I. **INTRODUCTION** (Purpose and Intent)

All University print and electronic communications, including but not limited to advertisements, brochures, fliers, websites, mobile applications, social media sites, etc., should bear the University of South Florida (USF) logo. Appropriate use of the logo is set forth on the USF Brand website. Further guidance may be obtained through the Office of University Communications & Marketing.

II. **STATEMENT OF POLICY**

A. **Standards**

1. All communications shall comply with rules and regulations included on the USF Brand website: [http://www.usf.edu/ucm/marketing/brand.aspx](http://www.usf.edu/ucm/marketing/brand.aspx).

2. The editor and issuing unit shall be responsible for the contents of the publication produced.

B. **Print Approvals Process**

1. The USF Print Approvals Process is designed to ensure that all University communications materials meet the standards set forth by the USF Brand website.
2. Individuals preparing publications for print are to follow the Print Approvals Process as outlined on the USF Brand website.

3. Use of a P-card to pay for print publications does not preclude an individual from following the Print Approvals Process.

C. Mechanics of Getting Into Print

1. Consult with University Communications & Marketing unit communication professionals about the type of publication desired.

2. Consider the purpose, audience, distribution, desired results, and budget in making decisions about publications and alternatives.

3. Develop effective copy, design and artwork consistent with the USF Brand website, budget limitations and time constraints.

D. The Requisition and Bidding Process

1. The standard electronic "Requisition to Purchase" shall be used to secure printing service when using state funds to purchase. The requisition shall be prepared by the department initiator and approved by the appropriate authorized designee.

2. The requisition shall be forwarded to Purchasing and Property Services.

3. All printing by off-campus vendors and costing less than $50,000 require a minimum of two (2) written or confirmed telephone quotations.

4. All printing costs of $50,000 or more require formal bidding and a ten (10) day posting period.

5. All bids shall contain the following information:
• Quantity to be printed
• Options for additional prints or reprints
• Dimensions
• Paper stock
• Number and color of ink
• Expected photos and artwork
• Typesetting requirements
• Folding and binding needs
• Proofs required
• Time schedule (for the printer and the University to follow)

6. All requisitions and bid proposals for printing shall be channeled through Purchasing and Property Services with a copy to University Communications & Marketing.

*Current Responsible Office: Communications and Marketing

*Refer to the appropriate Responsible Office website for a current name of the Vice President or other Responsible Officer.