Procedure Statement

Tarleton State University (Tarleton) maintains comprehensive publication guidelines and procedures that set standards and requirements for all Tarleton publications.

Reason for Procedure

This standard administrative procedure (SAP), in conjunction with Tarleton Publication Guidelines (guidelines), is established to assure that university publications are of high quality and appropriately represent the university and its units. The established guidelines and procedures also ensure appropriate branding, including the use of approved logos and colors. All Tarleton publications must also follow state law, which can be ensured by university units working through the Department of Marketing and Communications.

Procedures and Responsibilities

The assistant vice president for marketing and communications has the responsibility to ensure that this SAP, the established guidelines and state purchasing requirements listed the State of Texas Procurement and Contract Management Guide are followed.

1. The Creative Services group in Marketing and Communications oversees publications projects and serves as a resource for questions pertaining to publications.

2. All Tarleton publications will adhere to the university’s guidelines posted on the university’s website at: https://www.tarleton.edu/marketing/branding/brandguide.pdf.
Related Statutes, Policies, or Requirements

Supercedes Tarleton SAP 61.01.01.T0.01, *Publication Guidelines*
State of Texas Procurement and Contract Management Guide
Tarleton State University Graphic Identity Standards and Guidelines – Brand Guide

Contact Office

Marketing and Communications
254.968.1620