Branding Policy

Policy number:	01082015
Owner:	Tal Sacharov, Marketing Director
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Summary:	The Branding Policy aims to support and protect the integrity of the University's visual identity, ensuring consistency and supporting UoPeople's growing reputation.

I.   Policy Statement

By introducing the Branding Policy, University of the People ("University" or "UoPeople") is continuing its effort to develop a unified image, increasing the University's visibility and supporting its growing reputation.

Much work has been invested in identifying the strengths of the University and what it offers to its students and external constituents. These strengths have been incorporated into a set of messages which aim to express UoPeople's story and vision. These messages need to be reinforced on an on-going basis in the communication activities of all entities of the university, whether in publications, websites, speeches or media stories.

UoPeople's graphic identity includes the official signature, icon or image of the University, whether used in its website or in any electronic or physical communication.

This policy sets forth the approved usage of the university signature for communications in print, web and electronic form. Adherence to these guidelines will protect the integrity of our visual identity and ensure the consistency in our communications, thereby augmenting our reputation.

The strength of UoPeople's image and unblemished reputation is critical to its ability to achieve many goals of the strategic plan, particularly the recruitment of quality students, faculty and staff, and success in both private and public fundraising.

The University's image is bolstered by anyone visiting the university's website, reading publications, listening to a speech or reading a news story. The support of all units of the university is important in our efforts to ensure that our various constituents realize our strengths and understand our objective and vision. Our ability to build and maintain a clear, consistent identity is central to maintaining a leadership position as the world's first tuition-free online university, providing access to quality higher education to all deserving students worldwide.

II.   Definitions

Signature – The university signature is a graphic that consists of three elements, the shield wrapped by a ribbon on which the abbreviated name "UoPeople" appears, the full name and the tagline "Tuition-Free Online University".

Business Suite – The business suite is comprised of the official letterhead, envelope, presentation and business card design.

III.   UoPeople Signature

The official signature is the graphic identity of the university. The signature includes the symbol (Global Shield and Ribbon), the wordmark ("UoPeople" and "UNIVERSITY OF THE PEOPLE") and the tagline ("Tuition-Free Online University"). Beside the full name, position, email address and UoPeople website address, active links must be included below, which point to the university's LinkedIn, Facebook, Twitter, YouTube, and Google+ pages. The signature must always be used in official communication.

To protect the integrity of the brand, the university signature and brand extensions must not be altered in any way.

The university signature must not be combined with other logos, except when a program has been approved for exemption through the President's Forum. Other logos for departments, centers, offices or special programs and projects must not be created, whether such logos are based on the university signature or are entirely new logos.

When the university signature is reduced or enlarged, the proportions must be maintained. Only in rare instances must the signature be used smaller than one inch wide. For print materials, only the high-resolution versions of the signature must be used, never scanned or low-resolution versions. High-resolution electronic files of the university signature are available from UoPeople Web Communications at: UoPeople.edu.

All departments are required to follow UoPeople graphic identity and branding guidelines in their print and electronic materials.

Specific guidelines for use of the university brand can be found at: outreach@UoPeople.edu.

IV.   University Name

When referring to the university, either "University of the People" or "UoPeople" can be used (not UoP or any other derivation of the above approved forms.)

## V.   Business Suite: Letterheads, Envelopes, Presentations, Business Cards and Campus Seal

University letters are a prominent form of communication, and it is important they send a visually consistent messages.

A common letterhead, envelope, presentations and business card format maintains visual unity and communicates information clearly. As illustrated below, the letterhead contains the university signature in the upper left hand corner and the university's website to the right.

Digital copies of the letterheads should be sent in PDF format.

The following are approved examples of letterhead for external correspondence and for internal memoranda.

Formal Letter head (external correspondence)

UNIVERSITY
OF THE PEOPLE
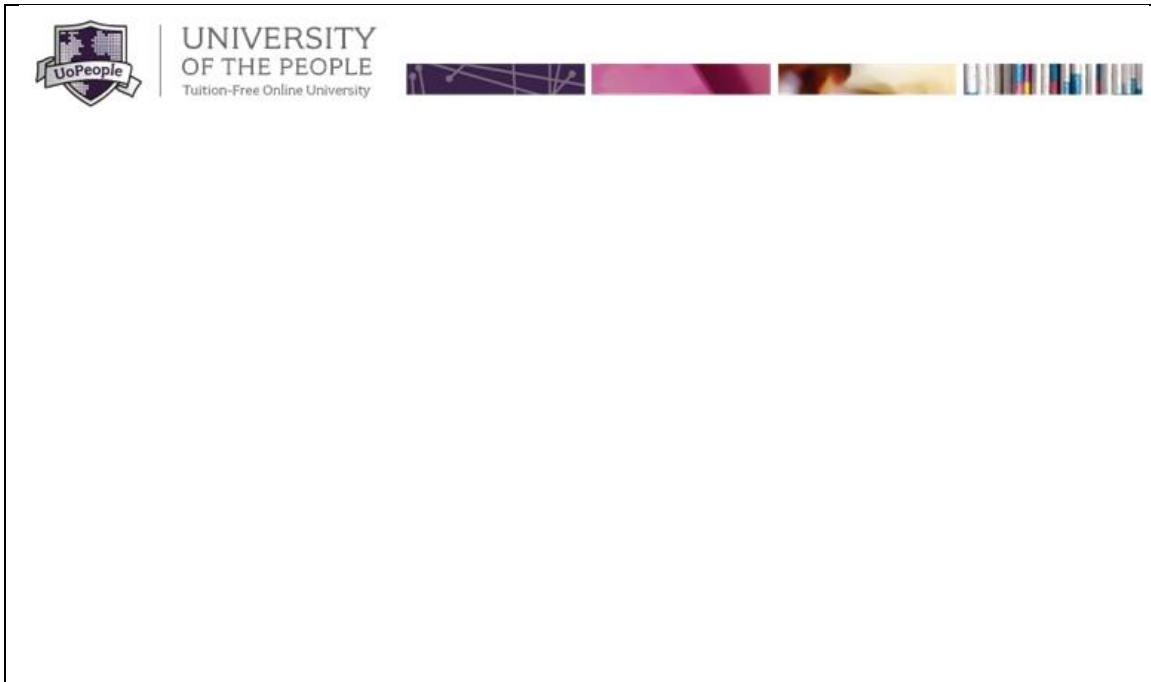Tuition-Free Online University

www.UoPeople.edu
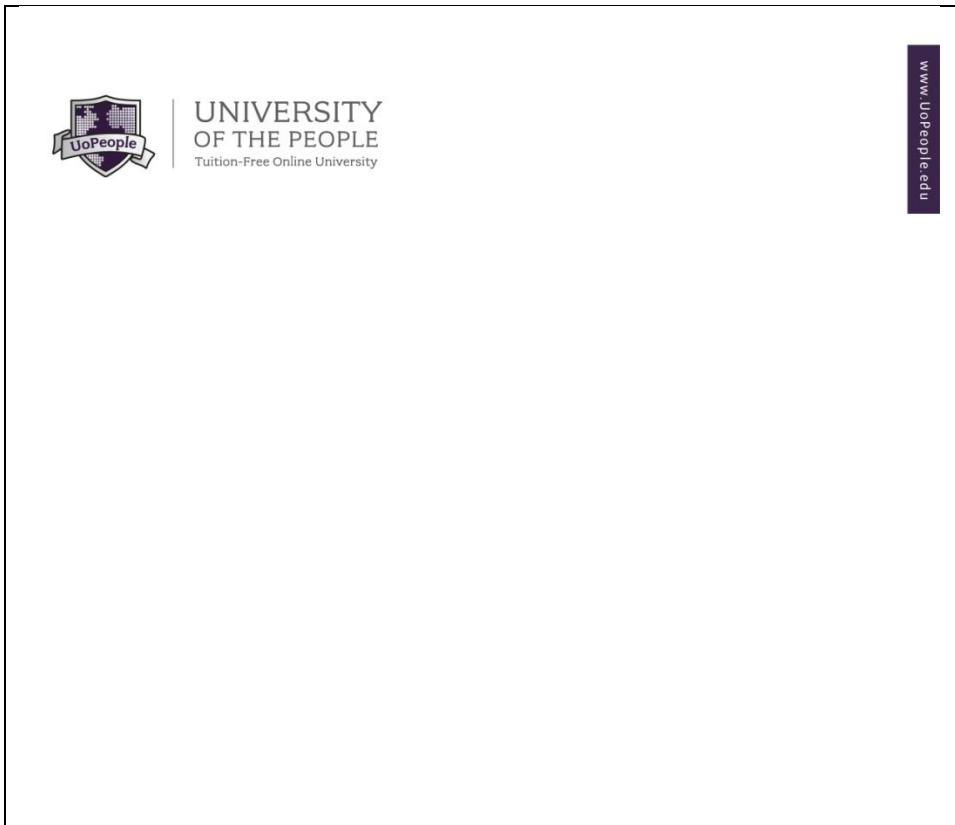
Campus Seal

The campus seal must only be used by the President's Office or the Registrar's Office, on official documents or for formal occasions such as graduation. The University Seal is provided below:

Internal Memoranda:

VI. University Mailing Labels, Forms, and Miscellaneous Communications

The university signature must appear on all internal and external communications pieces, including mailing labels, forms, special envelopes, nametags and other items. The university's graphic designers will assist departments in designing these items. Approval by the outreach team is required prior to usage of any branded item.

VII. University Communications

The university signature must appear on all university print and electronic communications. There are numerous ways to incorporate the signature into the graphic design on the front or back cover. The signature must not be embellished or changed in any way.

VIII. Website

The UoPeople branded web template must be used for all web pages of units designated as being core brands or brand extensions. Units with a sub-brand signature are not required to use the branded web templates.

All university websites are managed by UoPeople's Marketing department; any branding posted on the university's sites requires the approval of the outreach department.

UoPeople's Marketing department is responsible for the design and management of the Web branding program. In addition to providing the Web templates, UoPeople's Marketing department is responsible for reviewing and approving all Web site designs before they are published publicly.

UoPeople's Marketing department must be contacted early in the Web development process to ensure design plans meet branded web standards.

Web branding information and assistance with how to use the templates can be obtained through UoPeople's Marketing department. The web templates and other web branding resources are available from UoPeople's Marketing department at: communications@UoPeople.edu.

IX.   Videos

University videos must be produced by a vendor that has been approved by the Marketing department. The video content must use an approved template, including an 'intro' and 'outro', which feature the university logo. UoPeople's Marketing department must be contacted early in the video production process to ensure design plans meet branded web standards.

See example: https://www.youtube.com/watch?v=jCkFEXQgBN4