



**FAIRLEIGH  
DICKINSON  
UNIVERSITY**

Vancouver Campus

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<b>Responsible Office</b>	Marketing and Communications	<b>Effective Date</b>	September 5, 2025
<b>Responsible Official</b>	Marketing Manager	<b>Last Revision</b>	September 3, 2025

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## **Printing Material Policy**

### **Fairleigh Dickinson University's Vancouver Campus**

#### **I. POLICY STATEMENT**

FDU Vancouver is committed to ensuring that all print materials reflect accurate, consistent, and up-to-date information in alignment with the University's official website and brand guideline requirements. This policy establishes a centralized process for creating, reviewing, and distributing printed materials to maintain brand consistency, regulatory compliance, and ensure accuracy across all departments.

#### **II. RESPONSIBILITIES**

- **Marketing and Communications Team:** Leads and oversees the brand guideline requirements, production, and distribution of all print materials in consultation with the respective departments.
- **Departments/Stakeholders:** Provide content input, review for accuracy, required approval(s), and approve updates related to their area of responsibility.
- **All Staff and Faculty:** Ensure that any request for new or revised print material follows this policy.

### III. POLICY AND REQUIREMENTS

- **Centralized Oversight:** All requests for creating new and updating existing print materials must go through the Marketing and Communications team. Other FDU Vancouver departments are not allowed to independently produce and print materials for external distribution.
- **Consistency with Website:** Print materials must reflect the most current and official content as published on the University's website.
- **Update Requirements:** Any updates or revisions to print materials must be communicated to the Marketing and Communications team. The respective department will be responsible for locating the corresponding content on the University's website and requesting the necessary changes from the Marketing and Communications team. The Marketing and Communications team will be responsible for updating the content accordingly. Both the originating department and the Marketing and Communications teams are jointly responsible for discontinuing and discarding any outdated or previous versions of the materials.
- **Annual Updates:** Major content updates will be reviewed and updated annually in April to reflect the upcoming academic year, in collaboration with the respective departments.
- **Accuracy and Compliance:** Changes received by Marketing and Communications will be consulted and confirmed by the relevant department head and reviewed for compliance with accessibility, Quality Assurance and University standards.
- **Purpose of Print Materials:** The primary goal of printed items is to support recruitment, promotion, external communication, and outreach while transitioning audiences to the website for the most up-to-date and comprehensive information.

### IV. PROCESS FLOW FOR UPDATING PRINT MATERIALS

#### Step 1 - Request Initiation

- Department(s) identify the need for new print material or an update to an existing one.
- Department locates the corresponding content on the University website to verify accuracy and relevance.

#### Step 2 - Submission to Marketing and Communications Team

- Department submits a request to the Marketing and Communications team, including:
  - Purpose of the material
  - Target audience
  - Requested content updates (with website links)
  - Required quantity and delivery timeline

### **Step 3 - Content Review and Alignment**

- Marketing and Communications reviews submitted content.
- Confirms accuracy and consistency with current official website content.
- Consults the relevant department head to confirm details and approvals.
- Reviews content for the University brand standards.

### **Step 4 - Design and Production**

- The Marketing and Communications team creates or updates the print material.

### **Step 5 - Approval and Distribution**

- Once approved, Marketing and Communications oversees printing and distribution.
- Department receives printed materials for use in recruitment, promotion, or outreach.

### **Step 6 - Version Control and Disposal**

- When updated versions are produced, both the department and Marketing and Communications are responsible for:
  - Discontinuing and discarding outdated or previous versions
  - Replacing them with the current version in circulation and on the website

### **Step 7 - Annual Content Review**

- Every April, the Marketing and Communications team works with departments to review and update major print content for the upcoming academic year.

## **V. FOLLOW UP**

- The Marketing and Communications team will maintain an updated list and inventory of approved print materials.
- Departments are responsible for reviewing and confirming accuracy during the annual update cycle.
- Any interim changes must be requested through the requisition process.
- Related departments are responsible for ensuring outdated materials are removed from circulation.

## **VI. LIST OF PRINT MATERIALS COVERED**

This policy applies to all print and promotional materials, including but not limited to:

- Viewbook
- Program Information Sheets
- Brochures

- Posters
- Flyers
- Event Materials
- Swags/Gifts
- Other printed recruitment or promotional documents (Banners, backdrop, tabletop)

**VII. Review and Improvement:**

This policy will be reviewed annually and updated as necessary to ensure its effectiveness. For any related inquiries, please email [vancouver.marketing@fdu.edu](mailto:vancouver.marketing@fdu.edu)