

**UWG POLICY NUMBER: 10.2**

**UWG POLICY NAME: University Communications and Marketing**

**POLICY:**

The University of West Georgia department of Communications and Marketing protects and promotes the University's institutional brand and reputation through procedures implemented pursuant to this policy.

**CONTEXT:**

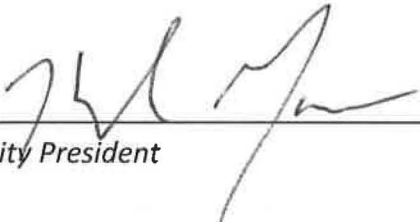
This policy applies to:

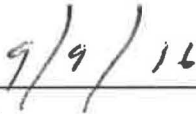
All University of West Georgia faculty, staff and students

A unified, unique and strong institutional brand is a critical element of an organization's image. Reputational guidelines establish a distinctive presentation of the institution while projecting a professional image that enhances UWG's reputation nationally and globally.

*The Vice President of University Advancement is authorized to establish Procedures for compliance with this Policy.*

**SIGNATURE OF THE PRESIDENT:**

  
\_\_\_\_\_  
University President

  
\_\_\_\_\_  
Date

Reviewed by University General Counsel:   
\_\_\_\_\_

## **ADMINISTRATION & ADDITIONAL RESOURCES**

**Short Title:** "University Communications & Marketing"

**Previous Versions:** n/a

**Oversight:** Vice President of University Advancement

**Additional Resources (Hot link provided where available):**

University Communications and Marketing (UCM) website <https://www.westga.edu/ucm/>

<https://www.westga.edu/assets-opentext/assetsADV/ucm/Visual-Brand-Identity-Guide-2016.pdf>

### **Associated Procedures:**

Brand Identity

Web Guidelines and Rules

UWG-Related Social Media Guidelines

Strategic Media Guidelines