

## FERRIS STATE UNIVERSITY

### Schedule 2004.004- Publications/Marketing Communications

N.b. If departments are unable to retain records for the length of time set out in this general record schedule due to space constraints, consult the University's Archivist for assistance and storage at the Record Center.

| Item No | Record Series, Title and Description                                                                                                                                                                                                            | Department Retention | Records Center Retention | University Archives |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------------------|---------------------|
| 1       | <b>Graphics Standards for Print and Electronic Use.</b> Includes manuals on standards (electronic and print versions), alterations to policies and all officially approved versions of logos. Records become inactive once they are superceded. | ACT                  |                          | Yes                 |
| 2       | <b>Publications Records.</b> Final publication produced with the cooperation/assistance of the Publications staff. Drafts and samples are not considered records and may be destroyed at the completion of the project.                         | ACT +1               |                          | Yes                 |
| 3       | <b>University Subject Files.</b> Files relating to the administration and policies relating to university publications and standards for logos and marketing.                                                                                   | ACT+3                |                          | Yes                 |

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