

EAST TENNESSEE STATE UNIVERSITY
FP-39
Policies and Procedures for Creative Services

I. PURPOSE

This policy provides East Tennessee State University a centralized online service for identity, design, print, and mail projects in order to ensure that campus resources are best utilized and to support university identity efforts.

II. GENERAL POLICY AND PROCEDURES

- a. The ETSU Creative Services website is to be used for all identity, design, print (including digital/offset printing), mail (including use of variable data and bulk mail procedures), promotional items, advertising, displays, signage, and other relevant media/materials.
- b. To allocate university resources efficiently, all design, print, and mail projects will be provided by on-campus resources working under the umbrellas of Creative Services. Projects will only be assigned to outside suppliers with prior approval of the Creative Services team. If the team determines a project cannot be produced by on-campus resources, the team will procure services of a supplier who can meet the university's standards for quality and identity and will manage the project to completion.

III. RESPONSIBILITY AND OVERSIGHT

- a. The Creative Services team is responsible for oversight and management of the website, as well as overall project management which includes (but not limited to) ordering, tracking status and approvals, design, production, mailing, outsourcing (if applicable), and payment (via departmental charge-back).
- b. All users of the website, including both clients and Creative Service collaborators, are expected to use the site appropriately and in accordance with ETSU/TBR policies and guidelines and in such a manner that does not compromise the privacy or data integrity of other users.

IV. SERVICES

- a. **ADVERTISEMENTS** (*Excluding job posting advertisements*)
 1. All advertisements shall be processed through this website.
 2. All designs for advertisements must be submitted and approved via the website process prior to production.
- b. **DESIGN**
 1. All design projects, including but not limited to, print, digital, or advertising shall be processed through this website.

2. All designs shall be submitted and approved using this website prior to production. Independently designed graphics may require modification for compliance with university identity standards and/or production requirements.

c. MAIL

1. All mailing of over 200 pieces shall be processed through this website.
2. Once mailings are reviewed, it will be determined if a specific mailing is best suited for the on-campus mail services or requires outsourcing.
3. Tabbing, folding insertion, printing of addresses on envelopes and addressing management services such as NCOA processing, move updates, and proper USPS address verification are provided at a minimal fee.
4. The USPS nonprofit and business reply permits are managed solely by ETSU Postal Services and any use of these permits for off campus mailings must be coordinated in advance.
5. Postage stamps used for department mailings shall be purchased through ETSU Postal Services.

d. PRINT

1. All requests for printing shall be processed through this website.
2. Once print projects are reviewed, it will be determined if the specific job is best suited for the on-campus resources or requires outsourcing to an off-campus resource.

e. PROMOTIONAL ITEMS

1. All promotional items shall be processed through this website.
2. Only officially licensed vendors may produce merchandise bearing the ETSU trademarks.
3. State funds cannot be used to purchase apparel or promotional items for state employees, unless the item, for example, apparel, is required to perform the duties of the position and would not be worn outside the work scope.
4. Product purchased with foundation funds for students, faculty, or staff is allowed, with limits by the IRS, of one item per year per person (maximum value of \$50).
5. Campus entities are not permitted to resell merchandise for fundraising or any other purposes.

V. APPROVAL

a. IDENTITY COMPLIANCE

All representations of the university must comply with ETSU Identity Standards. All such representation will be processed through this website.

b. TBR REQUIREMENTS

1. For state recordkeeping and reporting of costs, most official ETSU publications must receive a Tennessee Board of Regents (TBR) publication number and be reported to TBR prior to the end of the fiscal year in which they were produced. Creative Services will

manage assignment and reporting of TBR publication numbers for projects completed through this website. [TBR Guideline G-140, <https://policies.tbr.edu/guidelines/publications>]

2. Certain types of publications and products (e.g., scientific posters, classroom instructional materials) do not require a TBR number. Creative Services will ensure all projects processed through this website are in accordance with TBR policies.

VI. APPLICABILITY

- a. This policy applies to all university personnel and students unless otherwise specified.
- b. This policy applies to anything being used to represent East Tennessee State University or anything using a version of the East Tennessee State University logo, whether it be for a department, student organization, ETSU Physicians group and/or other affiliate.

VII. RESOURCES

- Creative Services website: www.etsu.edu/creatveservices
- TBR Publications Policy G-140: <https://policies.tbr.edu/guidelines/publications>
- TBR Policy G-090 Letterhead Stationery: <https://policies.tbr.edu/guidelines/letterhead-stationery>
- ETSU Identity: www.etsu.edu/identity
- ETSU Trademark and Licensing (guidance and resources): <http://www.etsu.edu/univrela/identity/trademark/default.aspx>
- ETSU Style and Graphic Standards Manual: http://www.etsu.edu/univrela/identity/documents/style_graphic_standards.pdf
- ETSU Athletics Official Identity Standards: http://www.etsu.edu/univrela/identity/athletics/documents/standard_guide.pdf
- Collaborative Departments: Biomedical Communications: <http://www.etsu.edu/com/biomedcomm/>
- ETSU Postal Services: <http://www.etsu.edu/fa/fs/postoffice/services/default.aspx>
- University Relations: <http://www.etsu.edu/univrela/>