

**RESOLUTION OF THE
BOARD OF REGENTS OF
NAVAJO TECHNICAL UNIVERSITY**

Approving the Navajo Technical University (NTU) Public Media and Logo Branding Policy to Ensure that All Public Media and Branded Materials Representing Navajo Technical University (NTU) are Accurate, Professional, and Consistent, attached hereto as Exhibit A.

WHEREAS:

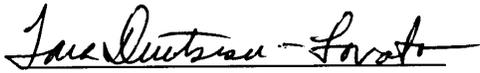
1. The Board of Regents of the Navajo Technical University is responsible for the administration, operations and the development of policy as stated in Navajo Nation Council Resolution C0-58-16, enacted on November 10, 2016, that amended the University 's enabling legislation, codified at 15 N.N.C. §§1201-1210; and
2. Pursuant to the University 's enabling legislation, Navajo Technical University (NTU) is organized as an institution of higher learning for the primary purpose of providing post-secondary and post- graduate education programs that serve both the academic and vocational/technical needs of the Navajo Nation and its citizens, 15 N.N.C. §1203(A); and
3. Pursuant to the University's enabling legislation, the Board of Regents of Navajo Technical University is authorized to review and approve course curricula, assessment structures, program plans, research and development projects, in accordance with established program priorities and policies of the University, 15 N.N.C. §1205(F), and to review and approve contracts, 15 N.N.C. §1205(R); and
4. The Navajo Technical University Public Media and Logo Branding Policy ensure that all public media and branded materials representing NTU are accurate, professional, and consistent; and
5. The Public Media and Logo Branding policy establishes guidelines for the release of public information and the proper use of NTU's visual identity, including logos, colors, typography, messaging, and brand elements; and
6. The Administration of the Navajo Technical University has reviewed the Public Media and Logo Branding policy, and hereby recommends the Board of Regents of Navajo Technical University approve the Public Media and Logo Branding policy, attached hereto as Exhibit A.

NOW THEREFORE BE IT RESOLVED THAT:

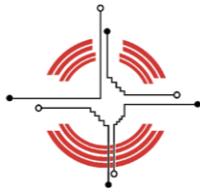
1. The Board of Regents of the Navajo Technical University hereby approves the Public Media and Logo Branding policy to ensure that all public media and branded materials representing NTU are accurate, professional, and consistent, attached hereto as Exhibit A.
2. The President of Navajo Technical University is hereby authorized, directed and empowered to do all things necessary to effectuate the purpose of this resolution.

CERTIFICATION

I hereby confirm that this resolution was discussed and considered by the Board of Regents of the Navajo Technical University at a duly called meeting held in Albuquerque, New Mexico at which a quorum was present and that this resolution was passed by a vote of **6** in favor, **0** opposed and **0** abstained on the 6th day of March 2026.



Tara Denetsosie-Lovato, Chairperson
NTU Board of Regents



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Public Media & Logo Branding Policy

Purpose

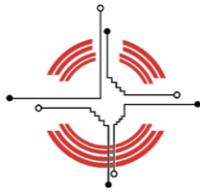
The purpose of this policy is to ensure that all public media and branded materials representing Navajo Technical University (NTU) are accurate, professional, and consistent. This policy establishes guidelines for the release of public information and the proper use of NTU's visual identity, including logos, colors, typography, messaging, and brand elements. The Marketing and Communications Department is responsible for maintaining, interpreting, and enforcing these standards.

All public-facing materials must follow the NTU Brand Book developed and maintained by the Marketing and Communications Department. These brand guidelines provide direction on logo usage, design standards, tone of messaging, and visual presentation to ensure a unified and recognizable institutional identity.

Policy

This policy applies to all Navajo Technical University (NTU) students, faculty, staff, administrators, and recognized student organizations. Any communication, publication, or media content intended for public release on behalf of the University must be reviewed and coordinated through the Marketing and Communications Department. Centralizing public communications ensures that information shared with external audiences is accurate, consistent, and aligned with NTU's mission, branding standards, and institutional goals.

This policy works alongside the **NTU Student Handbook** and the **NTU Personnel Policies**. Matters involving students will be addressed in accordance with the Student Handbook, and matters involving employees will be handled in accordance with the Personnel Policies.



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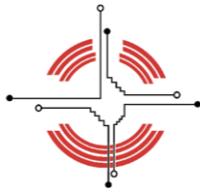
Procedure

A. Media Use and Approval:

1. The Marketing Department is the primary contact for all public media communications, including press releases, media inquiries, interviews, and public announcements.
2. When needed, the Marketing Department will coordinate a schedule to release public information in an organized and timely manner.
3. All public-facing media must use approved NTU logos, colors, and branding elements so the university can be clearly identified by the public.
4. Public media that requires executive review will be submitted through the Marketing Department for approval by the President of Navajo Technical University.
5. Interviews, press conferences, and media activities involving NTU departments will be arranged and coordinated by the Marketing Department in collaboration with the appropriate personnel.
6. The NTU Image Release Form must be completed and approved before individuals are featured in marketing or promotional materials.

B. Distribution

1. Public media and branding efforts are intended to:
 - a. Inform the public about NTU's mission, programs, and services.
 - b. Promote the university's achievements, initiatives, and activities.
 - c. Strengthen NTU's visibility and reputation through consistent branding.
2. All branded materials must adhere to the following standards:
 - a. Consistent use of approved NTU logos, colors, and branding templates.
 - b. Use of designated fonts to maintain a professional and unified appearance.
 - c. Proper and approved placement of the NTU logo.
 - d. Clean, professional designs that reflect NTU's identity and values.
3. In situations involving sensitive incidents or issues, the Marketing Department will work with university leadership to ensure that accurate, timely, and appropriate information is communicated to the public.



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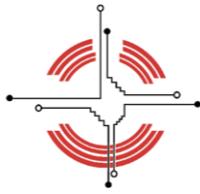
C. NTU Image Release Requirements

1. Non-NTU Individuals

- a. The NTU Image Release Form is required for all non-NTU individuals who are photographed, filmed, or recorded for marketing, promotional, or public media purposes. Non-NTU individuals include, but are not limited to, community members, event guests, vendors, visiting speakers, partners, minors not enrolled at NTU, and members of the general public.
- b. The completed image release form grants NTU permission to use photographs, video, or audio recordings of non-NTU individuals for official university purposes, including print materials, digital platforms, social media, advertising, and other public communications.
- c. The Marketing Department is responsible for collecting, reviewing, and maintaining all approved image release forms for non-NTU individuals.
- d. When applicable, a parent or legal guardian must complete the image release form for minors.
- e. Media featuring non-NTU individuals may not be published, distributed, or shared publicly without an approved NTU Image Release Form on file.

Policy Cross Reference:

- NTU Image Release Form
- NTU Student Handbook - (NTU Student Handbook, Board Approved June 28, 2024)
- HR Personnel Policies - (NTU Personnel Policies, Board Approved July 15, 2023)



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NTU Image Release Form

I hereby grant Navajo Technical University (“NTU”) and its representatives, including but not limited to its employees, agents, and contractors, the right and permission to use, reproduce, and distribute photographs, images, video recordings, or any other media format (collectively referred to as “Media”) in which I may be included.

I understand and agree to the following:

Consent: I voluntarily consent to the use of my likeness and any accompanying personal information, including my name, for the purposes of promoting NTU, its programs, events, or any other related activities.

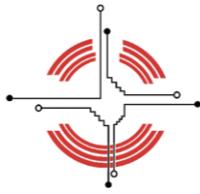
Release and Immunity: I release NTU from any claims, demands, actions, or causes of action arising out of or in connection with the use, distribution, or reproduction of the Media, including any claims for invasion of privacy, defamation, or infringement of rights. I understand that NTU is immune from liability as provided by law.

Ownership: I acknowledge that NTU is the sole owner of the Media, and I waive any right to inspect or approve the final product wherein my likeness appears.

No Compensation: I understand that I will not receive any financial compensation for the use of the Media by NTU, either now or in the future.

Right to Discontinue: I understand that NTU reserves the right to discontinue the use of the Media at any time without prior notice.

Confidentiality: I understand that NTU will make reasonable efforts to protect the confidentiality of any personal information associated with the Media, However it cannot guarantee absolute confidentiality.



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Minors: If the individual granting this release is a minor, I certify that I am the parent or legal guardian of the minor and have the legal authority to execute this release on their behalf.

I have read and understood the terms of this Image Release Form, and I voluntarily agree to its contents.

Full Name: _____

Signature: _____

Date: _____

[If the individual granting this release is a minor, please include the following:]

Parent/Legal Guardian's Full Name: _____

Relationship to Minor: _____

Signature: _____

Date: _____