

Oklahoma State University Policy and Procedures

BRANDING AND ADVERTISING

**1-0137
GENERAL
UNIVERSITY
February 2023**

PURPOSE AND SCOPE

The purpose of this policy is to ensure brand consistency among all communication, marketing and advertising collateral produced across the institution and to make certain OSU institutions, colleges and departments are utilizing existing contracts and ensuring audience impressions aren't duplicated.

POLICY

1.01 All communications and marketing materials produced by OSU institutions, colleges and departments must adhere to University brand guidelines.

A. Materials may include, but are not limited to, facility signage, digital marketing, print collateral, stationery, websites, digital content, videos, etc.

1.02 Any new institutional units within the OSU system including centers, departments, institutes, divisions, etc., must have the name approved by the appropriate President or Vice President and Brand Management prior to publication.

1.03 All advertising purchases with a broad regional, national and international audience such as billboards, statewide or national newspapers, nationally displayed digital ads, etc., should be coordinated with Brand Management.

A. University advertising contracts should be used to the extent possible.

B. Advertising purchases as described above should be shared with Brand Management prior to signing a contract in order to confirm pricing and to eliminate the duplication of University ads in a single publication or for a particular audience unless agreed it is appropriate and necessary.

C. Creative for advertisements as described above must be approved by Brand Management to ensure it meets brand guidelines and messages are consistent with University priorities.

1.04 All print materials purchased on behalf of the University, OSU institutions, colleges and departments must utilize University printing contracts to the extent possible.

A. All University, college, or departmental print pieces should be routed to Trademarks and Licensing via the contracted printer to review adherence to brand requirements prior to printing.

1.05 University materials and facilities may not be co-branded without approval of Brand Management and Trademarks and Licensing.

PROCEDURES

2.01 Prior to signing a contract for regional, national or international advertising, outreach should be made to the appropriate advertising contact in Brand Management.

2.02 All advertising creative for regional, national and international publication should be reviewed by Brand Management prior to submission.

Approved:
E-Team, April 2023