Policy:
All IHD personnel shall have a knowledge of IHD’s mission and guiding principles and shall be able to communicate this to the University and public at-large. All IHD projects and personnel shall be responsible for representing their products in accordance with the visual standards developed by the University and IHD.

Procedure:

Public Introductions:

All IHD staff/faculty/trainees shall include in their introductions they are from the Institute for Human Development at Northern Arizona University. In addition, IHD faculty/staff shall communicate when appropriate the mission and guiding principles of IHD.

Visual Image

1. All IHD products and visual presentations (i.e., websites, brochures, fact sheets, reports) shall have a standard look and presentation in accordance with the standards developed by the University (nau.edu/marketing) and IHD.

2. All dissemination materials shall be reviewed by the dissemination coordinator.