

UNIVERSITY PROCEDURES
TEXAS A&M UNIVERSITY-CORPUS CHRISTI

61.99.99.C3.01 Marketing and External Communications

Approved April 8, 2013

1. GENERAL

The Marketing and Public Affairs/Communications Departments (MARCOM) at Texas A&M University – Corpus Christi are responsible for coordinating a consistent brand identity and overall management of university marketing and communication. The departments provide strategic marketing and communications services to the university's colleges and institutes. All standards outlined in this procedure shall be applied in order to protect the university's reputation and brand.

2. RESPONSIBILITIES

- 2.1 All units shall engage MARCOM in the strategic planning, content development, design and distribution of external communications.
- 2.2 Units failing to comply with the specified requirements shall be required to bring communications into compliance at the unit's expense. Non-compliant communications shall be suspended immediately.

3. DESIGN AND STYLE GUIDELINES

- 3.1 Design and style guidelines may be found at <http://designguide.tamucc.edu> and all external communications must adhere to these guidelines.
- 3.2 Individual units may have taglines, but these may not be used in conjunction with University approved marks unless they have been reviewed and approved by MARCOM. A tagline is defined as a memorable phrase that becomes identified with a brand, product or service and is used to reinforce the audience's positive association through repetition.
- 3.3 Desktop publishing of external communications is not recommended. Design of materials must be reviewed by MARCOM to ensure quality and consistency.

4. ADVERTISING

- 4.1 Advertising content and design shall be coordinated through MARCOM to ensure the design, tone, and manner of the advertisement are consistent with current advertising for the university.

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- 4.2 Advertising purchases shall be coordinated through MARCOM to ensure purchasing efficiencies and to avoid confusion with other advertising for individual units or the enterprise at large.

5. OUTSIDE VENDORS

- 5.1 The use of outside vendors for design, advertising, video and audio production and other communication services is allowed; however, MARCOM must be involved in the process of hiring outside vendors.
- 5.3 All projects produced through outside vendors are subject to these rules and shall be coordinated through MARCOM.
- 5.4 Vendor selection is also subject to University Procedure [25.07.03.C1.01 Purchasing Procedures](#).

6. STAFFING

- 6.1 Before posting any position in their unit with responsibility for public relations, marketing, or development the department must consult the Vice President of Institutional Advancement.

Contact for Interpretation: Office of Communications and Public Affairs (361) 825-2427

Responsible University Official: Vice President for Institutional Advancement