Antioch University

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3.500 Communications (Business
Management)

3.000 Business Management

December 2011

3.503 Publications

Recommended Citation

Type of Policy ■ *University* □ *Campus* □ *Department/Unit* □ *Interim*		**Publications Policy** **Policy 3.503**	
Business Management Policies		**Effective date: February 27, 2010**	
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Approved	**Board of Governors**	**2.27.10:23**	**February 23, 2010**
Revised (Non-substantive)	**Office of University Counsel**	**N/A**	**May 10, 2017**
Revised (Non-substantive)	**Office of University Counsel**	**N/A**	**April 13, 2018**
Responsible Office	**Responsible Administrator:**	**Contact information**	**Applies to:**
Office of University Communications	**Director of Communications**	**603-283-2431**	**All University-wide Programs and Campuses**

I.   Introduction and Purpose

Antioch University is comprised of five campuses located throughout the United States, along with online and low-residency degree programs. In recognition that the whole of the University is greater than the sum of its parts, the University strives to create a strong identity through its publications. The University has developed standards for publications that provide a cohesive look and feel, while allowing each campus and program to publicize its own news and events.

II.   Integrated University Language

With a long-term view of representing Antioch University as an integrated University system, the University requires that all communications reference the University as a whole in a clear and substantive manner. The impact of the Antioch University identity increases every time it is used.

For maximum effectiveness, the University identity should be thoughtfully integrated into publications and websites from their inception. Incorporating the University identity into visuals and

text from the start of the process results in a stronger final design.

It is therefore the policy of the University that each program and campus shall expressly state its University affiliation with all other campuses in all of its communications. All publications (including press releases and statements, booklets, pamphlets, brochures, employee handbooks, websites, social media sites and other electronic media) will include meaningful and substantive statements which express the University connection in a manner relevant to the nature, audience and purpose of the publication. In achieving this directive, the following guidelines should be observed:

Guidelines:

- 5% to 7% of the total space of each campus collateral, print and web, will be dedicated to meaningful and substantive language expressing the University connection, including the names of the other campuses.

- To assure continuity and relevance, the language expressing the University connection will be inspired by the University purpose statements and core messages.

- Wherever possible, the collateral could include a full-page highlight of a news story from another campus or program that is in line with the University core messages.

- Small publications, such as post cards, will include a short statement of University affiliation and must include the names of all campuses.

- The institution affiliation information must be written to fit the tone of the publication and its intended audience.

Policy Cross Reference

Communications Policy	Policy # 3.501