**Initiating and Producing Publications UPPS No. 06.05.01**

**Issue No. 11**

**Effective Date: 10/11/2023**

**Next Review Date: 04/01/2027 (E4Y)**

**Sr. Reviewer: Assistant Vice President for University Marketing**

**POLICY STATEMENT**

*Texas State University is committed to maintaining publications that align with the university’s academic mission and values.*

1. **PURPOSE**
   1. This policy sets forth Texas State University’s procedures for producing and disseminating publications from campus offices.
2. **PUBLICATION SERVICES** 
   1. All university departments may request the services of the Office of University Marketing for a [brand review](https://brand.txst.edu/contact.html) to ensure consistency in graphic standards, branding guidelines, and editorial style.
   2. Print and Mail Services and university-approved vendors produce university business collateral (e.g., letterhead, envelopes, and business cards), and are available for printing banners, posters, flyers, brochures, handbooks, newsletters, and other publications.
   3. All university departments must send five copies of printed publications to the University Archives in Alkek Library to fulfill the university’s record retention requirements and allow for long-term preservation (see [Records Retention Schedule series ADV330 and ADV340](https://www.univarchives.txst.edu/records/rm-rrs.html)).
3. **DEFINITIONS**
   1. [Americans with Disabilities Act of 1990, as amended](https://www.ada.gov/pubs/ada.htm) (ADA) – signed into law on July 26, 1990, and amended in 2008, prohibits discrimination on the basis of disability in employment, programs, and services provided by state and local governments, goods and services provided by private companies, and in commercial facilities.
   2. Business Collateral – printed materials (e.g., letterhead, envelopes, and business cards) used to support the university’s business operations.
   3. Multiple-Page Publication – a document containing more than six inside pages (e.g., magazines, reports, catalogs).
   4. [Section 504 of the Rehabilitation Act of 1973](https://www2.ed.gov/policy/rights/reg/ocr/edlite-34cfr104.html) – requires colleges and universities that receive federal financial assistance (including student loans) to make their programs and facilities accessible to individuals with disabilities.
   5. University Publications – printed and digital materials that are used to officially market, recruit, or support development of the university and its colleges, departments, centers, programs, and facilities.
4. **EXEMPTIONS**

04.01 The following are exempt from guidelines in this policy statement:

a. academic publications, such as the *University Star*, scholarly journals, and faculty-produced publications;

b. materials prepared exclusively for special gift solicitations funded from non-university sources;

c. materials prepared for special, self-contained, grant-funded programs not directly related to university programs. Such programs are encouraged to use an official Texas State University logo and follow these guidelines whenever possible;

d. materials prepared for the university’s private support organizations, as defined by [Texas State University System (TSUS) Rules and Regulations, Chapter IX](C://Users/inm1/Downloads/TSUS%20Rules%20and%20Regulations.pdf);

e. materials prepared for consortia in which Texas State participates;

f. materials prepared for instructional use as part of an organized university class; and

g. syllabi.

1. **PUBLICATION AUTHORITY**
   1. Texas State is the publisher of all university publications (as defined in Section 03.05) and has authority and responsibility for their content.
   2. University publications must include an official Texas State University logo and a TSUS statement graphic, as outlined in [UPPS No. 01.04.11](https://policies.txstate.edu/university-policies/01-04-11.html), Guidelines for Use of Texas State Logos and System Statement Graphic.
   3. Statements that identify Texas State's commitment to equal opportunity, access, accommodations, and system affiliation are required in university publications. The University Marketing's [Brand Guidelines site](https://brand.txst.edu/using-the-brand/writing/statements-and-inclusions.html) provides full text of these statements and details about when and where these statements are required.
2. **PUBLICATION PROCEDURES**
   1. The Office of University Marketing maintains a [Brand Guidelines](https://brand.txst.edu/) website that details the brand requirements for university publications. University departments should review and adhere to these guidelines.
   2. The Office of University Marketing maintains a library of branded templates for items such as flyers, posters, brochures, and social media graphics for the university community to use through [Marq](https://brand.txst.edu/using-the-brand/print/marq.html), a cloud-based design tool. Access to Marq is limited and available on a case-by-case basis. Downloadable templates for items such as PowerPoint presentations and electronic letterhead are also available on the [Brand Guidelines](https://brand.txst.edu/assets/templates.html) site.
   3. Publication designs, following all rules within this policy, are also available through Print and Mail Services and other university-approved vendors.
   4. All university departments may submit their publications to University Marketing for a [brand review](https://brand.txst.edu/contact.html) to ensure consistency in graphic standards, branding guidelines, and editorial style.
3. **PUBLICATIONS IN ALTERNATE FORMAT**
   1. In order to comply with [Section 504 of the Rehabilitation Act of 1973](https://www2.ed.gov/policy/rights/reg/ocr/edlite-34cfr104.html) and the [Americans with Disabilities Act of 1990](https://www.ada.gov/pubs/adastatute08.htm), as amended, Texas State will make university publications accessible in an effective and appropriate manner to all persons, including those with visual impairments. University departments are responsible for providing information in an accessible digital format.
4. **REVIEWERS OF THIS UPPS**
   1. Reviewers of this UPPS include the following:

Position Date

Assistant Vice President for April 1 E4Y

University Marketing

Supervisor, Duplicating Product April 1 E4Y

Director, Office of Disability Services April 1 E4Y

**09. CERTIFICATION STATEMENT**

This UPPS has been approved by the following individuals in their official capacities and represents Texas State policy and procedure from the date of this document until superseded.

Assistant Vice President for University Marketing; senior reviewer of this UPPS

Vice President for Marketing and Communications

President