

LOYOLA MARYMOUNT UNIVERSITY
POLICIES AND PROCEDURES

DIVISION: Marketing and Communications
John Kiralla, Vice President of Marketing and Communications (CMO/CCO)

SUBJECT: Advertising

Page 1 of 1

Policy Number: MC001

Supersedes: Advertising Policy v3B

Effective Date: 09/15/16

Previously Issued: 2/27/09

I. STATEMENT OF POLICY

Loyola Marymount University supports advertising as a strategic communications tool. To ensure consistency and integration with the university's brand platform and marketing messages, strategies and standards, Marketing and Communications (MarComm) reviews and oversees all advertising and promotional materials for online, print, outdoor and broadcast communications. All advertising efforts, projects and materials must be reviewed by MarComm in advance of any commitments or distribution.

II. DEFINITIONS

Advertising is broadly defined as any institutional communication that promotes the university and/or any unit of the university to the public or an external target audience. Common examples of advertising include signage, banners, brochures, Web site ads, broadcast communications (television and radio) and newspaper/journal ads.

III. POLICIES/PROCEDURES

- I. All advertisements must be produced in accordance with the university's established visual identity system.
- II. The visual identity system includes pre-approved templates in order to streamline the design and approval process of producing marketing materials. These templates are made available through Campus Graphics or through the use of an approved design professional referred by MarComm.
- III. To prevent delays in the review and approval process, departments are advised to consult MarComm in the planning stages of their marketing projects. MarComm provides a broad array of services, including project planning, management, consultation and content, photography and design production services. MarComm also maintains a list of university-approved consultants and marketing firms that are available for referral upon initial consultation.
- IV. Individual departments are responsible for all costs incurred by the use of external resources.

REVIEWED/APPROVED BY THE UNIVERSITY POLICY COMMITTEE–N/A: Grandfathered