SECTION: Institutional Advancement/Public Relations
SUBJECT: Graphic Identity Standards

ISSUED BY: President
REPLACES: N/A
APPROVED BY: Officers of Administration
EFFECTIVE DATE: August 19, 1997

Policy
The graphic identity standards program is designed to give Asbury College communications (electronic and printed material) a unified appearance.

Procedure
All campus persons wishing to develop a formal communication with the external audience should work with the Office of Public Relations to produce a product which reflects the attached graphic standards. The standards are available from the Office of Public Relations.