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3.500 Communications (Business Management)

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Type of Policy <input checked="" type="checkbox"/> <b>University</b> <input type="checkbox"/> <i>Campus</i> <input type="checkbox"/> <i>Department/Unit</i> <input type="checkbox"/> <b>Interim</b>		<b>Publications Policy</b>  <b>Policy 3.503</b>	
<b>Business Management Policies</b>		Effective date: February 27, 2010	
<b>Policy History:</b>	<b>Approved by:</b>	<b>Resolution #</b>	<b>Date</b>
Approved	Board of Governors	2.27.10:23	February 23, 2010
Revised (Non-substantive)	Office of University Counsel	N/A	May 10, 2017
<b>Responsible Office</b>	<b>Responsible Administrator:</b>	<b>Contact information</b>	<b>Applies to:</b>
Office of University Communications	Director of Communications	937-769-1222	All University-wide Programs and Campuses

## I. Introduction and Purpose

Antioch University is comprised of five different campuses located throughout the United States, along with a low-residency PhD degree program. It is the belief of the Antioch University Board of Governors that for the enhancement of all campuses, each individual campus must strive in every way to demonstrate their integration into the entire University, recognizing that the whole is greater than the sum of its parts.

## II. Integrated University Language

With a long-term view of representing Antioch University as an integrated University system while highlighting the uniqueness of each campus, the University requires that language describing the integration be included in all communications in a clear and substantive manner. Every day, members of our community must reinforce their Antioch University identity by using institutional information within their communication vehicles, such as posters, newsletters, and web pages. The impact of the Antioch University identity increases every time it is used. For greatest impact, these statements shall take their inspiration from the University purpose statements and five core messages and should be used according to the tone of the medium in which they appear.

Because it will appear on virtually every publication and website generated by an Antioch University campus or program, this institutional information will speak to a greater number of people worldwide than any other form of communication. It also sends a message about each campus, department, or program invoking the power of the Antioch University legacy and telling the world that you are a part of that culture.

For maximum effectiveness, the University identity should be thoughtfully integrated into publications and websites from their inception. Graphic designers and publishers who incorporate the University identity into their language from the very start of the process will invariably find they have a stronger final design.

It is therefore the policy of the University that each campus shall expressly state its University affiliation with all other campuses in all of its communications, and shall include in all of its publications (including such pieces as press releases and statements, booklets, pamphlets, brochures, employee handbooks, websites, face book pages and other electronic media), 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
Intellectual Property Rights Policy	Policy # 5.501

**Forms Cross Reference**

Release Form for Virtual Use	Form # 3.501:01
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