



# Standard Administrative Policy and Procedure

**Subject:** Marketing Brand Standards and Printed Publications

**Number:** UW SAP 12-6.1

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## I. PURPOSE

To ensure brand cohesiveness and marketing effectiveness for the University of Wyoming, while refining the University's positioning, brand strategy, and brand promise. The University's brand is one of its greatest assets and should be harnessed appropriately and 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 distributed by Institutional Marketing.

## III. POLICY

- A. All printed and digital communications must comply with the [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 Book.
  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.
- B.** Institutional Marketing is responsible for identifying incorrect use of the logo and will work with all campus 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 will require an application to be revised.

#### **IV. EXCEPTION REQUESTS**

- A.** Requests for exceptions to this policy may be submitted to Institutional Marketing, and Institutional Marketing will 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: the University or your school/department/center/program?
  2. Does using the University logo violate laws, contractual agreements or regulations imposed by an external agency?
  3. Does your school/department/center/program use University resources?
  4. How important is the University association to incoming students, funding agencies or your target audience?

5. Do you have adequate resources to market and promote your school/department/program on your own?
  6. Would using the University logo substantially hinder your communication goals?
- B. If you believe your needs cannot be adequately represented by the University logo, an exception form must be submitted to Institutional Marketing, which will review your request and render a decision.
  - 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.
  - D. To qualify for a secondary logo, an entity must meet one of these tests:
    1. Contractual or legal agreements that specify or require the use of a logo other than the University logo. If legal or contractual agreements are a factor, the relevant portion of these must be included.
    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).
    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.).

## V. UNITS EXEMPT FROM POLICY

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

## VI. GRAPHIC IDENTIFIERS FOR SPECIAL EVENTS

Secondary logos may be used to mark special occasions such as annual events, campaigns, 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 mark as part of the

secondary logo to show the connection to the University if allowed. If the University mark is used, brand standards must be followed.

## **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**

1. Approved co-branded logos may be employed only by those groups that meet requirements and have received approval from Institutional Marketing.
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.

### **C. Co-branding Eligibility Requirements**

1. To receive a co-branding exemption, the following eligibility requirements must be met:
  - a. Entity must have a contract or agreement with the University establishing it as a joint entity; or
  - b. Entity must detail why the inclusion or use of a custom logo or mark will benefit its business objectives.

## **VIII. FREELANCERS**

Limited use of freelance designers for printed materials may be allowed after consultation with Institutional Marketing. An agreement must be executed that requires the freelance designer to adhere to this policy, and other applicable University regulations or policies, and the UW Brand Book.

**Responsible Division/Unit:** Institutional Marketing/Communications

**Source:** None

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

**Associated Regulations, Policies, and Forms:** UW Official Brand Book

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