



3344-65-17 Printing and printed materials.

- (A) All printed materials shall comply with the current university brand standard. This includes business stationery (letterhead), envelopes, business cards, brochures, pamphlets, bulletins, posters, programs, self-mailers and other direct mail pieces, invitations, news releases, promotional material, advertisements, etc. The university marketing department assists members of the university community by reviewing layouts and designs, and suggesting how the layout may need to be changed to reflect the desired brand standard. Layouts can be hand-delivered, e-mailed, or sent through campus mail to the university marketing department for review. Design services are available free of charge.
- (B) Contracts for printing must comply with section 3345.10 of the Revised Code, which requires the university to evaluate all bids received for all contracts for the purchase of printed materials in accordance with section 125.09 of the Revised Code for determining whether bidders will produce the printed material at manufacturing facilities within the state of Ohio or in accordance with the criteria and procedures established for determining whether bidders are otherwise qualified.
- (C) Printed material that will be mailed must comply with United States postal standards, as provided by the mail department.

Policy Name: Printing and printed materials.
Policy Number: 3344-65-17
Board Approved: 9/30/2016
Effective: 10/10/2016