

# Communication and Identity Plan

## University Operations – Administrative

### CWU Policy 203-03

**Effective:** May 1, 2013

**Policy Review Date:** YEAR

**Policy Executive:** Chief of Staff

**Responsible Office/Unit:** Office of Marketing and Communications

#### Policy Statement:

#### Applicability:

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#### Content:

Policy

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- (1) The university has established a communication and identity plan, which includes a broad range of marketing strategies, including, but not limited to earned media, advertising, direct mail, digital communications, and face-to-face communication. In order to support this initiative the university has developed a suite of trademarked graphics and brand identity standards. The purpose of the communication and identity plan is to enhance investment in the university by ensuring the consistent, compelling and professional presentation of CWU to all audiences, internal and external.
- (2) All official university communications shall comply with the brand identity standards, regardless of media platform: audio, video, print, digital, face-to-face, or other.
- (3) The Associate Vice President of Marketing and Communications has oversight responsibility for the CWU brand identity standards and communications strategies. Requests for assistance, approval, and exceptions must be submitted for consideration to the Office of Marketing and Communications.

#### History:

*PAC: 03/09 Responsibility: President's Office; Authority: Cabinet/UPAC; Reviewed/Endorsed by: Cabinet/UPAC; Review/Effective Date: 05/01/2013; Approved by: James L. Gaudino, President*  
*Reformatted and Assigned new Policy Number - Previous Policy CWUP 2-10-030, June 2025*  
*April 3, 2026 – Housekeeping updates, Approved by: Dania Cochran, Policy Executive.*