



Minnesota State Colleges and Universities System Procedures Chapter 3 – Educational Policies

Procedures 3.23.1 Tagline Procedure

Part 1. Purpose. This procedure establishes requirements for the implementation of Policy 3.23.

Part 2. Implementation. Colleges and universities must use the phrase “A member of the Minnesota State Colleges & Universities System” as a tagline, as provided in this procedure.

Subpart A. Publications. Publications intended for external audiences, including, but not limited to, student recruitment materials, annual reports, alumni magazines, legislative publications, brochures, newsletters, news releases and event programs, shall include the tagline on the front or back cover, or other prominent position.

Subpart B. Stationery. Letterhead stationery shall include the tagline. Use on stationery items such as envelopes, fax cover sheets, note cards and business cards is optional.

Subpart C. Advertising and marketing materials. All print and visual advertising, such as newspaper, magazine and television ads, shall include the tagline. The tagline is optional for radio advertising, billboards and other outdoor advertising.

Subpart D. Web site. The college or university Web site home page or other prominent page shall contain the tagline.

Subpart E. Entrance signs. The main entrance sign for each campus, center or other ongoing location of the college or university at which signage is used shall contain the tagline.

Subpart F. Campus construction project signs. A sign erected to identify a capital construction project shall contain the tagline.

Part 3. Exigent circumstances. The Office of the Chancellor may waive the tagline requirement under limited circumstances, such as extraordinary expenses, space limitations or use of alternate methods of system identification.

Part 4. Guidelines. The Office of the Chancellor shall issue guidelines addressing usage of the tagline.

Approval Date: 03/18/03,

Effective Date: Subparts A. through D and F are effective for materials published or printed after April 1, 2003. Materials prepared, printed or published before the effective date that do not include the tagline may continue to be used after April 1, 2003. Subpart E is effective January1, 2004.

Date and Subject of Revision: