

## SECTION 28

### MARKETING & COMMUNICATIONS

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#### Brochures and Printed Materials

Marketing and Communications (M&C) coordinates the design and production of brochures, posters and various other publications and printed materials used by departments for recruitment or general awareness of the university.

Design services are available through M&C's creative services team. Outside designers may also be used; however, **ALL materials must be reviewed by M&C during the production process and prior to being printed.** This is to maintain compliance with the brand and editorial guidelines.

If photographs are needed, please complete the online Images Request form found at <https://www.uttyler.edu/offices/marketing/web-requests/index.php>.

#### UT Tyler Logos and Registered Trademarks

The official logos and the name of The University of Texas at Tyler are trademarked, and each use **must** be approved to ensure compliance with UT System and university policies. More information can be found <https://www.uttyler.edu/offices/marketing/brand/>.

#### Promotion of Your Event

M&C may provide promotional support for upcoming events. News releases, advertising, and the use of The University of Texas at Tyler's name and logo must be approved by M&C.

#### Video Recording and Photography on Campus

Several state laws, Regents' Rules, and The University of Texas at Tyler policies govern photography or filming on campus, including a Regents' Rule that provides requirements for filming television productions on campus (Rule 80107).

There may be a requirement to

- obtain a permit for filming or photography,
- obtain insurance, and
- obtain releases from persons who may appear in the photograph or film.

Some campus images, such as the Riter Millennium Carillon Bell Tower and the Turtle, are iconic images and permission must be obtained from M&C if used professionally. Anything depicting UT Tyler branding also requires prior approval.

No photography or filming for a political advertisement can occur on campus nor the use of any institutional logos or trademarks in political advertisements. If unsure about the intended use of the photograph or film, ask for clarification from the candidate or officeholder.

For more information and approval, please contact Marketing & Communications at [web@uttyler.edu](mailto:web@uttyler.edu)