



Policy 01:016 – Marketing & Communications Policy

Background

Effective marketing and communications are central to the success of any enterprise, and Montevallo is no exception. Whether it is through advertising, media relations, brochures or direct mail, promotional videos or photography, social media, webpages or other means, the consistent application of strategies to promote and protect the University of Montevallo brand is of vital importance to the institution. Consistency in marketing and communications builds trust, reinforces brand identity and ensures a clear, unified message across all channels.

Purpose

The purpose of this policy is to ensure consistent and effective communication of the University's brand and identity across all platforms while safeguarding trademark agreements and fostering consistent branding.

Policy Statement

1. Brand Consistency

The Office of University Marketing & Communications, in conjunction with the Office of the President, is designated as the clearinghouse for all external representation of the institution. All materials and communications intended to promote the institution must reflect the University's established brand identity, including approved logos, colors, fonts and messaging referenced in the [Branding Standards Guide](#). No variations or unauthorized changes to the brand elements are permitted. Institutional website content should also adhere to [Policy 01:015 – University Web Presence](#).

2. Trademark Protection

The University's intellectual property must be used in accordance with trademark agreements. The Office of University Marketing & Communications ensures the protection of these assets, including the approval of any external partnerships or representations.

3. Social Media

Official social media accounts (i.e., colleges, departments, programs, athletics teams) representing the University must follow [brand](#) and [social media guidelines](#). Posts must reflect professionalism, respect and accuracy. Engagement with users should be consistent with the University's values, and content should be aligned with strategic marketing goals.

4. Media Relations

Any external communication with media outlets, including press releases, interviews and public statements, should be coordinated through the Office of University Marketing &

Communications. No department or individual should represent the University in media communications without prior approval.

5. **Crisis Communication**

In the event of a crisis, the Office of University Marketing & Communications is responsible for overseeing and disseminating information on behalf of the University.

6. **Advertising & Recruitment Marketing**

All advertising, sponsorships and partnerships, paid or unpaid, representing the University must adhere to [branding standards](#) and be coordinated or pre-approved by the Office of University Marketing & Communications. Additionally, any software or online platform or service that includes marketing or recruitment-related elements must be approved by both the University Marketing & Communications and Admissions offices.

Contact Information

For questions regarding this policy or to submit marketing materials for review, please contact the Office of University Marketing & Communications by visiting montevallo.edu/marcomm.

Approved 5/10

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