



Standard Administrative Policy and Procedure

Subject: Marketing Brand Standards and Printed Publications

Number:

I. PURPOSE

To ensure marketing brand cohesiveness and marketing effectiveness for the University of Wyoming, ~~in connection with while refining~~ the “~~Strengthen Marketing Effectiveness~~” ~~objective under Goal 4 of UW’s strategic plan. The University’s positioning, brand strategy, and brand promise. The University’s brand is crucial for visual identity and credibility. A well-defined one of its greatest assets and executed brand creates a consistent, enduring message of quality, reliability, effectiveness should be harnessed appropriately and leadership. It can contribute to sustained support, both public~~ protected carefully.

II. DEFINITIONS

Secondary Logo. A unique graphic, image, or stylized text or symbol other than the primary University logo or the approved unit logo design that is used to identify, represent, advertise or promote a department, unit, college, office, center or other University entity. Secondary logos should not be confused with unit logos created 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 distributed by Institutional Marketing.

H.III. POLICY

- A. 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>. ~~Official UW Brand Book.~~
1. The brand equity for all University colleges, departments, programs, centers, and units (hereinafter “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.
 2. 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.

3. 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 UW Brand Standards ManualBook.

~~B. No secondary illustrative logos are allowed to represent divisions or units of the University.~~

- ~~4. Academic colleges, departments, and programs are not eligible for secondary logos. This policy also applies to University-sponsored centers and institutes, unless external funding prohibits or limits University affiliation. In those cases, centers or institutes should refer to Section III for Exception Requests.~~

- ~~5. Campus units may incorporate unique graphic design elements (either a new or legacy design) on printed or digital marketing materials with approval from Institutional Marketing. These design elements should not contain the words "University of Wyoming," or be used as the unit's official logo. Design elements may only be used as a secondary visual component and must be complemented by the unit's institutional logo within the full layout. Institutional Marketing may also offer allowances for SWAG or merchandise items. The University of Wyoming Trademark Licensing SAPP contains more information on purchasing these kinds of items.~~

~~C.B.~~ Institutional Marketing is responsible for identifying incorrect use of the logo and will work with all campus ~~departments~~units 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~~will require an application to be revised.

III.IV. EXCEPTION REQUESTS

- A. Requests for exceptions to this ~~Policy~~policy may be submitted to ~~the UniversityInstitutional~~ Marketing ~~Brand Standards Committee~~, and Institutional Marketing will ~~only be approved at the discretion of the President if there are~~make the final decision based on 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:

1. Which entity is better known: ~~UW~~the University or your school/department/center/program?

2. Does using the UWUniversity logo violate laws, contractual agreements or regulations imposed by an external agency?

~~0.3.~~ Does your school/department/center/program use UWUniversity resources?

~~0.4.~~ How important is the UWUniversity association to incoming students, funding agencies or your target audience?

~~0.5.~~ Do you have adequate resources to market and promote your school/department/program on your own?

~~0.6.~~ Would using the UWUniversity logo substantially hinder your communication goals?

~~F.B.~~ If you believe your needs cannot be adequately represented by the UWUniversity logo, an exception form must be submitted to ~~the—University—Institutional Marketing Brand Standards Committee who, which~~ will review your request and ~~submitrender a recommendation to the President. Please allow four weeks for review and response~~decision.

~~G.C.~~ 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.

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

~~0.1.~~ Contractual or legal agreements that specify or require the use of a logo other than the UWUniversity logo. If legal or contractual agreements are a factor, the relevant portion of these must be included.

~~0.2.~~ 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).

~~0.3.~~ 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

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

~~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.V. UNITS EXEMPT FROM POLICY

~~Registered~~ Student Organizations (~~RSOs~~)and Club Sports are encouraged to use UWUniversity marks and visual branding. However, they may elect to not use UWUniversity branding or marks in favor of national or internally preferred colors, marks or messages. ~~If RSO logos incorporate~~If a Student Organization's logo incorporates any of the University's logos or word marks, they must follow UWUniversity brand standards-and the UW Standard Administrative Policy and Procedure, Trademark Licensing.

V.VI. GRAPHIC IDENTIFIERS FOR SPECIAL EVENTS

~~Logos that do not meet the brand standards~~Secondary logos may be used to mark special occasions such as annual events, campaigns, ~~initiatives~~ and anniversaries, with the approval of Institutional Marketing. This also applies to initiatives that are sponsored by other universities and have a specific time frame. Institutional Marketing encourages the inclusion of the University Marketing Brand Standards Committee and mark as part of the President. The duration of the use of thissecondary logo to show the connection to the University if allowed. If the University mark is short term, and promotes and identifies only this particular event, campaign, initiative or anniversaryused, brand standards must be followed.

VI.VII. CO-BRANDING

A. 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.

B. Co-branding Usage Guidelines

0.1. Approved co-branded logos may be employed only by those groups that meet requirements and have received approval from ~~the University~~Institutional Marketing ~~Brand Standards Committee and the President.~~

- ~~0.2.~~ Approved co-branded logos may be used for marketing, communications and promotional purposes.
- ~~0.3.~~ Approved co-branded logos may be used with or without an accompanying wordmark identifying the entity.
- ~~0.4.~~ Approved co-branded logos may be used on University business cards, letterhead or other items.
- ~~0.5.~~ In all other aspects, co-branded logos follow the same usage guidelines as standard University logo signatures.

C. Co-branding Eligibility Requirements

- 1. To receive a co-branding exemption, the following eligibility requirements must be met:
 - ~~-i.~~ Entity must have a contract or agreement with the University establishing it as a joint entity; or
 - ~~-ii.~~ 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~~

VIII. FREELANCERS

Limited use of freelance designers for printed materials may be allowed after consultation 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~~policy~~, and other applicable University regulations or policies, and the University's UW Brand Standards Manual~~Book~~.

Responsible Division/Unit: Institutional Marketing/Communications

Source: None

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

Associated Regulations, Policies, and Forms: UW Official Brand ~~Standards Manual~~Book

Approved: ~~10/5/2018~~