

# University Identity Standards Policy

## ADM 15.0

### Office of Marketing

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Policy Type: Administrative

Applies to: Faculty, staff, student employees, students, and volunteers

## POLICY DATES

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Issued: 2002

Revised: 2017

Edited:

Reviewed:

To protect the University's brand and identity, the University developed Identity standards with the following objectives:

1. Provides a link between the public's image of Mount Union and the reality of the institution's impact on the community – both on campus and in Alliance as a whole – and the strong liberal arts foundation that it offers its students.
2. Identifies and advances Mount Union's identity and position as a premiere institution among comprehensive colleges in the Midwest to all its key audiences.
3. Promotes Mount Union's mission, vision and strategic plan through cohesiveness and consistency among Mount Union's marketing efforts.

The complete policy can be found here.

[University of Mount Union Identity Program](#)

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## Responsibilities

Position or Office	Responsibilities
Marketing Office	Controls how the University brand is promoted and used

## Resources

[University of Mount Union Identity Program](#)

## Contacts

Position	Office	Telephone	E-mail/URL
VP for Marketing	Office of Marketing	(330) 823- 6063	<a href="mailto:marketing@mountunion.edu">marketing@mountunion.edu</a>

## History

All changes must be listed sequentially, including edits and reviews. Note when the policy name or number changes.

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