

## COMMUNICATIONS AND DESIGN SERVICES POLICY

**CONTACT: WEB, NEW MEDIA + DESIGN**  
COMMUNICATIONS + GOVERNMENT RELATIONS

Communications and Government Relations (CGR) is the university's official clearinghouse for external communications. All purchases of stationary, printed materials, design services, or Web services/products intended for external audiences must be pre-approved through CGR. Specifically, all purchases, contracts and/or obligations for the following services or deliverables are restricted and require prior CGR approval for invoices or payments to be honored:

- Stationary (including, but not limited to letterhead, envelopes, business cards)
- Visual Identity Templates (including, but not limited to brochures, newsletters, invitations, event programs, posters, flyers, postcards)
- General Communications + Design Services (hiring of graphic designers, photographers, print vendors)
- Advertisements
- Online Services (including, but not limited to the hiring of and work completed by Web designers, copy writers/editors, videographers, Flash designers, database engineers, programmers, information architects, or other Web consultants)
- Online Products (including, but not limited to domain name registration, off-campus hosting, content management systems, Web authoring software, web metrics, search engine optimization, online communities, blogs, wikis and/or other online mechanisms for communicating information to external audiences)

Ricoh Professional Services (referred to as "LMU Campus Digital Graphics") is a pre-approved, preferred vendor that may be utilized without prior approval subject to the guidelines set forth in section 8.1 of this policy (see "Campus Graphics Policy").