

	<table border="1"> <tr> <td data-bbox="612 109 1019 190">Responsible Executive:</td><td data-bbox="1019 109 1428 190">Associate Vice President, Communications</td></tr> <tr> <td data-bbox="612 190 1019 242">Responsible Office:</td><td data-bbox="1019 190 1428 242">Strategic Communications</td></tr> <tr> <td data-bbox="612 242 1019 295">Effective Date: TBD</td><td data-bbox="1019 242 1428 295">Last Revised: n/a</td></tr> <tr> <td data-bbox="612 295 1428 451" style="text-align: center;"> Policy Title: NAU Brand Compliance </td><td data-bbox="1019 295 1428 451"></td></tr> </table>	Responsible Executive:	Associate Vice President, Communications	Responsible Office:	Strategic Communications	Effective Date: TBD	Last Revised: n/a	Policy Title: NAU Brand Compliance	
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Policy

A strong, cohesive brand is essential to NAU's reputation and its ability to deliver a consistent, meaningful experience. This policy establishes standards for using NAU's visual and verbal brand components; procedures for representing the brand through naming, marks, and slogans; and requirements for on-campus brand presence. It ensures that all stakeholders—employees, students, and partners—consistently uphold the brand across all channels and audiences.

- A. All digital and print materials representing NAU or any units within NAU must adhere to [NAU Brand Standards](#).
- B. Materials not meeting standards will be subject to revision or removal.

Related Information*

[NAU Brand Standards](#)

[Printing Services Policy](#)

[Trademark Licensing and Registration Policy](#)

Policy History*

TBD: Origination date.

* Related Information and Policy History are solely for the user's convenience and are not part of the official university policy.