

UP BRAND AND CORPORATE IDENTITY

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1. Purpose

The purpose of this policy is to manage the development, usage and protection of the University of Pretoria's brand as an important strategic asset directly related to the reputation of the University. The aim of the policy is to ensure that staff, students, suppliers, agencies and contractors, and any entity affiliated with the University of Pretoria use the brand and its various manifestations across the corporate spectrum (faculties, centres, units, subsidiaries and projects) consistently and coherently to maintain the integrity of the brand. This policy defines the roles, procedures and rules for the University to ensure that they are adhered to and that there is accountability in implementing, streamlining, controlling, managing and maintaining the brand as a representative of the University's reputation.

2. Scope

This policy applies to all permanent and contract staff, students, agencies, suppliers and contractors of the University of Pretoria as well as third parties who have been granted the right to use the University of Pretoria Brand or who make use of any of the University's Brands.

3. Policy statement

3.1 Application of the brand

3.1.1 The consistent and professional application of the brand in all activities and services, in accordance with the Brand Manual, will foster and grow the University's reputation as a leader in academic and research excellence. Owing to the complex University environment, conventional corporate identity management models cannot be applied, and a framework was developed to accommodate the diversity that exists while still protecting the University's core identity.

3.1.2 All material bearing the University trademarks (in any of their forms) must comply with the relevant guidelines set out in the Brand Manual.

3.1.3 All elements must be reproduced from official artwork only.

3.1.4 Only approved logos may be used as set out in the Brand Manual.

3.1.5 No other logos will be allowed.

3.1.6 The University brand may not be used to endorse any product or service without the explicit approval of the Director: Department of Institutional Advancement (DIA) or his/her representative who is the brand custodian on behalf of the University Executive Management.

3.2 New developments and initiatives – including institutes and centres

3.2.1 The Director: DIA needs to be included in initial discussions of any new development/initiative where there is a potential for the development of a new brand identity that will be associated or linked with the University.

3.2.2 The Memorandum of Understanding signed between the University and the donor needs to be referred to the Director IA, where mention is made of the use of the University of Pretoria brand, the development of a new brand identity and the naming convention associated with the initiative.

3.3 Merchandising

3.3.1 All merchandise bearing the University's trademarks must be produced by officially licensed/appointed vendors, including projects sponsored by any University of Pretoria-recognised student structures or those appointed in connection with University departments. No promotional, corporate, or departmental merchandise bearing the University logos or trademarks is exempt. This includes items for the sports clubs and any societies.

3.3.2 No merchandise bearing the University's trademarks or logos will be approved where such use is associated with:

- Drugs or drug paraphernalia
- Alcohol, alcohol consumption and/or abuse (except wines branded as corporate gifts)
- Tobacco products and usage
- Sexually explicit imagery or inferences
- Profanity or inappropriate/insensitive language
- Gambling

- Firearms and weapons
- Political and religious endorsement
- Any form of racism or discrimination against people based on any prohibited ground

UP trademarks, brand or logo may not be associated with any merchandise or use that the University regards as inappropriate, unacceptable, or inconsistent with standard branding practices of the University, its corporate identity, values, vision and mission.

3.4 Co-branding

3.4.1 University trademarks may only be used by persons or entities outside the University pursuant to an agreement, licence, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use.

3.4.2 Where entities wish to use the University's logo or trademarks in any way, approval must first be sought from the Director: DIA as the brand custodian.

3.4.3 Approval for the University's use of the logo of other institutions must be obtained from the institution or organisation whose logos and/or trademarks are used in conjunction with the logos and trademarks of the University. They should provide their guidelines in this regard.

3.4.4 All co-branding must adhere to the guidelines set out in the Brand Manual which can be found on the intranet.

3.5 Student organisations and residences

3.5.1 Registered student structures and residences may develop their own mascot/s to identify their organisations/residences.

3.5.2 Whenever the University logo/emblem/wordmark is used by student organisations, prior written approval must be obtained from the Director: DIA.

3.5.3 The University's name may not to be a 'featured element' of any logos or club names, nor may any recognisable iconography, emblem, or any element of the

University emblem be utilised in creating a student structure logo/identity without the necessary permission from the Director: DIA.

3.6 Not allowed:

- 3.6.1 A University Trademark may not be altered in any way, nor changes made to the prescribed usage of the identification elements in the Brand Manual.
- 3.6.2 No individuals or entities are allowed to use the University's trademarks and wordmarks to imply an endorsement of their goods or services by virtue of their contract with the University of Pretoria, unless specifically authorised to do so in writing by the Director: DIA as mandated by the UP Executive.
- 3.6.3 No campus, faculty, institute or centre may develop its own new identity, marks, official insignia or logos unless with prior approval from the Executive.
- 3.6.4 Neither the name of the University nor any University trademark, including University colours, may be used in any way that gives a false impression, is misleading, or could cause confusion regarding the University's relationship with any person or entity.

3.7 Misuse/non-compliance:

- 3.7.1 Merchandise bearing the University trademarks that is produced without proper written authorisation from the University may be considered counterfeit and/or constitute an infringement on vested rights and is subject to all available legal remedies.
- 4.7.2 The University reserves the right to take appropriate action when confronted with unauthorised use of its trademarks. Such action may include: seeking temporary or permanent injunctions against the trademark infringement; seizure of the goods; destruction of the infringing articles; monetary awards for actual and/or enhanced damages and other legal remedies.

3.7.3 Non-compliance with this policy by students and personnel will be addressed through the University's disciplinary procedures and may also be subject to sanctions under the relevant legislation, policies, rules and regulations.

3.7.4 All unauthorised use, misuse or abuse of the University of Pretoria trademarks and logos related to branding, must be reported to the Director: DIA, who will investigate this with the assistance of the legal department.

4. Definitions

BRAND: A brand refers to a name or trademark connected with the University or its products and offerings. This includes logos, the Brand Identity, Brand Image, Corporate Identity, Trademarks and Visual Language included in such Brand.

BRAND MANUAL: This is a manual that explains and shows how the brand is to be expressed verbally and visually when creating marketing and other materials. The purpose of this manual is to provide easy-to-follow guidance to ensure that (a) all materials produced for a brand have a consistent look, feel and tone, and (b) all materials adhere to the copyright and trademarks for the brand that the University wishes to protect.

BRAND IDENTITY: This refers to the way a brand presents itself to the consumer: the attributes, characteristics or personality that a brand aspires to communicate.

BRANDING: Branding refers to the selection, blending and utilisation of tangible (and intangible) attributes to differentiate the product(s), service(s) or University in an attractive, meaningful, consistent and compelling manner.

BRAND VALUES: This is the true north that an institution stands for also known as the fundamental beliefs of an institution. These guiding principles dictate behaviour and also help companies to determine if they are on the right path and fulfilling their goals by creating an unwavering guide. In UP's instance our brand values are: Leadership, Relevance, Diversity, Excellence and Future Focus.

CORPORATE IDENTITY: Corporate identity refers to a collection of visual elements (such as the logo, corporate colours, etc) utilised to identify and present the institution to its stakeholders and to differentiate it from other organisations.

TRADEMARK: A trademark is a type of intellectual property (whether registered as such or not at the Companies and Intellectual Property Commission) – typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. In the University context, this includes terms such as ‘identifier’, ‘brand’ and ‘logo’ or any device that is utilised to distinguish the goods and services of the University from those of others.

VISUAL LANGUAGE: Visual language refers to the style of imagery, illustration, photography, typography and layout in marketing communications’ material and other brand touchpoints.

5. Responsibility of implementation

5.1 Overall responsibility

5.1.1 The Executive is responsible for the implementation, maintenance and review of the University of Pretoria Brand and Corporate Identity Policy.

5.1.2 The Executive may delegate authority to any person it deems appropriate and may reassess delegations referred to in this document.

5.1.3 The Director: DIA, as mandated by the Executive has overall responsibility for ensuring that the University of Pretoria brand is implemented and managed effectively and responsibly within the University.

5.2 The Department of Institutional Advancement

5.2.1 The Director: DIA is the custodian of the University of Pretoria Brand and Corporate Identity Policy and Brand Manual.

5.3 All staff and students (including TuksSport)

5.3.1 It is the responsibility of all management, staff and students to ensure that they implement the University of Pretoria corporate identity and manage the brand in keeping with this policy.

6. Policy life cycle

The policy should be reviewed every four years as per the University policy review cycle.

7. Associated documents

This policy needs to be read in conjunction with:

- The Brand Manual
- The University of Pretoria Communication Policy and Guidelines
- The University of Pretoria Web Standards and Procedures (The University Public Website and Intranet)
- Social Media Policy and Guidelines

8. Document metadata

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