

	Policy Owner:	Associate Vice President, Communications	
	Responsible Office:	Strategic Communications	
	Origination Date: 02/10/2026	Last Revised: n/a	
	Policy Title:	Brand Compliance	

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*

02/10/2026: Origination date.

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