

**JACKSONVILLE STATE UNIVERSITY**  
**Manual of Policies and Procedures**

**POLICY NUMBER: I:04:01**

**DATE: May 1, 1987**

**REVISION/REVIEW DATES: Dec 1992, May 1997, Dec 2001, July 2013, June 2016**

**SUBJECT: University Printing**

**APPROVED: John M. Beehler, President**

**PURPOSE**

The Print Shop has a wide range of capabilities to support the administrative, academic, and other University printing requirements. However, the cost of and demand for printing services necessitates that controls be established to ensure the most efficient utilization of available resources. This policy establishes procedures by which University operating departments may request printing services in accordance with uniform guidelines.

All official University publications prepared for public distribution must meet certain standards with regard to composition, use of logos, printing quality, and overall impression. In addition, any administrative office, department, or individual desiring to distribute printed materials that advertise, solicit, or inform on behalf of the University must obtain prior approval from the Executive Director of Marketing and Communications

All official University publications must adhere to the Jacksonville State University Style Guide & Identification Standards Manual. This style guide addresses the components of JSU's visual identity and lays out specifications for enhancing it. Questions regarding its use may be directed to the Office of Marketing and Communications at 256-782-8220.

**POLICY**

Budget managers are responsible for approving requests for printing services within their divisions. Budget Managers are also responsible for obtaining approval from Executive Director of Marketing and Communications when developing any publications **that bears the JSU name.**

1. The division of University Advancement is responsible for approving the editorial content and appearance of printed materials insofar as

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standards of quality, composition, and propriety are concerned. Printed materials that advertise, solicit, or inform the public on behalf of the University must be approved by Marketing Services before submission to an outside printing firm.

2. The Print Shop Director is responsible for the physical quality of materials printed by the Print Shop. Requests for printing that do not conform to guidelines regarding paper, quantity, use of color, or other considerations may be rejected by the Print Shop, subject to modification by the requester. Cost and completion time estimates may be obtained from the Print Shop prior to the submission of requests for printing services.
3. Any office or department requesting printed pamphlets, brochures, or other material intended for public distribution will submit all copy and markup or dummy format to the Office of Marketing and Communications. All copy must be submitted electronically in a Word document. The final design and format will be determined by the Office of Marketing Services along with the university Print Shop.
4. Copy to be set in the Print Shop must be reviewed by the originating department for corrections and approval. Upon approval, the copy and art work will be prepared in final form by the Print Shop.
5. Camera-ready materials submitted directly to the Print Shop by departments are subject to rejection if they do not meet accepted standards of appearance and content.
6. Requests for printing services that are not within the capabilities of the Print Shop for reason of size, format, technical limitations, or workload, will be returned to the requesting department. These requests for off-campus printing must be accompanied by [Form #7](#), "Request for Off-Campus Printing," and sent to the Office of Marketing Services for the purpose of securing quotes from outside vendors.

Requests for printing services in support of externally-funded projects must follow the normal approval process. Charges will be determined so as to recover the full cost of the services, which must be paid by the grant or project. Printing services that fall into this category will be accomplished on a time available basis.

Jobs for an outside/professional organization qualifies as a University project if the end-product meets the following criteria:

*Please Note: The Director of Printing, at his/her discretion, can refuse a print request.*

Letterhead, envelopes, and business cards have been standardized to reduce costs, to present a unified image of the University, and to comply with State regulations. All stationery must be procured from the University Print Shop. Names of individuals may not be imprinted on official University letterhead or envelopes. Memo pads are available in standard form and should be used in official University capacity only. Business cards may be printed with the name, title, department, and business telephone of faculty and staff members. Additional information may be included as need is determined. All stationery, including business cards, will be printed in one official University color only. Variations from standard stationery design must be approved by the Executive Director of Marketing and Communications, the Director of Printing, and the Publications Coordinator.

Promotional and informational brochures must follow standard formats as determined in coordination with the *Jacksonville State University Style Guide & Identification Standards Manual*. Design, layout and procurement will be determined by the Office of Marketing and Communications. Such brochures are limited to the description of programs, and should avoid duplication of material in either the undergraduate or graduate catalog. Promotional materials for departments may be printed in full color. Any exceptions to standard guidelines concerning promotional brochures must be approved by the Executive Director of Marketing and Communications, the Director of Printing and the Publications Coordinator.

Cost effectiveness should be considered in making such decisions to ensure good stewardship of state funds in the area of publications and print material.

*For a complete description of accepted use, please refer to the [Jacksonville State University Style Guide](#) & Identification Standards Manual.* To protect trademark licensing agreements and promote a consistent visual identity, Jacksonville State University logos and marks may vary in size, but cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos must be used.

The University crest is reserved for use in official University documents, proposals to the Board of Trustees, commencement programs, and formal invitations. The crest should not be used in internal publications, on stationery, or on publications and printed materials that publicize the University facilities, events, programs, or services. Approved reproduction of the crest must be arranged in consultation with the Vice President for University Advancement. The University logo is used on official University publications, advertising, and signs. Use of the seal or any

symbol or logo other than the approved University seal or logo must be approved by the Office of Marketing and Communications. Logo request forms may be downloaded on the [Marketing Services website](#).

1. Paper and ink selection must be made in accordance with standards established by the Office of Marketing and Communications. In the interest of economy and for consistency of design, most instances, paper selection will be limited to bulk-ordered materials.
2. Multi-page recurring publications produced in large quantity, such as schedules and newsletters, should be printed in the most economical manner. Exceptions must be approved by the Office of Marketing and Communications and the University Print Shop.
3. The University Print Shop will accept and handle work in order of submission. An exception will be made in instances whereby a project has institution-wide impact as determined by the appropriate vice president.

Although the University Print Shop will make every attempt to give you a speedy turnaround on your printing, please plan ahead with as much advance notice as possible. Be aware of delays throughout the year, vacation times, and downtime due to equipment maintenance needs. Busier times of the year include when classes first begin (with everyone replenishing their forms and gearing up for the new semester; when classes end (with programs, ceremonies, graduation), and during special campus events.

You should plan on one to two days for small quantities or jobs that require simple copying or printing, and three to five days for large quantities or more complicated projects that require bindery and finishing. Rush jobs must be approved through the Director of the University Print Shop, with the Executive Director of Marketing and Communications giving final approval. All rush jobs will be completed within three days.

Because of its small size, University Publications cannot handle all requests for assistance. For this reason, full publication services are provided according to the following priorities:

1. Office of the President
2. Office of any Vice President
3. Publications used in the admission or recruitment of new students.
4. Publications used off-campus to raise funds.
5. All other publications of the University dealing with the general public or a special public in an off-campus situation.
6. All other publications of the University

While these priorities may occasionally prevent University Publications from fully assisting an office, every effort is made either to refer the client to another office or to provide consultation, i.e. showing the client how to proceed on the publication.

Much of the success of a promotional publication will be determined by the adequacy of the early planning that goes into the effort. The publications process usually begins with a planning session to determine the purpose of the printed piece, the intended audience, the desired results, how best to reach that audience, effective copy and design, the quantity needed, budget limitations, cost effectiveness, and the time needed to produce the printed piece.

Delivery and distribution details also should be discussed in the preliminary conversation. By planning ahead, you can make the job easier for the University Print Shop and you.

Most publications require six to eight weeks from the time the Office of Marketing and Communications receives the original manuscript. Although work can be handled on a rush basis, that approach is not recommended. Rush orders generally cost more, and the possibility of error increases greatly. The best way to achieve an acceptable publication on time is to build extra time into the schedule.

All publications copy that communicates information about academic programs, courses of instruction, degrees, or related areas must be cleared by the Provost before design. All departments will be charged for five file copies to be distributed as follows:

- One copy for Provost
- Three copies for the Marketing Services Office
- One copy for Print Shop

Please visit [www.jsu.edu/marketing](http://www.jsu.edu/marketing) services/style guide for a detailed guide of logo usage, templates, etc.

### **RESPONSIBILITY**

The policy is the responsibility of the Vice President for Finance and Administration.

### **EVALUATION**

This policy will be reviewed by the Print Shop director annually.