

DIN: 8050-1-01
Policy Name: Marketing Visual Standards Policy

Policy

The College believes that its official communications with the public must be accurate and must meet all requirements of graphics standards, ADA requirements, and any other applicable requirements and standards. In order to ensure integrity of its communications with the public, all college advertising will comply with this visual standard policy.

Purpose

To ensure proper usage of the Northwest Technical College name, logo and symbol and to meet ADA requirements.

Responsibility

The table below describes responsibilities for this policy:

Group/Individual	Responsibility
Provost	Ensure all campus staff/faculty follow policy
Dean of Academic and Co-Curricular Affairs	Ensure all faculty/programs follow policy
Faculty/learner organization advisors	Ensure all learners and/or learner organizations follow policy
Director of External Affairs	Review all publications in a timely fashion for compliance with standards

Supporting References

Listed below are document(s) that support this policy:

- Graphics Standards manual (Available in the library or from the Director of External Affairs)
- 8050-2-01 Marketing Visual Standards Guide Process

Compliance References:

Listed below are references to compliance requirements (e.g. MnSCU policy, federal regulations):

The most current documentation is electronic; therefore, please discard printed copy after 24 hours. This does not apply to completed forms which are records.			Print Date: 09/27/05 12:31 PM
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Title: Marketing Visual Standards Guideline Policy			Implementation Date: 1-8-04
Approved: President Quistgaard	Date: 1-8-04	Check here if this policy is to be included in campus handbook:	<input type="checkbox"/>