

Memo To: All UH-Downtown/PS Holders  
From: Dr. Loren J. Blanchard, 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 Publications and graphic materials of student organizations are the responsibility of the director of student activities. However, Graphic standards must be followed if the student organization uses any UHD logo or trademarked graphics. In these cases, materials must be reviewed by University Relations prior to publication for adherence to standards.
  - 3.1.3 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. However, Graphic standards must be followed if the student organization uses any UHD logo or trademarked graphics. In these cases, materials must be reviewed by University Relations prior to publication for adherence to standards.
  - 3.1.4 Individual department communications and memos.

- 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 are developed for broad distribution, rests with the appropriate budget authority in consultation with the Assistant Vice President of 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 effective and economical production of internal materials are available from the Assistant Vice President of University Relations. When possible, the Assistant Vice President or his/her designee will review communications developed by external sources prior to their printing to ensure that graphic standards are followed. A document outlining graphic standards is available on the University Relations website that defines appropriate use of the university's logo, graphics, colors, and other university brand assets.

UHD News is the official electronic newsletter of UHD for faculty and staff. Similarly, Gator Update is the official electronic newsletter of UHD for students. Before initiating individual department newsletters that will be distributed throughout the university, the initiating group must consult with the assistant vice president, University Relations.

- 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 assistant vice president 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 Office of University Relations coordinates the delivery of printed materials that are managed by that office.

4.2.2 The Office of University Relations reserves at least 10 copies of the material for archival purposes.

#### 4.3 Use of University Seal and Logo.

4.3.1 The assistant vice president, 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 standards is available through the University Relations website.

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. REVIEW PROCESS**

Responsible Party (Reviewer): Assistant Vice President of University Relations

Review: Every three years on or before May 1<sup>st</sup>.

Signed original on file in the Office of Human Resources.

## **6. POLICY HISTORY**

Issue #6: 10/16/1995

Issue #7: 05/21/2015

## **7. REFERENCES**

[PS 01.A.04](#)

[UHD Graphic Guidelines](#)