

**CENTRAL MICHIGAN UNIVERSITY** CHAPTER 13  
**MANUAL OF BOARD OF TRUSTEES**  
**POLICIES, PRACTICES AND REGULATIONS** PAGE 13-21

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**SUBJECT: UNIFIED BRAND AND MARKETING**

The Board of Trustees supports the elevation, advancement, and protection of the university's brand and reputation. The Board further supports efforts of University Communications to develop and implement a university-wide, unified, coordinated, and cohesive branding and marketing strategy.

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