

**Final Markups**  
**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. This policy supports university identity efforts and the utilization of campus resources (Biomedical Communications, University Relations, and ETSU Postal Services) collaborating under the umbrella title Creative Services, to provide for obtaining design, print, and mail services for all university departments and university affiliates under the umbrella title of Creative Services.~~

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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. Custom projects will be reviewed on a case by case basis. Creative Services personnel will be available for consultation throughout the design and production process.~~

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~~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.~~

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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.~~

III. EXEMPTIONS

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Exemptions include scientific posters, classroom instructional materials, student assignments, scholarly publications such as journal articles, and conference slide presentations.

#### 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.a. DESIGN~~

1. All design ~~projects,~~ including but not limited to, print, digital, or advertising shall be processed through and approved by Creative Services, this website.
2. ~~All designs shall be submitted and approved using this website prior to production.~~ Graphics designed by ~~ETSU~~ personnel outside of Creative Services ~~Independently designed graphics~~ may require modification for compliance with university identity standards and/or production requirements. All designs shall be submitted and approved prior to production.

##### ~~b. PRINT~~

1. ~~All~~ Requests for printing shall be processed through Creative Services, this website.  
~~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. Creative Services will work with the customer client to determine the most effective and efficient methods for production. of printing.~~
2.

##### ~~c. MAIL~~

1. ~~Creative Services will work with the client to determine the most effective and efficient method for mailing.~~  
~~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. All bulk mailing shall be processed through Creative Services.~~
2. ~~Creative Services will work with the customer to determine the most effective and efficient method for mailing.~~
  1. ~~All mailing of over 200 pieces shall be processed through this website.~~

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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. Tabbings, 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.d. PROMOTIONAL ITEMS

1. Only officially licensed vendors may produce merchandise bearing the ETSU trademarks ~~(ETSU Trademark and Licensing (guidance and resources): <http://www.etsu.edu/univrela/identity/trademark/default.aspx>).~~
- 1-2. All promotional items shall be processed through Creative Services ~~this website.~~
- 2-1. ~~Only officially licensed vendors may produce merchandise bearing the ETSU trademarks.~~
- 3-1. ~~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.~~
- 4-1. ~~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).~~  
~~Campus entities are not permitted to resell merchandise for fundraising or any other purposes.~~

e. ADVERTISEMENTS

~~(Excluding job posting advertisements)~~

All designs for advertisements must be submitted to and approved by Creative Services prior to production.

1. All advertisements shall be processed through this website Creative Services.

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~~5. All designs for advertisements must be submitted and approved via the website process prior to production. This includes online, print, radio, TV, billboards, sponsorships, etc. (excludes: journal pages and job postings).~~

~~2.~~

~~6.~~

V. APPROVAL COMPLIANCE

a. IDENTITY COMPLIANCE

~~All representations of the university must comply with ETSU Identity Standards and - All such representation will be processed through this website Creative Services [ETSU Identity Standards: [http://www.etsu.edu/univrela/identity/documents/style\\_graphic\\_standards.pdf](http://www.etsu.edu/univrela/identity/documents/style_graphic_standards.pdf)].~~

b. TBR STATE AND FEDERAL REQUIREMENTS

~~1. Printing: 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.~~

~~2. Promotional Items:~~

~~a. 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 [IRS Publication 15 Circular E, Employer's Tax Guide, Wages not paid in money <https://www.irs.gov/publications/p15>; IRS Publication 529 Miscellaneous Deductions, Work Clothes and Uniforms, <https://www.irs.gov/pub/irs-pdf/p529.pdf>].~~

~~b. 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).~~

~~c. ETSU is a tax-exempt organization and therefore campus entities are not permitted to resell merchandise for fundraising or any other purposes.~~

~~3. Competitive pricing is required at state bid limits [T.C.A. 12-3-503].~~

APPLICABILITY EXEMPTIONS

~~VI.~~

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- 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. Exemptions include scientific posters, classroom instructional materials, student assignments, scholarly publications such as journal articles, and conference slide presentations.

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#### VI. ADDITIONAL RESOURCES

- a. Creative Services website: [www.etsu.edu/creativeservices](http://www.etsu.edu/creativeservices)
- b. ETSU Identity: [www.etsu.edu/identity](http://www.etsu.edu/identity)
- 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](http://www.etsu.edu/identity)
- ETSU Standard Administrative Procedure, Licensing and Trademark Usage: <http://www.etsu.edu/univrela/identity/trademark/Standard%20Administrative%20Procedure.pdf>
- 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](http://www.etsu.edu/univrela/identity/documents/style_graphic_standards.pdf)
- ETSU Logo Guidelines Quick Reference: [http://www.etsu.edu/univrela/identity/documents/quick\\_reference.pdf](http://www.etsu.edu/univrela/identity/documents/quick_reference.pdf)
- ETSU Athletics Official Identity Standards: [http://www.etsu.edu/univrela/identity/athletics/documents/standard\\_guide.pdf](http://www.etsu.edu/univrela/identity/athletics/documents/standard_guide.pdf)
- c. Collaborative Departments: Biomedical Communications: <http://www.etsu.edu/com/biomedcomm/>
- d. ETSU Postal Services: <http://www.etsu.edu/bf/postoffice/fa/fs/postoffice/services/default.aspx>
- University Relations: <http://www.etsu.edu/univrela/ETSU Identity>

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