



Office of External Relations
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MEMORANDUM

DATE: November 17, 2014

FROM: Tom Milligan, Vice President for External Relations
Frank Krappes, Interim Director of Procurement and Purchasing

SUBJECT: Central Communications Policy

Colorado State University has been successful in moving to a central communications model to ensure quality and adherence to a brand and graphic standards. For this reason, purchases of print, photocopier services, photography, video, and electronic media services are to flow through the University's central communications group, the Division of External Relations. We have charged External Relations staff with creating publications, websites, social media, and other communication vehicles that reflect the enduring character, quality, and sophistication of a university with over 140 years of history and achievement.

In addition to administering the University brand and graphic standards program, the Division of External Relations is further charged with producing quality communication pieces at the lowest possible price whether produced on campus or through a pre-qualified vendor. To support this policy Communications and Creative Services must be consulted at the beginning of all communication initiatives and branding efforts that might go to an outside partner. The Division of External Relations will continue to review and approve all communication materials from campus units and departments to ensure that they meet university graphic standards.