



Budget Advisory: Restrictions Concerning the Purchase of Printed/Imprinted Items Using University Funds

Restrictions regarding the Purchase of Printed/Imprinted Items Using University Funds

The University is undertaking an effort to significantly reduce its printing costs. The following restrictions establish the requirements for, and govern the use of University funds for the purchase of printed and imprinted items. These restrictions highlight sections of the University's Purchasing Policy related to printed and imprinted items. They also further acknowledge the University's Graphic Standards and Editorial Stylebook, and direct departments to the appropriate offices in order to insure a consistent image and message is being conveyed.

Types of Printing

- **Standard University Items** (business cards, letterhead, envelopes, mailing labels, etc.) must be obtained from a preferred vendor through the Purchasing Office
- **Non-Standard University Items** (brochures, newsletters, magazines, flyers, posters, etc.) must be obtained with purchase orders and must adhere to the University's bid purchasing and style guidelines. Assistance on both matters is available through the Purchasing or Marketing & Communications Offices.
- **Ad-Specialty Items** (t-shirts, giveaways, etc.) must be obtained with purchase orders and must adhere to the University's bid purchasing and style guidelines.

General Printing Recommendations

- **Internal Publications** should generally be produced and distributed electronically (email or website), or less frequently as black and white printed material. Items printed in color should not be used for internal publications without the approval of a Divisional Vice President.
- **External Publications** should be done electronically (email or website), as black and white printed material, or as color printed material. Determination as to whether pieces should be printed in color or black and white should be made by a Divisional Vice President. All external publications should be reviewed by the University Marketing & Communications Department in advance.

Use of the University's Name and Logo

Rights to the use of the University's Name and Logo must be obtained from the Purchasing Office. Review of imprinted items by the Creative Director in the University Marketing & Communications Department may be required to determine its appropriateness and if it complies with the University's mission and brand standards. The University Graphic Standards and Editorial Stylebook is available online: <http://www.jcu.edu/identity/>

Compliance

Requisitions for printed/imprinted materials will not be placed if they do not comply with the restrictions and guidelines listed above. Similarly, invoices received for printed materials which do not comply with this budget advisory restriction will not be paid and the vendor will be directed back to the purchaser. Any exceptions to this budget advisory must be obtained in advance from the Director of Purchasing & Auxiliary Services.