General Distribution Publications
All departments are expected to utilize the editorial resources of the Integrated Marketing & Communications department in the Campus Relations unit when preparing information for general distribution (i.e., student population, academic institutions, off-campus/community). Department directors will be responsible for consistency, grammatical integrity, and appropriate customer service tone of departmental materials.

Business Cards and Stationery
Business cards and stationery, including letterhead paper, envelopes, business cards, mailing labels, note pads, stamps, and forms will conform to official AHEC artwork as detailed in the AHEC Graphics Standards. Any deviation from this format will require EVPA approval. Computer-generated letterhead or forms must be produced only in keeping with the precise design specifications noted above.

E-Mail Signatures
Agency email accounts shall use a standardized signature block, as designated by the Integrated Marketing & Communications department.

Media/Press Contacts
All contacts with representatives of the media or press releases, concerning AHEC policies, procedures, or activities shall be cleared in advance by the Assistant Vice President of Campus Relations or their designee. Media inquiries regarding events or issues that impact the entire campus should be referred to the AVP of Campus Relations via the EVPA office.

Special Event Publications
Special event publications including flyers, brochures, or invitations which implicitly or explicitly indicate sponsorship or endorsement by the Auraria Higher Education Center, or which use the initials AHEC or the AHEC logo, must be coordinated through the Integrated Marketing & Communications department in the Campus Relations unit.