

JACKSONVILLE STATE UNIVERSITY
Manual of Policies and Procedures

POLICY NUMBER: I:04:01

DATE: May 1, 1987

REVISION/REVIEW DATES: Dec 1992, May 1997, Dec 2001, July 2013, June 2016, October 2022

SUBJECT: University Printing

APPROVED: Dr. Don C. Killingsworth, Jr., President

PURPOSE

The Print Shop has a wide range of capabilities to support the administrative, academic, and other University printing requirements. However, the cost of and demand for printing services necessitates that controls be established to ensure the most efficient utilization of available resources. This policy establishes procedures by which University operating departments may request printing services in accordance with uniform guidelines.

All official University publications prepared for public distribution must meet certain standards with regard to composition, use of logos, printing quality, and overall impression. In addition, any administrative office, department, or individual desiring to distribute printed materials that advertise, solicit, or inform on behalf of the University must obtain prior approval from the CMO (Chief Marketing Officer) or DML (Director, Marketing & Licensing).

All official University publications must adhere to the Jacksonville State University Style Guide & Identification Standards Manual. This style guide addresses the components of JSU's visual identity and lays out specifications for enhancing it. Questions regarding its use may be directed to the Department of Marketing and Communications at 256-782-8220.

POLICY

Budget managers are responsible for approving requests for printing services within their divisions. Budget Managers are also responsible for obtaining approval from CMO (Chief Marketing Officer) or DML (Director, Marketing & Licensing) when developing any publications that bears the JSU name.

1. All artwork bearing the JSU marks must be approved by Marketing Services prior to submitting for print.
2. The Print Shop Manager is responsible for the physical quality of materials printed by the Print Shop. Requests for printing that do not conform to guidelines regarding paper, quantity, use of color, or other considerations may be rejected by the Print Shop, subject to modification by the requester. Cost and completion time estimates may be obtained from the Print Shop Manager prior to the submission of requests for printing services.
3. Any office or department requesting printed pamphlets, brochures, or other material intended for public distribution will submit a job request to the Marketing Services office via the Creative Brief at www.jsu.edu/marketingservices.
4. Layout and copy to be set in the Print Shop must be reviewed by the originating department for corrections and approval. Upon approval, the copy and artwork will be prepared in final form by the Print Shop.
5. Camera-ready materials submitted directly to the Print Shop by departments are subject to rejection if they do not meet accepted standards of appearance and content.

6. Requests for printing services that are not within the capabilities of the Print Shop for reason of size, format, technical limitations, or workload, will be returned to the requesting department. This could result in off-campus printing. These requests for off-campus printing must be accompanied by a completed [Form #7](#), "Request for Off-Campus Printing," and sent to the Office of Marketing Services for the purpose of securing quotes from outside vendors.

Requests for printing services in support of externally funded projects must follow the normal approval process. Charges will be determined so as to recover the full cost of the services, which must be paid by the grant or project. Printing services that fall into this category will be accomplished on a time available basis.

Letterhead, envelopes, and business cards have been standardized to reduce costs, to present consistent branding for the University, and to comply with State regulations. All stationery must be procured from the Print Shop. Names of individuals may not be imprinted on official University letterhead or envelopes. Business cards may be printed with the name, title, department, and business telephone of faculty and staff members. Additional information may be included as need is determined. All stationery, including business cards, will be printed in one official University color only. Variations from standard stationery design must be approved by the CMO (Chief Marketing Officer) or DML (Director, Marketing & Licensing) and Print Shop Manager.

Promotional and informational brochures must follow standard formats as determined in coordination with the *Jacksonville State University Style Guide*. Design, layout and procurement will be determined by the Department of Marketing and Communications. Brochures are limited to the description of programs and should avoid duplication of material in either the undergraduate or graduate catalog. Any exceptions to standard guidelines concerning promotional brochures must be approved by the CMO (Chief Marketing Officer) / DML (Director, Marketing & Licensing) and Print Shop Manager.

For a complete description of accepted use, please refer to the Jacksonville State University [Style Guide](#) . To protect trademark licensing agreements and promote a consistent visual identity, Jacksonville State University logos and marks may vary in size, but cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos can be used.

The University crest is reserved for use in official University documents, proposals to the Board of Trustees, commencement programs, and formal invitations. The crest should not be used in internal publications, on stationery, or on publications and printed materials that publicize the University facilities, events, programs, or services.

The University logo is used for University publications, advertising, and signs. Use of the seal or any symbol or logo other than the approved University seal or logo must be approved by the Department of Marketing and Communications. Logo request forms may be downloaded on the [Marketing Services website](#).

The Print Shop will accept and handle work in order of submission. An exception will be made in instances whereby a project has institution-wide impact as determined by the appropriate vice president.

Although the Print Shop will make every attempt to fulfill the order in the requested timeline, please plan ahead with as much advance notice as possible. Be aware of delays throughout the year, vacation times, and downtime due to equipment maintenance needs.

Busier times of the year include when classes first begin (with everyone replenishing their forms and gearing up for the new semester; when classes end (with programs, ceremonies, graduation), and during special campus events.

Plan on two to three days for small quantities or jobs that require simple copying or printing, and five to seven days for large quantities or more complicated projects that require bindery and finishing. Rush jobs must be approved through the CMO (Chief Marketing Officer) / DML (Director, Marketing & Licensing).

Services are provided according to the following priorities:

1. Office of the President
2. Office of any Vice President / Dean
3. Printed Material used in the admission or recruitment of new students.
4. Printed Material used off-campus to raise funds.
5. All other printed material of the University dealing with the general public or a special public in an off-campus situation.
6. All other printed material of the University
7. Other

Much of the success of a promotional publication will be determined by the adequacy of the early planning that goes into the effort. The publications process usually begins with a planning session to determine the purpose of the printed piece, the intended audience, the desired results, how best to reach that audience, effective copy and design, the quantity needed, budget limitations, cost effectiveness, and the time needed to produce the printed piece.

Delivery and distribution details also should be discussed in the preliminary conversation. By planning ahead, you can make the job easier for the Print Shop and you.

Please visit <https://www.jsu.edu/marketing/services/index.html> services/style guide for a detailed guide of logo usage, templates, etc.

RESPONSIBILITY

The policy is the responsibility of the Senior Vice President for Finance and Administration and CFO

EVALUATION

This policy will be reviewed by the CMO (Chief Marketing Officer) / DML (Director, Marketing & Licensing), and Print Shop Manager every five (5) years.