

**BLACK HILLS STATE UNIVERSITY**  
**Policy and Procedures Manual**

SUBJECT: Design Templates

NUMBER: 10:3

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Office: University Marketing and Communications

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1. Purpose

This policy sets forth the process for finding and utilizing design templates created by the Office of Marketing and Communications.

2. Policy

- a. The Office of Marketing and Communications shall create, update, and make available to BHSU departments and centers branded design templates that can be utilized to create PowerPoint presentations, flyers, posters, table tents, email signatures, Zoom backgrounds, and social media graphics.
- b. Departments and centers are to utilize templates made by the Office of Marketing and Communications. If a unique design is utilized rather than a template, please see policy 10.1 for advertising approval policies and procedures.
- c. Departments and centers may request specific templates to be made by the Office of Marketing and Communications if they establish a recurring need that warrants an additional template.

3. Procedures

- a. Templates can be viewed and downloaded at [BHSU.edu/Templates](https://www.bhsu.edu/Templates).
- b. All editable templates will be made available as PowerPoint files so that all departments and centers have access to the software needed to edit the files.
- c. Any print items made using these templates must still be ordered through the Print Ready Files order form at [BHSU.edu/PrintServices](https://www.bhsu.edu/PrintServices).
- d. Requests for a new template should follow the design request policy and procedure (10.2).

4. Responsible Administrator

The Senior Director of Marketing and Communications is responsible for the annual review of this policy and its procedures. The University President is responsible for approval of this policy.

SOURCE: Adopted by President on 12/18/2023