

UP Brand and Corporate Identity

Document type: *Policy*

Document number: *Rt 42/14 (final)*

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 affiliated entity of 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 these are adhered to and that there is accountability in implementing, streamlining, controlling, managing and maintaining the brand as representative of the University's reputation.

2 ORGANISATIONAL SCOPE ("APPLICABLE TO")

This policy applies to all permanent and contract staff, students, agencies, suppliers, contractors of the University of Pretoria and third parties who have been granted the rights to use University of Pretoria brands.

This Policy applies to all communications and visual materials, including, but not limited to, all forms of media, printed materials, online representations, PowerPoint presentations, signage, clothing, vehicles and communications and representations created by and for all administrative/support departments, faculties, academic departments, centres, institutes, student organisations, sport structures and alumni relations. The ideal is to create a sense of ownership and loyalty to the University symbols and slogans across the institution.

There are only two University of Pretoria brands that are allowed a logo – The University of Pretoria and TUKS. The University of Pretoria brand architecture spectrum allows for four distinct tiers, the masterbrand (University of Pretoria and Tuks), sub-brands (some institutes and centres), endorsed brands (such as GIBS, hpc™ and other institutes and centres) and stand-alone brands (for example the campus companies) that have no visual association with the University. Factors such as reputational risk, brand alignment and the degree of funding will determine where an entity fits within the brand architecture spectrum. When faculties, departments or programs create customized visual or graphical identifiers beyond the brand architecture, the result is dilution and deterioration of the institutional brand identity. This leads to public confusion, decreased stakeholder confidence and ineffective market positioning. No logos will, therefore, be allowed for new entities unless the funder, as the majority shareholder, requests that a new logo is developed as part of the negotiated contract. Exceptions to this rule may only be approved by the Executive.

Even though the Department of University Relations (DUR) is the overall custodian of the brand, each member of staff and all students play an important role in nurturing and developing the reputation of the University. If we apply the brand consistently and all

stakeholders have a consistent experience at the University it will benefit our staff, students, alumni, our partners in commerce and industry and our financial associates.

DUR will coordinate the overall implementation of the Brand Guidelines and will continuously monitor the application of the brand elements across all faculties and support departments.

The Client Service Centre is a custodian of Customer equity, the University Web and Intranet standards and guidelines and is jointly responsible for social media.

This policy relates to the primary elements of a corporate identity to include, but is not limited to:

- Corporate design (including the University's logo, symbols, associated typeface and graphics, and the consistent manner in which they are used visually on stationery, marketing materials, packaging, etc.)
- Corporate communication (advertising, public relations, information, Social Media etc.)
- The visible elements (e.g. the name of the University, logotypes, signs, offices, buildings, advertising, vehicle livery, packaging, letterheads, business cards, etc.) which can be used to identify the University.
- Digital Design (The University Website and Intranet)

Because of the importance of the brand to the University's identity and reputation, the University will take necessary action to ensure the brand is applied consistently in accordance with the Corporate Identity Guidelines to protect it from inappropriate or unauthorised use.

This Policy enables management of the University brand to:

- a) Differentiate the University from other institutions. A clear and well defined corporate identity helps the University to distinguish itself from others as well as attract high calibre staff and students as well as commercial and industrial partners.
- b) Link the University brand with its operational vision and mission, target markets and all new ventures in a consistent manner. The brand communicates the University's mission, strategic direction, values and unique reputation, as well as the attractiveness of the University's services and products to stakeholders (including prospective and current students and staff, graduates, communities, businesses, professions, partners, agents, affiliates and government);
- c) Provide direction on the use of the University marks, official insignia, logos and other branding assets;
- d) Ensure compliance with the University's corporate visual identity requirements across the full range of the University's entities and student associations;
- e) Align all resources available for brand management to improve efficiencies and impact;

- f) Provide a mechanism for monitoring and reviewing of the brand, marketing strategy, and corporate communications and visual identity;
- g) Provide a process for handling inappropriate or unauthorised use of University of Pretoria brand and corporate identity.
- h) Provide a process for all vendors and groups to have their artwork approved prior to production on any merchandising.

3 DEFINITIONS/ABBREVIATIONS

Advertising: Calling public attention to a product, service, or University by means of paid announcements so as to affect perception or arouse consumer desire to make a purchase or take a particular action.

Barter agreement: A barter agreement is a contract wherein parties trade goods or commodities for other goods, as opposed to sale or exchange goods for money. In other words, the exchange of goods or services without the use of money as currency.

Brand: At the University of Pretoria a brand refers to a name or trademark connected with the University or its products and offerings. This includes the desired emotional and psychological relationship the University shares with its internal and external stakeholders.

Brand Architecture: Brand architecture is the discipline that focuses on the structure of brands within an organisation and their relation to each other, the corporate brand and the people who come into contact with the brand, daily.

Brand Essence: The brand's promise expressed in the simplest, most single-minded terms (as translated in the University of Pretoria's pay-off line).

Brand Guidelines: A document encompassing guidelines for the use of relevant logos (primary and secondary, in all formats), templates, style guides, concepts and visual language.

Brand Identity: The way a brand presents itself to the consumer, the attributes, characteristics or personality that a brand aspires to communicate.

Brand Image: Brand image is the character and image of the University of Pretoria, including the University's name and logo which reflects its culture and is presented to various publics. This image is designed according to the corporate identity and messages to accord with and facilitate the attainment of the University's objectives. It is usually visibly manifested by way of branding and the use of trademarks.

Brand Positioning: The distinctive position that a brand adopts in its competitive environment to ensure that individuals can tell the brand apart from others.

Brand Strategy: A long-term plan for the systematic development of a brand to enable it to meet the University's objectives (including a determination of key audiences and an understanding of what those audiences need to know about the brand and experience).

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.

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 itself from other organisations.

Customer equity: Value of potential future revenue generated by a company's customers in a lifetime. A company with high customer equity will be valued at a higher price than a company with low customer equity.

Design Elements and Principles describe fundamental ideas about the practice of good visual design that are assumed to be the basis of all intentional visual design strategies.

Digital Design: The term broadly refers to web design and other areas, includes fields such as web design, digital imaging and 3D modeling. web design, which includes digital imaging, coding, animation, web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design; and a variety of other skills.

Featured Element: The University logo, brand and crest are sacred and no variations of the name or logo are permitted especially when creating any new logo's or club names. Therefore the University's name may not be given any special prominence or public attention as a "featured element" in any logo's or club names.

Marketing: The various techniques used to attract and persuade consumers – within the University context (this refers to student recruitment, corporate marketing and to specific stakeholders such as staff, alumni, donors, the community, media, etc.).

Mascot: A term for any person, animal or object thought to bring luck and includes anything used to represent a group with a common public identity, such as a school, professional sports team, society, military unit or brand name.

Reputation: overall quality or character as seen or judged by people in general.

Signage: Signage is any kind of visual graphics created to display information to a particular audience regarding the name of a building, directions, office numbers, plinths, etc. inside or outside of buildings.

Social Media: Publishing techniques and tools used for integral and popular communications for students and stakeholders alike, through which they create, share, and exchange information and ideas

Sub-brand: Sub-brands are part of a company's family of brands and come under the overall umbrella of the main brand or company name.

Tagline: Also referred to as strapline or payoff line. It is a variant of a branding slogan typically used in marketing materials and advertising.

Trademark: A trademark is a type of intellectual property, and typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. Terms such as "identifier", "brand" and "logo" are sometimes used interchangeably with "trademark". "Trademark", however, also includes any device which is capable of distinguishing goods and services of one business from those of others.

Typography: Typography is the manner in which the official type, pertaining to font, alignment and spacing is set as stipulated in the Brand Guidelines.

Visual Language: Visual language refers to the style of imagery, illustration, photography, typography and layout in marketing communications material and other brand touch-points.

4 POLICY STATEMENT

4.1 APPLICATION OF THE BRAND

- 4.1.1 The consistent and professional application of the brand in all activities and services in accordance with the Brand Guidelines will foster and grow the University's reputation as a leader in academic and research excellence. Due to the complex University environment, conventional corporate identity management models could not be applied and a framework was developed to accommodate the diversity that exists while still protecting the University's core identity.
- 4.1.2 All material bearing the University logo (in any of its forms) must comply with the relevant guidelines set out in the Brand Guidelines, which is subject to updates as the brand evolves.
- 4.1.3 Approval must be obtained from any other institution or organization whose logos and/or trademarks are used in conjunction with the logos and trademarks of the University. Co-branding will be governed by the cobranding guidelines available from DUR.
- 4.1.4 The TUKS brand cannot be used without prior approval by the Executive.
- 4.1.5 University trademarks may only be used by persons or entities outside the University pursuant to an agreement, license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use.
- 4.1.6 Brand application pursuant to agreements:
When the University brand is applied in the discharge of obligations within agreements with third-party service providers, and such contractual performance involves University entities (directly or indirectly) in any way, such brand application and the impact of the contractual obligation has to be consulted with the relevant associated entity which is so affected, and such entities may become party to the said agreement
 - 4.1.6.1 With specific reference to the application of the University brand as part of a barter agreement: All the entities, which are involved with, affected by or tasked with execution in the discharge of the terms of the agreement, in the exchange of products or services during the term of the barter agreement, must be a party to the barter agreement as well, in order to rightfully negotiate the product and service content of the barter agreement.

4.2 MERCHANDISING

- 4.2.1 All merchandise bearing the University's trademarks and logos must be produced by officially licensed vendors. No retail outlet or vendors are exempt; including projects sponsored by any University of Pretoria recognized student groups and university departments. No promotional, corporate, or departmental merchandise bearing the University logos or trademarks is exempt. This includes items for sports camps, Clubs, societies etc.
- 4.2.2 No merchandise or use of the University of Pretoria logos and trademarks will be approved when used in conjunction with or making reference to:
- 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 other merchandise or use of the University of Pretoria logos and trademarks judged by the University to be inappropriate, unacceptable, or inconsistent with standard licensing practices of the University.

4.3 STUDENT ORGANISATIONS AND RESIDENCES

- 4.3.1 Registered student organisations and residences may develop their own mascot to identify their organisations/residences.
- 4.3.2 The use of the University of Pretoria's emblem/logo/wordmark is optional for registered student groups.
- 4.3.3 A registered student organization may use the University's Marks and names only in a subordinate position to its group name on logos and promotional materials to make the student nature of the organisation and the relative relationship with the University clear.
- 4.3.4 The University's name may not to be the "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 organisation's logo/ identity.
- 4.3.5 Whenever the University logo/emblem/wordmark is used by student organisations, prior written approval must be obtained from DUR.

4.4 CO-BRANDING

The Brand Guidelines identifies guidelines for three different co-branding models:

- 4.4.1 The University of Pretoria brand could potentially be the lead brand/host of the event/initiative in which instance the co-brand is granted a defined space for a defined period of time. Naming rights are negotiated dependent on the initiative.
- 4.4.2 The University of Pretoria could also be a partner brand for a specific event/initiative. Where the benefit for both brands is significant and dependent on the initiative, the naming rights are negotiated.
- 4.4.3 In an internal brand partnership TUKS operates independently, i.e. without the University of Pretoria logo, when communicating internally but when communicating externally TUKS must always be endorsed by the University of Pretoria brand.
- 4.4.4 All co-branding agreements should be reduced to writing and signed by the relevant parties.

4.5 NOT ALLOWED

- 4.5.1 No University logo/emblem may be altered in any way or changes made to the prescribed usage of the identification elements in the Brand Guidelines.
- 4.5.2 Any use of University trademarks on commercial merchandise is prohibited unless produced through an appropriately licensed vendor.
- 4.5.3 No individual or entities are allowed to use the University's logos, trademarks, and word marks 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.
- 4.5.4 No campus, faculty, institute or centre may develop their own new identity, marks, official insignia or logos.
- 4.5.5 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. Statements that convey or imply the endorsement of a commercial product or service are prohibited.

4.6 MISUSE/NON-COMPLIANCE

- 4.6.1 Merchandise bearing the University trademarks and produced without proper written University authorization may be considered counterfeit or infringing on vested rights and subject to all available legal remedies.
- 4.6.2 The University reserves the right to take appropriate action when confronted with unauthorized use of its trademarks. Such actions may

include seeking: temporary or permanent injunctions against the trademark infringement, unfair competition, false designation of origin, or false advertising; seizure of the goods; destruction of the infringing articles; monetary awards for actual and/or enhanced damages and other legal remedies.

4.6.3 Non-compliance with this policy will be addressed through the University's disciplinary procedures and may also be subject to sanctions under the relevant legislation.

4.6.4 All unauthorised use, misuse or abuse of the University of Pretoria or TUKS logo or any other action that can negatively impact the reputation of the University of Pretoria must be reported to DUR who will follow this up with the legal department.

5 ASSOCIATED DOCUMENTS

The policy needs to be read in conjunction with:

- The Corporate Identity guidelines.
- 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

6 APPENDICES

None

7 RESPONSIBILITY FOR IMPLEMENTATION

7.1 OVERALL RESPONSIBILITY

7.1.1 The Executive is responsible for the existence and review of a Brand Identity Policy.

7.1.2 The Executive may delegate authority to any person as it deems appropriate and may reassign delegations referred to in this document.

7.1.3 The Director: University Relations has overall responsibility for ensuring that the University of Pretoria brand is implemented and managed effectively and responsibly within the University.

7.2 THE DEPARTMENT OF UNIVERSITY RELATIONS

7.2.1 The Director: University Relations is the custodian of the University of Pretoria Corporate Identity Policy.

7.2.2 DUR will provide a list of approved designers, reproduction houses and printers that support services and faculties can use. If a faculty or support services department wants to add a supplier to this list a formal application should be made to the Brand and Advertising Specialist in DUR. All internal

or external suppliers must adhere to the corporate identity guidelines and must submit their work to DUR for approval. Elements must be reproduced from official artwork only. Quality design, reproduction and printing are a prerequisite for all publications/artwork in any way linked to the University. Should any operational unit require assistance with the production of artwork and the application of the corporate identity, they should contact the Brand and Advertising Specialist at DUR.

- 7.2.3 DUR provides the guidelines and monitors the implementation of the corporate identity.
- 7.2.4 Updates of the Brand Guidelines will be communicated by DUR to the University community through internal communication channels, such as the student web and student support structures, Campus News, UP Staff Portal or Campus-Wide e-mail as well as through the marketing and communications practitioners, who should pass the information on to relevant internal champions and stakeholders.
- 7.2.5 DUR will develop and provide easily accessible templates for a range of documents, logos and other tools that can be used to assist faculties, support departments and student leadership.
- 7.2.6 The Brand and Advertising Specialist at DUR must approve all concepts and visual styles of marketing, advertising and/or communications material by faculties, support services departments, residences and students organisations bearing the University marks, official insignia, logos and other branding assets.
- 7.2.7 DUR will provide guidelines to suppliers, contractors of the University of Pretoria and third parties who have been granted the rights to use University of Pretoria brands. These guidelines will be available online on the Brand web pages.

7.3 ALL STAFF AND STUDENTS

- 7.3.1 It is the responsibility of all management; staff and students to ensure that they implement the University of Pretoria brand (as defined by the Brand Guidelines, visual language etc.) and manage the brand in keeping with this policy.
- 7.3.2 Campus campaigns must be aligned with the institutional parent brand for unity, but can also be balanced with different creative applications allowed for within the guidelines.
- 7.3.3 If guidelines for specific marketing, advertising and/or communication needs are not addressed in the Brand Guidelines, proposals or requests must be referred to the Brand and Advertising Specialist at DUR.
- 7.3.4 Requests for changes or deviation from the Brand Guidelines must be made in writing to the Brand and Advertising specialist at DUR.
- 7.3.5 All merchandise (promotional material) bearing the University trademarks and logos must be approved by the DUR and must be produced by officially licensed vendors.

7.3.6 Vendors that want to use the University's trademarks and logos must be licensed by the University of Pretoria or Enterprises at University of Pretoria as the current head licence holder.

7.4 The **Client Services Centre (CSC)** is responsible for the development of the University web Standards, Guidelines and Procedures Document (including social media) and serves as the web Custodian. They are also responsible for Customer equity, which interfaces with Brand equity.

7.5 **TuksSport** management is responsible for ensuring that the Tuks brand is implemented correctly and managed effectively in sport and there is adherence to the University of Pretoria brand guidelines.

7.6 **External Suppliers** – Individuals or entities that contract with the University of Pretoria for goods or services requesting permission to use the University's logos, trademarks, and word marks to imply or explicitly state a relationship or partnership with the University of Pretoria, should send their requests through the Department of University Relations.

8 POLICY LIFE CYCLE

The policy should be reviewed on an annual basis.

9 DOCUMENT METADATA

Document number:	<i>Rt42/14</i>
Document version:	<i>Final</i>
Document approval authority:	<i>Executive</i>
Document approval date:	<i>27 May 2014</i>
Document owner:	<i>Director: University Relations</i>
Document author(s):	<i>Deputy Director: Communication and Marketing (Acting)</i>
Date:	<i>May 2014</i>