

TEMPLE UNIVERSITY
BOARD OF TRUSTEES
POLICIES AND PROCEDURES MANUAL

Title: Promotional Materials and Marketing
Policy Number: 04.91.11
Issuing Authority: President
Responsible Officer: Vice President, Strategic Marketing and Communications

Date Created: May 18, 2015
Date Last Amended/Reviewed: May 18, 2015 (effective July 1, 2015)
Date Scheduled for Review: July 2018
Reviewing Office: Strategic Marketing and Communications

Scope of Policy & Rationale:

The purpose of this policy is to ensure consistent and coordinated presentation of Temple University's brand identity in all promotional and marketing contexts.

This policy applies to all Temple University employees, contractors, and agents; to all organizational units of the university, including colleges, schools, departments, institutes, centers, and programs; and to all officially recognized student organizations. The Office of Strategic Marketing and Communications serves as a resource to the university community for guidance on production and design of promotional and marketing materials.

For purposes of this policy, "promotional materials and marketing" refers to all advertising (including digital, print and multimedia), marketing collateral, university marketing events and activities, and any other promotional materials. This encompasses all written, printed, electronic, digital or graphic representations utilizing the university's name, logos, trademarks, service marks, or URLs referring to any college, school, program, project, service, or operation of the University. Marketing materials also includes any letterhead, business cards or print publication, as well as internet sites or postings, including social media sites that publicize the University in any way.

Policy

The Office of Strategic Marketing and Communications (SM+C) is a resource to the university community with respect to promotional materials and marketing of any kind. In accordance with this policy, SM+C must be consulted with respect to the production, design and implementation of promotional materials and marketing efforts if there is any question about compliance with Brand and Identity Guidelines, available at www.temple.edu/branding. For printed copies, contact the Office of Strategic Marketing and Communications.

Marketing and Advertising

Advertisements on behalf of Temple University or its subunits must comply fully with university Brand and Identity Guidelines in order to be published or disclosed to any party for the purposes of printing or publication (including electronic publication). If there is any question regarding the application of standards to any advertisement, please consult with SM+C for guidance.

Use of Names, Logos and Marks

From time to time, the establishment or development of a new logo, word mark, trademark, service mark, trade name, or URL may be appropriate. Any such proposal must be reviewed and approved by SM+C prior to use or publication.

If a department or individual desires that the university apply to register a trade or service mark, the submitter must first obtain the approval of SM+C. SM+C will consult with the Office of University Counsel regarding the likelihood of success in achieving registration of the mark. By making the submission, the submitter agrees to be responsible for all costs and fees in connection with the application and the maintenance of any resulting registration. All such applications and rights shall be owned exclusively by Temple University.

Websites

Any website of or pertaining to the university created for the purpose of attracting and/or engaging prospective undergraduate or graduate students, alumni, donors, or any external constituency must follow university web guidelines, and carry university approved headers, footers and navigation. From and after the effective date of this policy, all new websites must be hosted on the university's main servers and developed using the university's approved content management system. SM+C and/or Computer Services has the authority to require that any website not in compliance with this policy be taken down.

Brand Identity

The Temple University logo must appear in a prominent location on every printed item of promotional or marketing material shared with any external constituency. Strategic Marketing and Communications has published Brand and Identity Guidelines, available online at www.temple.edu/branding, which should be referred to before any promotional or marketing materials are prepared.

Retaining Vendors for Promotional and Marketing Services

No entity or individual covered by this policy may engage any external contractor or business for public relations, advertising, marketing, or design without first obtaining the prior consent of SM+C. In addition, all marketing media purchases, such as billboard, print, radio, and online advertising must be coordinated through SM+C using the university's approved media buyer.

All contracts for public relations, advertising, marketing, design, web design/creation or related services (“marketing contracts”) must be submitted to SM+C for review and approval. SM+C will coordinate with the Office of University Counsel, allowing no less than seven business days for the review. The Vice President for Strategic Marketing and Communications or his/her designee shall review all marketing contracts to assure the vendor agrees to full compliance with the university’s brand identity guidelines and other applicable policies. SM+C reserves the right to approve or reject marketing contracts and marketing materials that do not support the goals of this policy.

Notes

1. Dates of official enactment and amendments:

Adopted by the President on May 18, 2015, effective July 1, 2015.

2. History:

n/a

3. Cross Reference:

n/a