



### **3344-65-19 Printing and printed materials.**

All printed materials shall comply with the current university brand standard. This includes business stationery (letterhead), envelopes, business cards, brochures, pamphlets, bulletins, posters, programs, self-mailers and other direct mail pieces, invitations, news releases, promotional material, advertisements, etc. The university marketing department assists members of the university community by reviewing layouts and designs, and suggesting how the layout may need to be changed to reflect the desired brand standard. This creates a favorable internal and external image for Cleveland state university. Layouts can be hand-delivered, e-mailed, or sent through campus mail to the university marketing department for review. Design services are available free of charge. In addition to normal procurement policy and regulation, contracts for printing are restricted by section 3345.1 of the Revised Code to contractors having manufacturing facilities in the state of Ohio. Please also consult the mail services users guide, available from the mail department, for guidelines on any printed material, which may need to comply with United States postal standards.

**Policy Name:** Printing and printed materials.  
**Policy Number:** 3344-65-19  
**Replaces:** 3344-65-19  
**Board Approved:** 3/18/2013  
**Resolution:** 2013-12  
**Effective:** 11/12/2013  
**Prior effective dates:** 5/1/86, 8/7/89, 3/1/94, 8/4/05.

