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NEVSEHIR HACI BEKTAŞ VELİ UNIVERSITY  
DIRECTIVE *for* GRAPHIC DESIGN OFFICE

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**FIRST PART**

**Purpose, Scope, Basis and Definitions**

**Purpose**

**ARTICLE 1 - (1)** With this Directive, it is aimed to establish a Graphic Design Office, which is responsible for the design and protection of visual designs, which are a part of the corporate identity, within the scope of the graphic design discipline.

**Scope**

**Article 2 - (1)** The provisions of this Directive cover the regulations regarding the establishment of a Graphic Design Office responsible for the design and protection of visual designs, which are a part of the corporate identity of Nevşehir Hacı Bektaş Veli University, within the scope of the graphic design discipline.

**Basis**

**Article 3- (1)** This Directive has been prepared based on the provisions in Article 14 of the Higher Education Law No. 2547.

**Definitions**

**ARTICLE 4- (1)** In this Directive following expressions are used:

- a) Unit Manager: Nevşehir Hacı Bektaş Veli University Graphic Design Office Manager,
- b) Guide: Nevşehir Hacı Bektaş Veli University Corporate Identity Guide,
- c) Rector: Rector of Nevşehir Hacı Bektaş Veli University,
- ç) Senate: Senate of Nevşehir Hacı Bektaş Veli University,
- d) University: Nevşehir Hacı Bektaş Veli University,
- e) Administrative Board: Nevşehir Hacı Bektaş Veli University Administrative Board.

**SECOND PART**

**Purpose, Duties and Activities of the Graphic Design Office**

**The purpose of the Graphic Design Office**

**ARTICLE 5- (1)** The Graphic Design Office aims to create unity in the production of promotional and advertising materials and the use of graphic elements within the scope of the University's corporate identity.

**(2)** The Graphic Design Office is responsible for the design, implementation and supervision of all kinds of graphic materials that are requested by the academic and administrative units of the University and that have the potential to represent the university in an institutional sense.

### **Fields of Activity of the Graphic Design Office**

**ARTICLE 6- (1)** The Graphic Design Office carries out the following activities in line with its main objectives:

- a) Graphic Design Office Designs the necessary graphic and printed graphic products for the corporate promotion, advertisement and representation of the University,
- b) Provides consultancy on the compatibility of any material that will represent the university with the institutional identity,
- c) Prepares materials related to graphic design to be made in the next calendar year.

## **THIRD PART**

### **Structure of the Graphic Design Office**

#### **Structure of the Graphic Design Office**

**ARTICLE 7- (1)** The Graphic Design Office carries out its work under the Vice Rector's Office responsible for education. The head of the Graphic Design Office is appointed by the Rector for three (three) years, preferably from among the academic staff working in the Graphics Department of our University, related to the working area of the Graphic Design Office. The Graphic Design Office consists of at least 2 (two) lecturers working in the Graphics Department, together with the head of the unit, and at least 3 (three) people. The graphic design office manager whose term has expired may be reassigned or dismissed before the expiry of his term.

## **CHAPTER FOUR**

### **Miscellaneous and Final Provisions Personnel**

#### **needs**

**ARTICLE 8- (1)** The academic, technical and administrative personnel needs of the Graphic Design Office are met by the personnel to be appointed by the Rector in accordance with Article 13 of the Law No. 2547.

#### **Equipment and fixtures**

**ARTICLE 9- (1)** All kinds of tools, equipment and fixtures purchased within the scope of the works carried out by the Graphic Design Office are allocated for the use of the services of the Graphic Design Office.

#### **Demand and pricing of the graphic material produced**

**ARTICLE 10- (1)** Academic and Administrative Units that want to carry out the activities specified in Article 6 of the Directive forward their requests to the Graphic Design Office. Without the approval of the Rectorate, the University's emblem, logo and fonts, etc. graphic elements cannot be used.

(2) Graphic design products produced by the Graphic Design Office are evaluated within the scope of the University's "Graphic Design Products" Revolving Fund Price List.

(3) The cost of graphic design products produced by the Graphic Design Office is covered from the budget of the requesting unit.

**Cases Without Provisions**

**ARTICLE 11- (1)** In cases where there is no provision in this directive, the provisions of other relevant legislation and the decisions of the Senate and University Administrative Board are applied. The Rector is authorized to resolve any hesitations that may arise regarding the issues contained in this Directive.

**Force**

**ARTICLE 12- (1)** This directive enters into force on the date it is accepted by the Senate.

**Executive**

**ARTICLE 13- (1)** The provisions of this directive are executed by the Rector.

**Senate Decision Accepting the Directive:**

**DATE: 25.08.2021**

**NUMBER: 2021.27.166.**