards.
 - 3.1.4 Editors of student publications which are primarily journalistic or literary in nature, such as the student newspaper and literary magazine, are solely responsible for the content, style, and appearance of these publications. While student editors are expected to be guided by the standards of professionalism described in the operating procedures of their respective publications, the university and its representatives may not require that these publications be submitted for review prior to publication.
 - 3.1.5 Individual department communications and memos.

- 3.1.6 Department or degree program information that is used to communicate program requirements, degree program content, or course descriptions with students or prospective students.
 - 3.1.7 General university information, course or degree program material that is not considered enrollment recruitment material.
- 3.2 Materials are considered "internal" when intended solely for distribution to and use of faculty, staff, and/or currently enrolled students.
- 3.2.1 Responsibility for content and preparation of materials for internal use, which is developed for broad distribution, rests with the appropriate budget authority in consultation with the executive director, university relations or his/her designee.
 - 3.2.2 Should resources in University Relations be unable to support development of internal communications, departments or colleges can develop their own communications. Editorial advice, suggested formats and other recommendations and guidelines for the economical production of internal materials are available from the executive director, university relations. When possible, the executive director or his/her designee will review communications developed by external sources prior to their printing to insure that graphic guidelines are followed. A document outlining graphic guidelines is available through university relations, or on the UHD website, that defines appropriate use of the university's logo, graphics, colors, and other university brand assets, to ensure uniform application of these assets.

Skyline is the official electronic newsletter of UHD. Before initiating individual department newsletters that will be distributed throughout the university, the initiating group must consult with the executive director, university relations, to ensure basic design elements and logo use are appropriate.

- 3.3 Materials are considered "external" when they are for public distribution or display either on or off campus.
 - 3.3.1 Responsibility for preparation of external materials rests with the office of university relations.
 - 3.3.2 The budget authority requesting publication services is responsible for the accuracy of content.
 - 3.3.3 The office of university relations is responsible for the editorial style and design format of external materials, in consultation with the budget authority, and for assuring that the budget authority has approved the content for accuracy.

4. PROCEDURES

4.1 Procedure for Initiating and Producing Internal and External Materials

Anyone wishing to initiate a publication should arrange a meeting with the executive director or his/her designee as soon as possible to discuss costs, lead time, and procedures.

4.2 Procedures for Distribution of External Materials

4.2.1 The principal walk-up distribution point for university-wide, key publications (ie.; university magazine, undergraduate viewbook, graduate viewbook, fact sheet) is the information center.

4.2.2 The office of university relations coordinates the delivery of printed materials that are managed by that office. .

4.2.3 The office of university relations reserves at least 10 copies of the material for file purposes.

4.2.4 The office of university relations is charged with supplying specified quantities of certain types of publications to the Texas State Library under the state documents depository program. The office of university relations notifies the budget authority when ordered materials must be reserved for this purpose.

4.3 Use of University Seal and Logo.

4.3.1 The executive director, university relations should be consulted about the standard for use of all university identifiers, formats for stationery and business cards, signs, and other graphics. A document outlining graphic guidelines is available through university relations, or on the UHD website, that defines appropriate use of the university's logo, graphics, colors, and other university brand assets, to ensure uniform application of these assets.

4.3.2 In accordance with [PS 01.A.04](#), the university seal is reserved for use on presidential communications.

4.4 Limitations and Priorities

The office of university relations may not be able to handle all requests for assistance. Therefore, full publication services are provided according to the following priorities:

4.4.1 Publications required by the office of the president

4.4.2 Publications used in the admission or recruitment of students

- 4.4.3 All other publications of the university dealing with the general public or a special off-campus public
- 4.4.4 Publications used off-campus to raise funds
- 4.4.5 Publications of the office of university relations
- 4.4.6 All other publications of the university

5. EXHIBITS

There are no exhibits associated with this policy.

6. REVIEW PROCESS

Responsible Party (Reviewer): Executive Director of University Relations

Review: Every three years on or before May 1st.

Signed original on file in Employment Services and Operations.

7. POLICY HISTORY

Issue #6: 10/16/95

8. REFERENCES

[PS 01.A.04](#)

[UHD Graphic Guidelines](#)