Category	Public Disclosure	Policy Number	UNI-PUB-101	
Distribution	External	Version	6.1	
Responsible Office	Vice-President	Policy Owner	GCD	
Date Approved	20 February 2024	Effective Date	20 February 2024	
Date Last Reviewed	14 February 2024	Due Date for Next Review	20 February 2027	

POLICY
University Website, Publications, and Printed Materials

1. **Purpose**

   To regulate the use of online and printed publications within Zayed University ("**University**"), in line with internal rules and regulations.

2. **Scope of Application**

   This policy applies to:

   a) **University Website**

   All website updates pertaining to news and announcements that are carried on continuously on the website, as well as micro sites developed/designed by the Government Communications Department ("**GCD**"), and the University's online presence.

   b) **Information and/or Promotional Publications**

   Any publication or other printed and digital material used for internal or external distribution to provide general information about the university or to promote university programs, activities, and services. This includes annual reports, handbooks, undergraduate recruiting materials, catalogs, college books, presentations, animations, event announcements, electronic announcements, on-campus digital signage, electronic invites, and related promotional materials; fund raising and solicitation materials; public service information materials; course announcements and promotional items; and supporting materials such as advertisements, announcements, programs, name tags, event branding, tickets and proceedings for conferences, seminars and other university events.

   c) **Periodical or Continuing Publications**

   All news, information, scholarly or public service publications that are issued on a continuing basis for internal or external distribution, including printed newsletters, electronic newsletters, online articles, digital versions of all academic university publications including: Catalog, Student Handbook, College books and Graduate Studies' brochures, and journals, essays, statistical reports, and research reports.

   d) **Other Printed Materials**

   Any printed materials to be duplicated directly from typewritten sheets or prepared originals that are not covered in one of the above categories.

3. Definitions

Online Publications	All University online material such as website content, content for digital screens, digital versions of academic University publications, digital newsletters, and non-printed collaterals.
Print Publications	All University printed material such as college books, academic catalogs, orientation books, ZU Magazines, etc. that go to print.
Publications	Any online and printed material used for internal or external distribution to provide general information about the University or to promote University programs, activities, and services.

4. Policy

4.1 All publications and printed materials, both new and established, must be approved by GCD. The administrative unit responsible for the University website, publications, and printed materials, the GCD, operates within strict guidelines, established by the Vice-President, concerning procedures to be followed and types of publications – including Web, Digital Signage, Radio, TV, Outdoor Media, and printed materials for which University funds may be expended.

4.2 University Website
The University strictly adheres to all the guidelines set by the UAE's Telecommunications and Digital Government Regulatory Authority ("**TDRA**") on how to display and aggregate information on the website as well as follow the design language suggested by their Design Language System ("**DLS**") document, which makes it easier for the end user to navigate and acquire data effectively and with minimal effort.

4.3 The GCD is responsible for editing, designing, and supervising production for all informational and/or promotional online and print publications and for periodical and/or continuing publications from academic and administrative units for internal or external distribution.

4.4 Publication designs initiated by colleges/departments must be shared with and approved by GCD before being published.

4.5 New logos for colleges, units, centers, or events that alter the primary University identity must be coordinated with GCD.

5. Related Policies and Laws
- UNI-PUB-201 Use of Zayed University Name/Logo
- UNI-PUB-301 Social Media

6. Administration
This policy is administered by the Government Communications Department.

7. Revision History

Date	Revision
20 February 2024	Approved by the Vice-President.
14 February 2024	Non-substantive updates: • Moved University Website to the beginning of the policy name. • Clarified the current situation including reference to digital publications, and adherence to TDRA guidelines (4.2). • With the approval of this policy, the associated procedures will become redundant and will be retired.
1 March 2023	Administrative changes: • Updated the information header and related policy numbers. • Updated the policy number from UNI-GOV-05 to UNI-PUB-101.
4 October 2020	President's Decree issued (PD#90 of 2020).
30 September 2020	Approved by the University Council.
21 September 2020	Endorsed by the Academic Council.
14 September 2020	Endorsed by the Deans' and Provost's Councils.
10 September 2020	Policy reviewed and updated by including the maintenance of Brand Consistency.
22 December 2019	Updated the policy group, policy number, responsible office, related policy numbers, administration and numbering format.
1 June 2016	Approved by University Council.
16 June 2015	Approved by University Council.
27 March 2012	Approved by University Council.
20 March 2007	Reviewed policy approved.
1 October 2000	Policy approved.