Loyola Marymount University supports advertising as a strategic communications tool. To ensure consistency and integration with university marketing messages, strategies and standards, Communications and Government Relations (CGR) reviews and oversees all advertising and promotional materials for online, print, outdoor and broadcast communications. All advertising efforts, projects and materials must be reviewed by CGR in advance of any commitments or distribution.

General understanding and guidelines:

- Advertising is broadly defined as any institutional communication that promotes the university and/or any unit of the university to the public or an external target audience. Common examples of advertising include signage, banners, brochures, Web site ads, broadcast communications (television and radio) and newspaper/journal ads.
- All advertisements must be produced in accordance with the university’s established visual identity system (found online at http://www.lmu.edu/logo).
- The visual identity system includes pre-approved templates in order to streamline the design and approval process of producing marketing materials. These templates are made available through Campus Graphics or through the use of an approved design professional referred by CGR.
- To prevent delays in the review and approval process, departments are advised to consult CGR in the planning stages or their marketing projects. CGR provides a broad array of services, including project planning, management, consultation and content, photography and design production services. CGR also maintains a list of university-approved consultants and marketing firms that are available for referral upon initial consultation.
- Individual departments are responsible for all costs incurred by the use of external resources.