

Texas Woman's University University Regulation and Procedure

Regulation and Procedure Name: Outside Printing

**Regulation and Procedure
Number: URP: 01.410**

Policy Owner: Marketing and Communication

POLICY STATEMENT

The purpose of this policy is to establish the procedures for obtaining outside printing and copying services at Texas Woman’s University (“TWU” or “University”). The management of outside printing helps to ensure competitive pricing and services, brand integrity, and quality of final product.

APPLICABILITY

This policy is applicable to TWU Students, Faculty, and Staff.

DEFINITIONS

1. “Employee” means an individual who is employed part-time, full-time, or in a temporary capacity as faculty, staff, or who is required to be a student as a condition of employment, undergraduate or graduate.
2. “Faculty” means a person who is employed by TWU as a member of the faculty and whose duties include teaching, research, service, and administration. Professional librarians and graduate assistant titles are excluded from the definition of faculty.
3. “Licensed Vendor (Licensee)” means a person, company or organization who has been granted the right (license), under legal agreement, to use TWU’s trademarks when printing or producing merchandise such as apparel.
4. “Outside Printing” means any form of print or promotional item or project that requires the services of an external vendor.
5. “Preferred Vendor” means those vendors who have met certain criteria established by the University.
6. “Specialty Vendor” means a vendor that offers a unique or niche print product or service outside the capabilities of those vendors designated as

“Preferred” or “Licensed.” Specialty general print services could include, but are not limited to, complex die cuts, non-traditional materials, and wide-formats. Specialty promotional or merchandise vendors (non-licensed) include, but are not limited to, bakeries and artisans.

7. “Staff” means each classified, administrative, and professional employee who is appointed to work at least 20 hours each week for a period of four and one-half months, excluding students employed in positions for which student status is required as a condition of employment and those employees holding teaching or research positions classified as faculty.
8. “Student” means a person taking courses at TWU, a person who is not currently enrolled in courses but who has a continuing academic relationship with TWU, or a person who has been admitted or readmitted to TWU.

REGULATION AND PROCEDURE

I. Outside Printing Services

A. Departments are not required to use on-campus printers or copiers for their printing and copying needs. University purchasing procedures must be followed when printing and copying services are obtained from an outside vendor.

B. General Printing Services

1. For general printing services, a preferred vendor should be utilized unless a specialty vendor has been approved by Marketing and Communication. Preferred vendors are listed on Procurement and Contract Services’ website under Special Procurements.
2. Requests to use a specialty vendor should be submitted to the Creative Services department in the Division of Marketing and Communication via email. A specialty vendor may not be used unless approval is granted by the Creative Services department.

C. Promotional and Merchandise Items: Licensed Print Vendors

1. Licensed vendors should be utilized for all promotional and merchandise item orders regardless of the purchasing method, including purchase orders or purchases made with a procurement card. Licensed vendors are listed on Procurement and Contract Services’ website under Special Procurements: Promotional Items.
2. Licensed vendors must submit all artwork for approval through TWU’s licensing system (See TWU Licensing and Trademarks for additional information).

3. Requests to use a non-licensed vendor for specialty items should be submitted to the Creative Services department in the Division of Marketing and Communication via email. A non-licensed vendor may not be used unless approval is granted by the Creative Services department. If a non-licensed vendor is approved, the non-licensed vendor must submit all artwork for approval directly to the Division of Marketing and Communication.

II. Design and Brand Standards

- A. Design and brand standards for the University are established by the Division of Marketing and Communication and must be followed by all members of the University community.
- B. All materials intended for external audiences, whether printed on or off-campus, must meet the University's design and brand standards.

REVIEW

This policy will remain in effect and published until it is reviewed, updated, or archived. This policy is to be reviewed once every six years. Interim review may be required as a result of updates to federal and state law or regulations, Board of Regents policies, or internal processes or procedures.

REFERENCES

[TWU Brand Guidelines](#)

[Special Procurements](#)

[TWU Procurement Purchasing Website](#)

[TWU Licensing and Trademarks Website](#)

FORMS AND TOOLS

[Email Marketing and Communication](#)

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