

Printing Services

University Policies

Approved: 08/25/2009

Missouri Western has dedicated itself to expressing a clear and consistent image to its students and the community. In furtherance of this goal, Missouri Western has established a Graphic Standards Manual to ensure consistent use of the trademarked logos and word marks. Therefore, it is the policy of this University that whenever anyone, including student organizations, intends to use or distribute the University logo, the use and design must comply with all aspects of the Graphic Standards Manual. This usage includes but is not limited to instance of licensing, printing and advertising. All employees must verify that selected vendors are licensed through the Public Relations and Marketing Office to use the University's trademarked logos and watermarks.

All orders for University-related printing services are required to be facilitated through Campus Printing Services. All printing, including but not limited to publications, advertising, and stationery, should comply with Missouri Western's Graphic Standards Manual. Campus Printing Services and the Public Relations and Marketing Office must review the graphic design and content of printing for compliance to the Graphic Standards Manual. Campus Printing Services will broker or must approve all purchases for printing services.