

# Visual Communications

---

<b>PURPOSE</b> .....	<b>1</b>
<b>POLICY STATEMENT</b> .....	<b>1</b>
<b>WHO SHOULD KNOW THIS POLICY</b> .....	<b>2</b>
<b>DEFINITIONS</b> .....	<b>2</b>
<b>REGULATIONS</b> .....	<b>2</b>
1.0 PUBLICATIONS .....	2
2.0 USE OF ASI LOGO .....	3
3.0 ASI STATIONERY .....	3
3.1 <i>Approved Uses</i> .....	3
3.2 <i>Design</i> .....	4
3.3 <i>ASI Letterhead</i> .....	4
4.0 BUSINESS CARDS .....	4
4.1 <i>Printing and Ordering</i> .....	5
5.0 EXCEPTIONS .....	5
6.0 FURTHER INFORMATION .....	5
<b>FORMS</b> .....	<b>5</b>

## Purpose

The ASI policy governing visual communications has been developed because the visual and verbal images ASI presents to on- and off-campus audiences are important to the association's success. A coordinated approach to presenting a consistent and accurate picture or image of the association is considered to be of significant benefit as the ASI presents itself to its publics, including students, alumni, donors, legislators, parents, prospective students and employees, taxpayers and others. The Office of the Executive Director has developed policies to ensure that the association is portrayed in a professional, appropriate and consistent manner through printed publications intended for its many publics. This policy is intended to ensure that visual communications representing the Associated Students, Incorporated are of high quality, present ASI consistently and accurately, and meet the requirements expected of an institution of higher education.

## Policy Statement

The Office of the Executive Director is the designated editorial authority for all ASI publications intended for external audiences. The Executive Assistant is responsible for the editorial content

and appearance of all publications intended for off-campus distribution to students, faculty, staff, or the public. Any publication destined for off-campus use that identifies Associated Students, Incorporated as its source must be routed through the Office of the Executive Director. This is applicable to all publications—including posters, newsletters, flyers, periodicals, booklets, advertisements, schedules of events, and annual reports.

## Who Should Know This Policy

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> Budget Area Administrators | <input checked="" type="checkbox"/> Elected/Appointed Officers | <input type="checkbox"/> Grant Recipients |
| <input checked="" type="checkbox"/> Management Personnel       | <input type="checkbox"/> Program Advisors                      | <input checked="" type="checkbox"/> Staff |
| <input checked="" type="checkbox"/> Supervisors                | <input checked="" type="checkbox"/> Volunteers                 |   |

## Definitions

For purposes of this policy, the terms used are defined as follows:

Term	Definition
External Audiences	Students, faculty, staff and members of the public who are not employees or volunteers of the Associated Students, Incorporated
Commercial Use	Use of the ASI name or logo to imply endorsement of a product or service made commercially available by an entity external to ASI
Off-Campus Distribution	Dissemination of ASI publications through U.S. postal service, electronic media (including world wide web) or other delivery method occurring off-campus
Publications	Print media, including posters, newsletters, flyers, periodicals, booklets, advertisements, schedules of events, and annual reports whether provided in paper form or electronically.

## Regulations

### 1.0 Publications

Communications meeting ALL of the following criteria must have prior approval from the Office of the Executive Director:

- 1) They bear the name of Associated Students, Incorporated
- 2) They are to be paid for with ASI funds
- 3) They are distributed off campus.

The above includes the following:

- Publications, including publications produced by means of desktop publishing and initial formats and editorial style for newsletters directed toward external audiences.

- Print and broadcast advertising
- Photographs and video productions used individually to represent the association to external audiences or in any materials covered by this policy.
- Information about the association available to external audiences via the World Wide Web. This is intended to ensure that information about ASI accurately represents the association.
- Press releases representing the association. Generally, releases considered to represent the association may be distributed only by the Office of the Executive Director.

The above does **not** include:

- Advertisements of positions
- Materials produced by student organizations
- Routine forms
- Correspondence
- Publications intended for internal distribution only

This policy is not intended to limit the ability of offices to produce their own materials (with the exception of press releases representing the ASI). When offices elect to produce materials covered by this policy on their own, final approval from the Office of the Executive Director is required before the material can be distributed off-campus. Offices are encouraged to consult with the Executive Assistant as they plan communications to avoid costly delays that can be caused when materials must be altered at the end of production in order to meet the spirit of this policy.

## 2.0 Use of ASI Logo

Non-commercial use of the ASI logo on all materials, whether or not they are paid for with association funds, must be approved unless the materials are intended only for on-campus distribution. Off-campus firms that wish to use the logo for commercial use are required to pay a licensing fee and must contact the Office of the Executive Director.

## 3.0 ASI Stationery

### 3.1 Approved Uses

Official ASI letterhead, including interdepartmental memoranda, may only be used to conduct official Associated Students, Incorporated business. ASI letterhead may not be used for personal purposes. Divisions, departments, units, and other programs of the Associated Students, Incorporated must use official ASI letterhead for all ASI business. Units may not design their own letterhead.

Although official ASI letterhead stationery may be used for both external and internal correspondence, departments are encouraged to use interdepartmental memoranda for internal (i.e., CSULB) correspondence.

### 3.2 Design

ASI letterhead, memoranda, and business cards for full-time employees may not contain any photographs or artwork other than the Associated Students, Incorporated logo. However, if requested, the recycle logo and the words "recycled paper" can be imprinted at the bottom of memoranda, letterhead or on business cards.

### 3.3 ASI Letterhead

The official ASI letterhead incorporates the Associated Students, Incorporated logo with the official corporate designation (e.g., Associated Students, Incorporated California State University, Long Beach) in the top right corner. The inclusion of the names of all divisions across the bottom identifies the organizational structure of the Associated Students, Incorporated.

To comply with U.S. Postal Service requirements and to avoid delays for return mail, letterhead must include the street address and the post office address (city, state, zip code) of ASI. The common address for ASI is:

1212 Bellflower Boulevard  
Long Beach, CA 90815-4199

All ASI departments located in the University Student Union must use this address. Departments located outside the University Student Union may use either the actual street address of the department or the common address.

Envelopes used for outbound mail must include the department's name and recharge number (ID or cost center number) in the return address. To comply with postal addressing standards, all punctuation should be eliminated from envelope addresses, and states should be abbreviated (e.g., CA).

The format below is used for return envelopes from departments located in the University Student Union.

Name of Department  
Associated Students, Incorporated  
1212 Bellflower Boulevard  
Long Beach CA 90815-4199

## 4.0 Business Cards

Business cards shall be made available for those employees and volunteers who need them in the execution of their official duties. Departments are responsible for determining which employees require cards.

Cards of standard size (3-1/2" x 2") are printed in black ink in accordance with approved formats. The ASI logo may be printed in black or, for an additional charge, in black and gold. Cards must include the employee's name, position title, and division (i.e. Associated Students, Child Development Center, or University Student Union). Executive Officers and staff employed in the administrative offices of the corporation need not specify a division name.

The street address (see above) and post office address (city, state, zip code) must be included on business cards. Telephone numbers, fax numbers, and e-mail or Internet addresses may also be

included. Only CSULB e-mail addresses may be printed on ASI business cards. Room numbers and building names are not included on cards unless essential for clarity for visitors.

#### 4.1 Printing and Ordering

ASI letterhead featuring the Associated Students, Incorporated logo must be preprinted by offset methods. A digital version of the letterhead including the logo is available for departmental, computer-generated letterhead. In order to generate the letterhead bearing the ASI logo by computer, the following conditions apply:

- Planet Graphics will create letterhead for computer generation that conforms to ASI's guidelines. Modification to the existing letterhead can only be performed by Planet Graphics.
- Computer-generated letterhead should be produced at a minimum of 300 dpi, with the recommended optimum quality at 600 dpi.
- Interdepartmental memorandum letterhead may be computer-generated or photocopy-generated if it conforms to the standardized format for such letterhead and is of acceptable quality.

Departments must order ASI letterhead and business cards through Planet Graphics. ASI's agreement with the external vendor for printing business cards is a corporate-wide agreement, which provides business cards at a reasonable price and of suitable quality for official ASI business. ASI policy requires that departments order business cards from ASI's vendor and that the standardized formats agreed upon by the ASI and the vendor be used.

Recycled paper should be used whenever possible.

#### 5.0 Exceptions

Any deviation from the format of ASI stationery or from this policy requires approval of the Executive Director. Requests for exceptions must be submitted through the appropriate division Director.

"Unofficial" letterhead of another design may be approved for certain public relations activities, such as one-time fund-raising efforts, special events, and outreach programs. In all cases, prior approval of the Executive Director is required.

#### 6.0 Further Information

Information regarding acceptable formats, specifications, and orders for ASI letterhead and business cards is available from Planet Graphics, extension 55342. Information on this policy and exceptions is available from the Office of the Executive Director, extension 52437.

### Forms

There are no forms associated with the execution of this policy.