

Northwest Missouri State University

Policy and Procedures Manual

Chapter General Administrative

Section Institutional Letterhead,
Seal and Logo (Use Of)

I. Purpose

It is important to present a clear, consistent, high quality visual identity of Northwest. The Graphic Standards Manual has been produced to help promote correct and consistent usage of the University's graphic identity and to explain why the guidelines have been implemented.

II. Policy

The authoritative document on the use of graphic symbols for Northwest is the Graphic Standards Manual provided by the Office of Publications. Their phone number is 562 -1580.

Failure to comply with this regulation may require, in the event that graphic standards are violated, individuals to personally pay for printing without reimbursement.

NOTE: The Graphics Standards Manual was published in 1990. With the exception of a few minor changes and new personnel, the guidelines are still pertinent. A new Graphics Standards Manual is being created in preparation for the University's centennial year celebrations. In the meantime, please call the Office of Publications for answers to specific questions.