



Standard Administrative Policy and Procedure

Subject: Marketing Brand Standards and Printed Publications

Number:

I. PURPOSE

To ensure marketing cohesiveness and effectiveness for the University of Wyoming, in connection with the “Strengthen Marketing Effectiveness” objective under Goal 4 of UW’s strategic plan. The University brand is crucial for visual identity and credibility. A well-defined and executed brand creates a consistent, enduring message of quality, reliability, effectiveness and leadership. It can contribute to sustained support, both public and private; aid in recruitment of prospective students, faculty and staff; and help send a clear message about our impact on the state – and beyond.

II. POLICY

All printed and digital communications must comply with the University’s Brand Standards Manual, found online at: <https://www.uwyo.edu/publicrelations/marketing/uw-brand-center.html>.

- A. The brand equity for all University units rests with their affiliation with the University. Sub-identities (including logos, wordmarks, typefaces and alternate design elements other than those officially approved) that deviate from the approved University brand identity standards are prohibited.
- B. Modifications or distortions to the University logo, wordmark, mascot or external marketing mark in any way are prohibited. The institutional logo should appear on all University publications and printed materials that represent the teaching, research or related public and outreach service functions of the University. All materials, print or electronic, published by the University for public consumption must correctly display a University institutional logo. These do not include class materials such as course syllabi.
- C. The University identity system provides a method for creating a unit-specific University signature by utilizing one or more of the University signatures with the addition of a unit name. All University departments must adhere to the design options outlined in the Brand Standards Manual.
- D. No secondary illustrative logos are allowed to represent divisions or units of the University.

Institutional Marketing is responsible for identifying incorrect use of the logo and will work with all campus departments to bring applications of the logo into compliance. In addition, Institutional Marketing will stop production of any application that uses the University logo incorrectly, or to require an application to be revised.

III. EXCEPTION REQUESTS

Requests for exceptions to this Policy may be submitted to the University Marketing Brand Standards Committee and will only be approved at the discretion of the President if there are sufficient justification and need. Any unit applying for an exception must make a compelling argument that goes beyond funding sources. Before applying for an exception, a unit should consider the following questions:

- A.** Which entity is better known: UW or your school/department/center/program?
- B.** Does using the UW logo violate laws, contractual agreements or regulations imposed by an external agency?
- C.** Does your school/department/center/program use UW resources?
- D.** How important is the UW association to incoming students, funding agencies or your target audience?
- E.** Do you have adequate resources to market and promote your school/department/program on your own?
- F.** Would using the UW logo substantially hinder your communication goals?

If you believe your needs cannot be adequately represented by the UW logo, an exception form must be submitted to the University Marketing Brand Standards Committee who will review your request and submit a recommendation to the President. Please allow four weeks for review and response.

If permission for the development of a separate graphic mark is approved, the design and use of the mark must be developed in consultation with, and be approved by, Institutional Marketing.

To qualify for a secondary logo, an entity must meet one of these tests:

- A.** Contractual or legal agreements that specify or require the use of a logo other than the UW logo. If legal or contractual agreements are a factor, the relevant portion of these must be included.
- B.** Gift agreements in which a donor has required certain identification as a condition of the gift (note that it is strongly discouraged to permit this level of donor involvement).

- C. Revenue-generating enterprises that have developed or may develop significant equity in their logo as a marketing tool to external audience or whose existence depends on external public support (i.e. funds, external board of directors or advisers). The applicant must demonstrate a commitment to investing in the development of the organization's brand as a marketing tool, not just a logo. This request must include a cost analysis of implementing the new logo and a presentation of how the logo will be used in anticipated executions (web pages, printed materials, etc.).¹

The University Marketing Brand Standards Committee will deliver a recommendation to the President, who will accept or reject the exception request.

Members of the University Marketing Brand Standards Committee are: the Associate Vice President for Marketing and Communications, the Associate Vice Provost for Enrollment Management, the dean of the College of Business or his/her designee, the Institutional Marketing Director of Creative Services, the Institutional Marketing Executive Business Manager, the Associate Director of Auxiliary Services for Trademark and Licensing, and the Executive Director of Residence Life and Dining Services and Wyoming Union or his/her designee.

IV. UNITS EXEMPT FROM POLICY

Registered Student Organizations (RSOs) are encouraged to use UW marks and visual branding. However, they may elect to not use UW branding or marks in favor of national or internally preferred colors, marks or messages. If RSO logos incorporate any of the University's logos or word marks, they must follow UW brand standards.

V. GRAPHIC IDENTIFIERS FOR SPECIAL EVENTS

Logos that do not meet the brand standards may be used to mark special occasions such as annual events, campaigns, initiatives and anniversaries, with the approval of the University Marketing Brand Standards Committee and the President. The duration of the use of this logo is short-term, and promotes and identifies only this particular event, campaign, initiative or anniversary.

VI. CO-BRANDING

A small number of entities at the University operate under the auspices of, or in conjunction with, external entities, such as agencies of the federal government. Those that do may be granted use of the external entity's logo in conjunction with the University logo.

¹ Academic colleges, departments and programs are not eligible for secondary logos.

A. Co-branding Usage Guidelines

1. Approved co-branded logos may be employed only by those groups that meet requirements and have received approval from the University Marketing Brand Standards Committee and the President.
2. Approved co-branded logos may be used for marketing, communications and promotional purposes.
3. Approved co-branded logos may be used with or without an accompanying wordmark identifying the entity.
4. Approved co-branded logos may be used on University business cards, letterhead or other items.
5. In all other aspects, co-branded logos follow the same usage guidelines as standard University logo signatures.

B. Co-branding Eligibility Requirements

To receive a co-branding exemption, the following eligibility requirements must be met:

1. Entity must have a contract or agreement with the University establishing it as a joint entity; or
2. Entity must detail why the inclusion or use of a custom logo or mark will benefit its business objectives.

VII. PRINTED MATERIALS

Approved University templates for printed student recruitment and informational materials directed to external audiences are available in the University Brand Portal. Print materials must be approved by Institutional marketing for adherence to brand standards prior to the item being sent to print.

Printed newsletters and magazines are allowed only at the college/school/center level, with use of approved template(s) provided by Institutional Marketing. Magazines must be produced through or in conjunction with Institutional Marketing.

Email newsletters below the college/school/center level are allowed, with use of approved template(s) provided by Institutional Marketing

Limited use of freelance designers for printed materials may be allowed with prior written consent of Institutional Marketing. An agreement must be executed pursuant to UW Regulations that requires the freelance designer to adhere to this Policy and the University's Brand Standards Manual.

Responsible Division/Unit: Institutional Marketing/Communications

Source: None

Links: <http://www.uwyo.edu/regs-policies>

Associated Regulations, Policies, and Forms: UW Brand Standards Manual

Approved: 10/5/2018