

UT Health Science Center:	
CM0007-H Stationery, Publications, and Printing	
Version 1	Publication Date: 05/26/2022

Title: Stationery, Publications, and Printing	Resp. Office: Communications and Marketing	Effective Date: 05/02/2019
Category: Compliance	Last Review: 05/02/2019	Next Review: 05/02/2022
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Objective

To ensure compliance with the UT System and UTHSC Branding Guidelines and Editorial Style Guidelines. It also supports UT Fiscal Policy FI0505, and Fiscal Procedure F505 which stipulate that all publications, brochures, pamphlets, booklets, etc., must be printed by UTHSC Print Services when feasible.

Purposes

1. To affirm the policies set forth by the UT System and the Tennessee Higher Education Publications Committee Publications Committee (THECPC) Printing and Publishing Guide.
2. To assure all UTHSC publications are in alignment with the requirements of Tennessee Code Annotated, section 12-7-104-106.

This Affects

Everyone involved in the procurement and production of printed stationery, publications, and printing.

Procedures

UTHSC Stationery: Letterhead and Envelopes

1. UTHSC Print Services is the only printer authorized to print letterhead or envelopes.
2. Print Services will consult with the Office Communications and Marketing on unusual letterhead requests.
3. UTHSC letterhead to be used for external communications may not be produced by individual colleges, offices or departments.
4. Personal names may not be printed on letterhead, envelopes, or pre-printed Interoffice memoranda. Exceptions may be granted by the Office of the Chancellor in instances of Development gift campaigns or similar activity.
5. Use of UTHSC letterhead for personal correspondence is not appropriate.
6. College, department, or unit identification (address and phone number) will be incorporated as shown in the UTHSC Branding Guidelines. Inclusion of the phone number, fax number, email address, or website is optional.

UT Health Science Center: CM0007-H Stationery, Publications, and Printing	
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7. No other logos may appear on UTHSC letterhead or envelopes, except as directed by the UT System and UTHSC Branding Guidelines and Editorial Style Guidelines.

Business Cards

1. UTHSC Print Services is the only printer authorized to print business cards.
2. Print Services will consult with the Office of Communications and Marketing on unusual business card requests. Individual offices or departments may not create their own business cards.
3. The official UTHSC business card is printed in accordance with the design set forth and provided to UTHSC Print Services by the Office of Communications and Marketing.
4. Business cards are made available only to employees whose university responsibilities make it appropriate for the employee to have university business cards. This is determined by the department or unit's director (associate vice chancellor, vice chancellor, dean, or chair).
5. UTHSC academic titles may be included on UTHSC business cards. They are not permitted on business cards representing any other entity, unless it is an approved joint venture with UTHSC or a faculty practice partnership. Questions about the use of academic titles will be approved by the UTHSC Executive Vice Chancellor's Office.
6. Business cards are available for purchase by graduate students or for those serving in a voluntary capacity for UTHSC. The official UTHSC graduate student business card is printed in accordance with the design set forth and provided to UTHSC Print Services by the Office of Communications and Marketing.
7. The quantity of cards printed may not exceed 500. Budget- and unit-approved orders are placed directly with Print Services.
8. Other employees desiring UTHSC business cards may make a personal purchase through the UTHSC Print Services.

Publications

1. Publications, including but not limited to electronic communications and PowerPoint presentations, must be in conformity with the guidelines set forth in the UT System and UTHSC Branding Guidelines, and/or the UT System or UTHSC Editorial Style Guidelines.

Printing

1. All publications, brochures, pamphlets, booklets, etc. should be printed on the UTHSC campus whenever feasible. UTHSC Print Services will determine when a publication may be printed by a non-university firm.
2. All printing requests must be accompanied by a Print Services Request form, which is available online.
3. Publications printed by non-university firms must be coordinated through the Office of Communications and Marketing, ordered through the Office of Purchasing, and must

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CM0007-H Stationery, Publications, and Printing	
Version 1	Publication Date: 05/26/2022

follow the criteria set forth in these and other guidelines and procedures as related to logos and identity. Upon request, the Communications and Marketing Department offers consultation in developing publications.

4. Any publication printed at a facility other than the UTHSC Print Shop must include the printer's name, address and the number of copies printed.
5. By state law, the UTHSC Print Shop is required to keep a publications log showing all publications produced, other than standard forms such as purchase orders, housing and financial aid applications, employment applications, admissions applications, and the like. This log is annually submitted to the Higher Education Publications Committee, within 30 days of the close of each fiscal year. Information recorded and submitted shall include the following:
 - a. Name of publication
 - b. Department producing publication
 - c. Purpose and brief description of publication's contents, and brief description of how such publication serves the institution and the department, division or program producing such publication, and brief description of the audience for such publication
 - d. Number of copies authorized to be printed
 - e. A general list of distribution
 - f. Estimated cost of printing and distribution
6. For purposes of complying with the law, publications may be defined as any printed matter that is produced for general distribution outside the campus or unit. These require a publication number be assigned to them by UTHSC Print Services. Examples of publications that require a publication number are:
 - a. Undergraduate and graduate catalogs
 - b. Admissions applications (if printed separately, not as a part of a catalog)
 - c. Housing applications
 - d. Financial aid applications
 - e. Brochures, posters, calendars, pamphlets, fliers and programs promoting cultural or athletic events
 - f. Alumni and development solicitation materials
 - g. Seminar and workshop registration forms and brochures
 - h. Research project reports (if printed for general distribution to other than institutional officials and the sponsoring agency)
 - i. Agricultural brochures and pamphlets
 - j. Treasurer's Reports and other financial documents provided to parties outside the institution
 - k. Campus telephone directories
 - l. Employee benefits booklets and posters
 - m. Purchasing requests for bids

UT Health Science Center: CM0007-H Stationery, Publications, and Printing	
Version 1	Publication Date: 05/26/2022

- n. Purchase orders
 - o. Employment applications
 - p. Placement forms
 - q. Athletic ticket applications
7. Forms are included in the above as publications, pursuant to the addition of forms under the Committee's purview. Other publications that must have a publication number, but are not as a rule produced for general public distribution are:
- a. Campus, college and department newsletters
 - b. Faculty and student handbooks
 - c. Employee training manuals
8. Certain printed materials intended solely for internal use may be excluded from the requirement that a publication number be affixed. Examples of such internal use publications are:
- a. Work processing forms for internal use, e.g., work orders, requisitions, transfer vouchers, voucher authorizations, vehicle requests, personnel action forms and similar documents used solely for the internal processing of work
 - b. Research project reports (if printed for distribution solely to institutional officials or the sponsoring agency)
 - c. Research survey instruments
 - d. Classroom testing instruments o Instructional materials, workbooks, laboratory manuals, even if sold on consignment at a campus bookstore
 - e. Personnel policy manuals
 - f. Fiscal policy statements
 - g. Grade reports
 - h. Tickets for cultural and athletic events (whether distributed internally or externally)
 - i. Student newspapers
 - j. Student yearbooks
 - k. Meal tickets
 - l. Traffic citations