Print Publication Checklist

Required for all print publications:

- Wordmark
- Equal opportunity statement
- Disability access statement
- Recycling statement and symbol

Required for Course Catalogs, Student Recruitment Materials, and External Publications:

- Mission statement
- Recommended When Space Is Available:
  - Copyright notice
  - Credit statement

Equal opportunity statement

Use the short form for posters and other formats when space is limited.

Use the medium form for job postings and most other publications.

Use the long form for bulletins, catalogs, employee handbooks and application forms. Include the name and address of a contact who will handle requests for more information.

The official short, medium, and long versions are available here: www.umn.edu/brand/apps-and-tools/checklists/print

Disability access statement

Include one of the official versions below in all publications and event materials. Include the name and address of a contact who will handle requests and serve as the link to the Disability Services office. For disability accommodations, call 612-626-1333 or email ds@umn.edu. Call 612-625-1666 for document conversion.

- Form for Conferences, Events and Activities
  To request disability accommodations, please contact (name, department, email address, phone number).

- Form for Publications
  This publication/material is available in alternative formats upon request. Direct requests to (name, department, email address, phone number).

Recycling statement

The University is subject to the Minnesota Statute, 16B.122 PURCHASE AND USE OF PAPER STOCK; PRINTING, which says that whenever possible our publications should use:

- Uncoated office and printing paper, unless coated paper is made with at least 50 percent postconsumer materials by weight.

- Recycled paper that contains at least 10 percent postconsumer material by weight, has not been dyed with colors (excluding pastels) and was manufactured using little or no chlorine bleach or chlorine derivatives.
Our Brand: How to Convey It

- No more than two colored inks, standard or processed, except in formats where additional colors are necessary to convey meaning.
- Reusable binding materials or staples (use of glue is discouraged).
- Soy-based inks.
- Both sides of paper where commonly accepted publishing practices allow for it.
- Include the recycled symbol and a recycling information statement indicating the appropriate postconsumer waste content of your paper on all publications. (Contact your printer to verify the postconsumer waste content.)
- Recycle image. Printed on recycled and recyclable paper with at least 10 percent postconsumer waste material.

Copyright notice
Include the copyright notice whenever space allows. It states that the Board of Regents is the copyright owner of all electronic and print materials created by University staff in administrative units and academic departments. Copyright ownership does not depend upon registration with the U.S. Copyright Office.

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The University Libraries Copyright Information and Education Web site is dedicated to helping faculty and staff understand the complexities of copyright law. Please visit the site to familiarize yourself with the basics of copyright laws and permissions. If you know you need a permission to use copyrighted materials for your work, the University’s Copyright Permissions Center is available to help you through that process.

Mission statement
The mission statement adopted by the Board of Regents in 1994 is required in publications such as course catalogs and student recruitment materials.

- Use the short form for external publications where space is limited.
- Use the medium form for student recruitment publications and most other external publications.
- Use the complete mission statement (or long form) in college catalogs and prospective student viewbooks.

The official short, medium, and long versions are available here:
www.umn.edu/brand/apps-and-tools/checklists/print

Credit statement
Give credit to those who contribute to a University publication. Besides acknowledging their efforts, it helps readers who want more information or extra copies, and provides a reference point for future updates. The statement can include:

- The names of key contributors (e.g., Produced by/Designed by/Written by/Photography by/Printed by).
- The quantity produced.
- The effective date or date of publication.