



Classification: Governance and University Relations
Approving Authority: President
Responsible Authority: Chief Communications Officer,
Public Affairs Advisor to the President
Implementing Authority: Marketing & Communications
Effective Date: August 2024
Review: July 2025

University Brand - Policy & Procedures

1.0 Purpose

- 1.1 The purpose of this policy is to establish guidelines and procedures for the correct usage of the AUIB brand guidelines, which include (but are not limited to) logo, visual identity, and graphics.
- 1.2 This policy will govern all use of the brand identity and guidelines of AUIB.

2.0 Scope

- 2.1 This policy applies to all faculty, staff, and third-party vendors hired by AUIB.

3.0 Definitions

- 3.1 Visual Identity - refers to the imagery, colors, typography, and visual elements that are part of the AUIB brand and its guidelines.
- 3.2 Graphics - refers to the logo, symbols, wordmarks, and colors associated with the visual identity of AUIB.
- 3.3 University Brand - the overall identity, image, and perception of AUIB, including its logos, visual elements, color schemes, typography, messaging, all creative and commercial marks, ceremonial items like awards, medals, regalia, rings, and other brand assets.
- 3.4 Unauthorized Use - any use of the University's brand elements that does not adhere to the guidelines outlined in the University Brand Policy and the associated Visual Identity Guidelines.
- 3.5 University Logo - the official graphic representation of AUIB, which includes the primary logo, secondary logos, wordmarks commercial marks, and any approved variations.

4.0 Policy

- 4.1 All University entities and individuals must maintain a consistent brand identity across all communications and materials to reinforce recognition and trust.

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- 4.2 Brand messaging should be authentic, honest, and aligned with the University's core values and mission.
- 4.3 All brand communications must be of the highest professional quality, reflecting the University's commitment to excellence in all aspects.
- 4.4 The Marketing & Communications department is responsible for the implementation of the University brand policy.
- 4.5 The responsibilities of the Marketing & Communications department include, but are not limited to:
 - Creating the AUIB brand guidelines
 - Creating and managing the usage of all AUIB visual identity elements and graphical elements
 - Supporting all AUIB departments, faculty, and staff by creating the appropriate material for their respective needs as per the guidelines
 - Authorizing and overseeing third party vendor's usage of AUIB visual identity and graphics
 - Adapting and updating the brand guidelines, visual identity, and graphics of AUIB as needed to support the strategic direction of AUIB
 - Exercising sole authority for the design and use of the University's branding elements and brand identity
 - Developing, updating, and publishing Brand Identity Guidelines governing the use of branding elements
 - Overseeing the University's branding elements and brand identity
 - Implementing exclusive design authority for all printed University stationery and digital University stationery, including business cards, letterhead, envelopes, folders, and invitations used by academic and administrative units
 - Serving as the primary resource for advice and guidance on University's brand identity-related queries
- 4.6 Unless pre-authorized in the Brand Identity Guidelines published by the Marketing and Communications department, prior written consent is necessary for using any branding elements in any printed or digital material including, but not limited to:
 - Printed brochures, pamphlets, books, flyers, posters, certificates, awards, and promotional material
 - Digital or electronic material on websites, emails, social media, television, computer screens, presentations, videos, photographs, or any other digital or electronic form
 - Signage, including building identification, directional signs, wayfinding signs, temporary signage, and University-owned advertising collateral and/or structures
 - Third-party material used at University sponsored events, material produced by a third party on behalf of the University, material displayed on third-party



advertising units, official print or digital stationery, and merchandise and products

5.0 Procedures

- 5.1 The Marketing and Communications Department has the authority to oversee the implementation and compliance of the University Brand Policy and its associated procedures. They develop and maintain the Visual Identity Guidelines, approve and monitor the use of the University's brand collateral, and address and resolve any violations of the University Brand Policy.
- 5.2 University entities are responsible for implementing and adhering to the University Brand Policy within their respective units. They commit to seeking approval from the Marketing and Communications department for brand collateral before printing and/or publication and ensure that all materials produced are aligned with the Visual Identity Guidelines and the University Brand Policy.
- 5.3 Any academic or administrative unit intending to use branding elements described in the AUIB Brand Policy must submit a request to the Marketing & Communications department.
 - 5.3.1 The request should include details of the intended use, such as the specific branding elements, materials, purpose, and timeline.
 - 5.3.2 The Marketing and Communications department will review the request and assess its alignment with the Brand Guidelines.
 - 5.3.3 If the request complies with the guidelines, the Marketing & Communications department will provide written consent for the use of branding elements.
- 5.4 Academic and administrative units requiring official stationery, including printed and digital materials, must consult with the Marketing & Communications department.
 - 5.4.1 The Marketing & Communications department is responsible for designing and approving all printed University stationery, ensuring compliance with the Brand Guidelines.
 - 5.4.2 All stationery and forms should be ordered from the Marketing & Communications department to ensure consistent branding and adherence to guidelines.
- 5.5 The Marketing & Communications department serves as the primary resource for advice and guidance on questions related to the University's brand identity.



- 5.5.1 Academic and administrative units may consult the Marketing & Communications department for advice on matters such as style, terminology, graphic design, and brand consistency.
- 5.5.2 The Marketing & Communications department provides guidance on maintaining brand integrity and compliance with the Brand Guidelines.
- 5.5.3 Academic and administrative units should reach out to the Marketing & Communications department for clarification or assistance in using branding elements effectively.
- 5.6 The Marketing & Communications department, in consultation with the Office of the President, will conduct periodic reviews of the AUIB Brand Policy.
- 5.7 The review process aims to assess the policy's effectiveness, relevance, and compliance with the evolving needs and strategic objectives of the University.
- 5.8 Amendments to the policy, if necessary, will be proposed and approved by the President.
- 5.9 Updated versions of the policy will be communicated to the University community, and corresponding procedures will be revised accordingly.

Related Policies and Documents

Crisis Management
Event Guidelines
Merchandise and Licensing
Photography and Image Use
Social Media Use
Visual Identity Guidelines
Website Design Standards