Section 12

Publicity, Marketing, and Outreach

(12.1) Division of University Brand Strategy and Communications (UBSC)
UBSC is the chief communications organization for the University of North Texas, so UBSC operates on a university-wide level to support institutional goals and initiatives — from reaching enrollment goals to promoting research successes and all manner of objectives in between. It’s our primary job to promote and protect the UNT brand and image. We do this by working across internal and external departments to help meet and support the communications and marketing needs of all university divisions. If you need help promoting your division, your work, your team or your story, we are here to help you.

UBSC works to:
- Advance and protect UNT’s institutional identity and reputation
- Reinforce and grow UNT’s brand in graphics, images and words
- Increase UNT’s visibility in public and in the higher education marketplace
- Support UNT’s student recruitment, retention and graduation goals
- Strengthen UNT’s relevance and value to key audiences, including alumni, donors, faculty and staff
(12.1.1) Branding and Logo Policies and Procedures

The UNT Identity Guide website is overseen by UBSC, and it serves as a resource for the university community regarding the university branding identity for all forms of communication in both print and electronic formats.

The Institutional Brand Identity Policy (University Policy Manual, Policy Number 04.019) serves to preserve and protect UNT’s legal right to use and control its trademarked identity. It also protects the trademarked identity of the UNT System.
(12.1.2) Web Publishing

World Wide Web services at UNT provide information as well as services to members of the University community, prospective students, and the general public. The Web plays a vital role in helping the University fulfill its mission. Consequently, the structure of the Web's information and its ease of use are of paramount importance to the University community.

Because official information represents the University to a worldwide community, it must be timely, accurate, and consistent with university policies and local, state and federal laws. Furthermore, the presentation of official UNT information via the Web must adhere as closely as possible to UNT's editorial and graphic standards, just as printed publications are subject to these same standards. Web Publishing Guidelines, approved by the IRC, assist Web authors in preparing materials that meet those standards.

The Web Publishing Policy (University Policy Manual, Policy Number 14.007) exists to ensure a consistent structure and consistent ease of use of university web assets.
(12.1.3) Printing Services and Copy Centers
UNT maintains an in-house graphic reproduction system dedicated to providing efficient, cost-effective printing services for the campus community. While on-campus facilities are equipped to handle a broad range of jobs, from the simplest short-run offset duplication to more complex requirements, the Director of University Printing reserves the right to procure off-campus printing services when necessary. See the Printing Services and Copy Centers policy (University Policy Manual, Policy Number 04.022) for further details.