

UWG POLICY NUMBER: 10.2

UWG POLICY NAME: University Communications and Marketing

POLICY:

The University of West Georgia department of Communications and Marketing protects and promotes the University's institutional brand and reputation through procedures implemented pursuant to this policy.

CONTEXT:

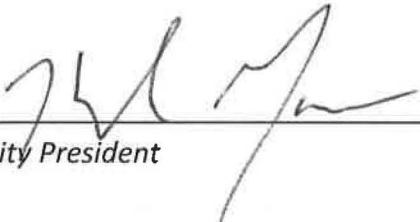
This policy applies to:

All University of West Georgia faculty, staff and students

A unified, unique and strong institutional brand is a critical element of an organization's image. Reputational guidelines establish a distinctive presentation of the institution while projecting a professional image that enhances UWG's reputation nationally and globally.

The Vice President of University Advancement is authorized to establish Procedures for compliance with this Policy.

SIGNATURE OF THE PRESIDENT:



University President

9/9/16

Date

Reviewed by University General Counsel: 

ADMINISTRATION & ADDITIONAL RESOURCES

Short Title: “University Communications & Marketing”

Previous Versions: n/a

Oversight: Vice President of University Advancement

Additional Resources (Hot link provided where available):

University Communications and Marketing (UCM) website <https://www.westga.edu/ucm/>

<https://www.westga.edu/assets-opentext/assetsADV/ucm/Visual-Brand-Identity-Guide-2016.pdf>

Associated Procedures:

Brand Identity

Web Guidelines and Rules

UWG-Related Social Media Guidelines

Strategic Media Guidelines