

# Brand Management Policy May 2018

**This document will be put into corporate format but, in the interim, please see the latest un-formatted version supplied in the following pages. Should you have any queries please email [corporate-governance@port.ac.uk](mailto:corporate-governance@port.ac.uk).**

<b>Document title</b>			
University of Portsmouth – Brand Management Policy May 2018			
<b>Document author and department</b>			<b>Responsible person and department</b>
Marketing & Communications			Dorothy Albrecht, Director of Marketing & Communications, Marketing & Communications
<b>Approving body</b>			<b>Date of approval</b>
University Executive Board (UEB)			14/05/2018
<b>Review date</b>	<b>Edition no.</b>	<b>ID code</b>	<b>Date of effect</b>
May 2021	2	205	May 2018
<b>EITHER</b>			<b>OR</b>
<b>For public access online (internet)?</b> Tick as appropriate			<b>For staff access only (intranet)?</b> Tick as appropriate
Yes <input type="checkbox"/>			Yes <input checked="" type="checkbox"/>
<b>For public access on request copy to be mailed</b> Tick as appropriate			<b>Password protected</b> Tick as appropriate
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>			Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
External queries relating to the document to be referred in the first instance to the Corporate Governance team: email address <a href="mailto:corporate-governance@port.ac.uk">corporate-governance@port.ac.uk</a> . If you need this document in an alternative format, please email <a href="mailto:corporate.communications@port.ac.uk">corporate.communications@port.ac.uk</a> .			

The latest version of this document can be found via the following link:

<http://policies.docstore.port.ac.uk/policy-205.pdf>

**SUMMARY**

**What is the policy about?**

The purpose of this policy is to manage the development, authorisation and usage of the University of Portsmouth Brand.

The policy also outlines University wide brand management protection / usage and establishes the Terms of Reference for the University of Portsmouth Brand Reference Group.

The policy will:

- Support a coordinated, disciplined and sustainable approach to managing the University of Portsmouth brand
- Supports acknowledgement of relationships with external organisations and partners of the University
- Provides for a common approach to be applied when representing and promoting the University
- Provides for effective management, monitoring and review of the brand to protect and enhance the University’s reputation

**Who is the policy for?**

The policy applies to the University of Portsmouth, and to all its activities, to all staff members, students and all partners wishing to use the University of Portsmouth branding.

**How does the University check this policy is followed?**

All those seeking to use the University brand will be advised of the Policy and its requirements.

**Who can you contact if you have any queries about this Policy?**

Emma Fields, Head of Brand Strategy and Corporate Communications [emma.fields@port.ac.uk](mailto:emma.fields@port.ac.uk)

\*\*\*\*\*

## **SECTION 1 - INTRODUCTION**

Brand awareness is by definition the extent to which a brand is recognised by all stakeholders, and is correctly associated with a particular organisation, produce of service. In the case of a University it is how we stand out from our competitors as well as how prospective students, industry, government and the general public understand what we represent and how much the University of Portsmouth is 'top of mind'.

We operate in a tightly contested market both locally and internationally. What we do, say and present, needs careful management; a consistency of application builds reputation.

Many associate brand with the brand mark – the logo. The impact of the brand, however, is more than this, it is also the brand proposition, key messages and behaviours. It lies in the equity that the brand holds – the University's capacity to entice prospective students to study with it and to attract the best and brightest each year. It also impacts its ability to attract funding through collaboration in research, enticing and retaining the best researchers and staff generally and its capacity to be noticed nationally and internationally.

The development and management of the brand therefore has wider reach than the 'look and feel' of a single publication but instead is the summation of all that defines the University as an institution.

When the brand is not adhered to, or the people within the institution do not understand and uphold the brand principles, the value of the brand is eroded. This can have a detrimental impact on the University, both to its reputation and finances.

Adhering to this policy will ensure the University benefits from the consistent and coherent promotion of the University's brand.

## **PURPOSE**

The purpose of this policy is to manage the development, authorisation and usage of advertising, merchandising, signage and promotional materials and publications and social media sites – both internal and external. The policy also outlines University wide brand management protection and usage.

## **SCOPE**

This policy and procedure applies to the University of Portsmouth, and to all of its activities, to all staff members, students and to all partners wishing to use the University of Portsmouth branding.

## DEFINITIONS

Word/Term	Definition
Academic Council	The role of the Academic Council is to have academic oversight over academic programs and courses of study, and research in higher education at University of Portsmouth and to provide advice to the University of Portsmouth on the conduct and content of those programs and courses.
Advertising/ Advertisement	An advertisement refers to a public notice, usually paid for, promoting University of Portsmouth or an aspect of the university. Media types for placing advertising include, but are not limited to, newspapers/press, journals, magazines, professional publications, newsletters, signage, the internet, radio and television. Advertising excludes promotional materials and publications (described below).
Brand	The University of Portsmouth brand includes, but is not limited to, the expression, reputation and related tangible and intangible attributes of the university. It encompasses the University of Portsmouth marks, corporate visual identity and suite of consistent and targeted messages that distinguish University of Portsmouth from its competitors and indicates the source of goods and services.
Brand Reference Group	The Brand Reference Group is a committee that provides advice, guidance and decision making to the University on the strategic positioning and direction of the University of Portsmouth brand
Co-brand	Co-brand is defined as the linking of two or more brands in relation to a common product/service/offering. Co-brands can link University of Portsmouth with other organisations in a partnership or relationship connected to a common product/service/offering.
Brand Guidelines	The Brand Guidelines is a tool that outlines the requirements and recommendations relating to implementation of the University of Portsmouth brand and corporate visual identity. It enables standardisation of the university's visual presentation across applications and assists to establish a consistent and relevant written and copy style (tone and voice) for the diverse range of content.
Corporate visual identity	The corporate visual identity comprises all the marks, symbols, graphical elements, typography and imagery that express the essence of University of Portsmouth and indicates how the University of Portsmouth is depicted in such mediums including, but not limited to, advertising, publications, the internet, flyers, banners, merchandise, PowerPoint presentations, stationery, proforma and signage.
Board of Governors	The Board of Governors is the Governing Body of the University and carries responsibility for ensuring the effective Management of the Institution and for planning its future development. It is the Board that has ultimate responsibility for all the affairs of the Institution.

	University governance is the constitutional forms and processes through which universities govern their affairs. The Board of Governors holds management accountable.
Creative deadline	Sometimes called the 'close date', the 'creative deadline' refers to the number of days an advertiser has to submit an advertisement before the issue run date. In other words, it sets the last day that advertisers can submit advertisement creatives to run in that specific medium/channel.
Domestic	Of, relative to, or originating within the United Kingdom
DM&C	Director, Marketing and Communications
HR	Human Resources
Inappropriate mark use	Any use of the University of Portsmouth marks that do not adhere to the directives in the Brand Guidelines.
Inappropriate promotional material or publication	Any promotional material or publication produced that does not adhere to the directives in the Brand Guidelines that determine the appropriate set-up for University of Portsmouth publications.
International	Of, relative to, or originating outside the United Kingdom
Logo	A logo is a graphical element, that, together with its logotype (a uniquely set and arranged typeface), form a mark or commercial brand.
Mark	Means a sign used by the University of Portsmouth as part of the University of Portsmouth brand, or intended to be used to distinguish University of Portsmouth's activities, goods and services, and includes, but is not limited to: any letter, word, name, symbol, device, logo or other such aspect.
M&C	Marketing and Communications
Merchandise	Publicity material (for example pens, bags, mugs and so on)
Promotional materials and publications	Excluding advertising (described above), promotional materials and publications refer to all brochures, signage, and publicity material in any form, including merchandise, promoting the University of Portsmouth or its products and services.
PVC	Pro Vice-Chancellor
Sub-brand	A sub-brand is defined as a product brand that has its own name and identity to differentiate it from the parent brand. The University of Portsmouth sub-brands typically perform the role of distinguishing a specific product/service/offering.
UoP	University of Portsmouth
Unauthorised advertising	Any advertising appearing in print or electronic media that has not been subject to the official booking and approval procedure through Marketing and Communications or Human Resources.
Unauthorised mark use	Use of University of Portsmouth marks without prior approval of the Director, Marketing and Communications or delegated authority.

Unauthorised promotional material or publication	Any promotional material or publication produced that has not been subject to the approval procedure through Marketing and Communications.
UPSU	University of Portsmouth Students' Union – an independent charity which has the role of the advancement of education of students at the University of Portsmouth
VC	Vice-Chancellor
Head of Web	Head of the Web and Digital Marketing Team
Web Office	The University of Portsmouth website is managed by the Web and Digital Marketing Team, and uses a decentralised system of delegated authority. Individual organisational units nominate web publishers who, under the broad direction of the Web and Digital marketing Team, are responsible for individual websites within the overall University of Portsmouth website.

## SECTION 2 - POLICY

### PRINCIPLES

The University of Portsmouth shall establish and manage a brand identity that reflects its differentiated position in the United Kingdom and international higher education systems.

The University of Portsmouth shall manage the public communication and presentation of its offers and services to ensure consistent representation in such a way as to foster confidence in and enhance the reputation of the university in the interests of its staff, students and graduates and in pursuit of its mission and goals.

This policy enables management of the University of Portsmouth brand in order to:

- enhance and support delivery of the University of Portsmouth's strategy
- ensure consistency with marketing and brand objectives
- standardise the presentation of communications and message content with the University community, to partner organisations and with stakeholders
- provide guidelines on the use of University of Portsmouth marks, crest (Coat of Arms), official insignia, logos and other branding assets
- ensure compliance with corporate visual identity requirements
- meet legislative and codes of practice requirements
- align all resources available for brand management to gain efficiencies
- provide a mechanism for monitoring and review of the brand management strategy and corporate visual identity
- ensure cost-effective buying of branded goods
- provide a process for handling the inappropriate or unauthorised use of University of Portsmouth's brand and corporate visual identity.

Marketing and Communications is the developmental and management custodian of the University of Portsmouth brand and corporate visual identity.

Managing the University of Portsmouth brand is an integral part of the objectives of the Marketing and Communications Department, which are aligned with University of Portsmouth's key strategic initiatives as outlined in the [University of Portsmouth 2015 - 2020 strategy](#).

## POLICY

<b>1.</b>	<b>Management of the University of Portsmouth brand and corporate visual identity</b>
1.1	The Director, Marketing and Communications is responsible for managing the University of Portsmouth brand and corporate visual identity.
1.2	The Brand Reference Group will provide advice, guidance and decision making on the strategic positioning and direction of the University of Portsmouth brand.
1.3	It is the responsibility of all within the University of Portsmouth community, and its partners wishing to use the brand to acknowledge the importance and relevance of University of Portsmouth's brand and corporate visual identity, and therefore all must follow relevant policies, procedures and guidelines to ensure that the University of Portsmouth brand and corporate visual identity is reflected positively and appropriately at all times.
<b>2.</b>	<b>Use of the University of Portsmouth brand and corporate visual identity</b>
2.1	University of Portsmouth may make and register marks (as defined in the definitions section) to represent and communicate the University of Portsmouth brand, and shall establish procedures and guidelines for the protection of University of Portsmouth's name and reputation.
2.2	Instructions in the Brand Guidelines must be complied with at all times to ensure standardisation of the corporate visual identity and consistency of the communications and message content.
2.3	Use of University of Portsmouth's marks must be in accordance with the Brand Brand Guidelines.
2.4	Use of University of Portsmouth sub-brands and co-brands involving University of Portsmouth must be in accordance with the Sub-brands and Co-brands policy as set out in this document.
2.5	All advertising, including recruitment advertising, developed on behalf of University of Portsmouth must be in accordance with the policy as set out in this document.
2.6	All promotional materials and publications developed on behalf of University of Portsmouth must be in accordance with the policy as set out in this document.
2.7	All content developed for the University of Portsmouth website must be in accordance with the Web policy. Marketing & Communications is responsible for the branding and corporate visual identity of the University of Portsmouth website, and works in conjunction with the University of Portsmouth's network of web publishers regarding the 'look and feel' of the website (e.g. usability, navigation, structure, design).
<b>3.</b>	<b>Inappropriate or unauthorised use of the University of Portsmouth brand and corporate visual identity</b>
3.1	The inappropriate or unauthorised use of University of Portsmouth's brand and corporate visual identity will be regarded as a breach of this policy.
3.2	Measures will be taken to correct the inappropriate or unauthorised use of University of Portsmouth's brand and corporate visual identity. The DM&C reserves the right to have the infringing material removed from circulation and reproduced to correct specifications, and any related costs will be incurred by the internal area or external organisation responsible for the non-compliance.



## SECTION 3 - PROCEDURE

### PROCEDURE

	Procedure steps	Responsibility
<b>1.</b>	<b>MARKS</b>	
<b>1.1</b>	<b>University of Portsmouth marks</b>	
	<p>University of Portsmouth marks include both registered and unregistered marks, as specified in the Brand Guidelines.</p> <p>Corporate visual identity guidelines apply to all University of Portsmouth marks used within University of Portsmouth correspondence, promotions and publications, for both internal and external distribution. The Brand Guidelines illustrates:</p> <ul style="list-style-type: none"> <li>the prescribed ways in which University of Portsmouth marks must be set up</li> <li>the prescribed situations where and when University of Portsmouth marks must be used.</li> </ul>	<ul style="list-style-type: none"> <li>Director, Marketing &amp; Communications</li> </ul>
<b>1.2</b>	<b>Use of University of Portsmouth marks</b>	
	<p>1.2.1 The DM&amp;C is responsible for the management and quality control of University of Portsmouth mark usage. All requests for the use of University of Portsmouth marks, other than those defined within available templates, forms or instructions, must be submitted to M&amp;C.</p> <p>1.2.2 Where a University of Portsmouth mark is to be used primarily to promote University of Portsmouth, staff must complete and submit the Logo form. Although M&amp;C will consult/liaise with third parties, initial requests for a University of Portsmouth mark must be generated by a University of Portsmouth staff member, student or authorised UPSU staff member – the request must also be approved by the relevant academic/business unit manager prior to submission.</p> <p>1.2.3 Where University of Portsmouth is to be a third party sponsor and/or a secondary partner, the request must be submitted to M&amp;C for approval at the beginning of the process.</p>	<ul style="list-style-type: none"> <li>Director, Marketing &amp; Communications</li> </ul>
<b>1.3</b>	<b>Third party use of University of Portsmouth marks</b>	
	<p>While University of Portsmouth may agree to authorise the use of University of Portsmouth marks where appropriate, all parties must acknowledge that University of Portsmouth marks have considerable goodwill and are of value to University of Portsmouth. University of Portsmouth will protect its marks and its reputation by only authorising third party use of University of Portsmouth marks, where clear terms are agreed (e.g. scope of permitted use, duration of use, return to University of Portsmouth) and on the following conditions. University of Portsmouth also needs to avoid third party use of University of Portsmouth marks where that use might falsely</p>	<ul style="list-style-type: none"> <li>Director, Marketing &amp; Communications</li> </ul>

	<p>represent or imply University of Portsmouth endorsement of products or services. The third party:</p> <p>1.3.1 Must adhere to the Brand Guidelines, except where University of Portsmouth is a secondary or third party sponsor in the publication. Where a University of Portsmouth mark does appear as a secondary or third party sponsor, every effort must be made to preserve the integrity of the University of Portsmouth mark;</p> <p>1.3.2 must not manipulate University of Portsmouth marks in any manner except for the proportional scaling of marks as a whole element;</p> <p>1.3.3 is not granted any proprietary interest mark. The whole of the goodwill associated with it, whether now existing or arising in the future, is the sole and exclusive property of University of Portsmouth;</p> <p>1.3.4 must not use University of Portsmouth marks in a misleading or deceptive way;</p> <p>1.3.5 must not purport to bind University of Portsmouth or make any representations on its behalf;</p> <p>1.3.6 must not use or apply for registration of any similar marks or names containing University of Portsmouth marks.</p> <p>Requests for third party use of University of Portsmouth marks must be forwarded to M&amp;C and should be initiated by completion of the logo request form (see appendix one). Although M&amp;C will consult/liaise with third parties, initial requests for third party use of a University of Portsmouth mark must be generated by a University of Portsmouth staff member – the request must also be approved by the relevant academic/business unit manager prior to submission.</p> <p>Upon submission, M&amp;C will review the request and will determine if the request also requires the approval of the relevant ‘owner’ of the mark as appropriate (e.g. VC, PVC, Dean or Director). Once approved by M&amp;C, the logo files and instructions will be supplied as required.</p> <p>Prior to print production, the third party should forward the developed artwork to M&amp;C for approval. Reasonable time must be allowed prior to the print deadline to resolve any anomalies that may arise. Preference is to sight artwork while in concept.</p> <p>University of Portsmouth reserves the right at any time to revoke the authority given under these conditions if there is any breach or if the quality or nature of any services or other things in respect of which the mark is used are unsatisfactory to University of Portsmouth.</p>	
1.4	<b>Staff and Student use of University of Portsmouth marks</b>	
	<p>Staff and students do not need seek formal approval to use University of Portsmouth marks on the items listed below, provided they have the approval of the relevant academic/business unit Directors or Deans:</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>

	<ul style="list-style-type: none"> <li>• reports and other publications directly related to teaching, study, or research conducted within University of Portsmouth</li> <li>• material used to support and/or promote presentations they make as a member of the University of Portsmouth, and which deal with their work/study and/or area of recognised expertise</li> <li>• teaching notes and other course-related material provided to students</li> <li>• administrative information intended for staff or students.</li> </ul>	
<b>1.5</b>	<b>Inappropriate or unauthorised use of University of Portsmouth marks</b>	
	<p>University of Portsmouth marks must not be used in a way that is contrary to the Brand Management Policy or the intention of the policy and must not be given to a third party for use other than as defined above.</p> <p>The inappropriate or unauthorised use of University of Portsmouth marks will be regarded as a breach of this policy. The DM&amp;C reserves the right to have infringing material removed from circulation and reproduced to correct specifications, and any related costs will be incurred by the internal area or external organisation responsible for the non-compliance.</p> <p><b>1.5.1 Internal inappropriate or unauthorised use</b></p> <p>Where inappropriate or unauthorised use of University of Portsmouth marks has occurred as a result of a person or group internal to University of Portsmouth not following this policy and/or Brand Guidelines regarding marks, the DM&amp;C or nominated delegate will contact that person or group directly to resolve non-compliance issues. The person or group responsible for non-compliance must take all reasonable steps to ensure that procedures are in place within the academic/business unit within an agreed time period to ensure that such a breach does not recur.</p> <p><b>1.5.2 External inappropriate or unauthorised use</b></p> <p>In the case of inappropriate or unauthorised use of University of Portsmouth marks by a third party external to University of Portsmouth, the circumstances will be investigated by the DM&amp;C or nominated delegate and the appropriate action undertaken as required.</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
<b>2.</b>	<b>SUB-BRANDING AND CO-BRANDING</b>	
<b>2.1</b>	<b>Sub-brands</b>	
	<p>Within the University of Portsmouth an 'endorsed branding' system is in place. Through this all organisational units within University of Portsmouth are branded under the main University brand.</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>

Under this policy sub-brands are not permitted unless there are exceptional circumstances. Applications to develop and externally use a branding or logo visual device outside of University of Portsmouth brand will only be considered for academic units or professional services departments in exceptional circumstances.

Sub-branding may be considered for:

- discrete programs or activities where there is an established market demand for and awareness of the programs/product. The sub-brand need not necessarily represent any internal organisational structure or unit, but is required to support programs that have independent positioning in the market and are seen as a discrete offering, with definite market recognition and value
- academic units that demonstrate a commercial or market imperative to have a defined identity because there are significant differences in target market, geography, culture and religion, and the program of study being offered
- commercial units that are an independent subsidiary of the University

Unless approved by the Brand Reference Group, sub-branding will not be allowed for:

- any corporate or central service area
- individuals
- projects, working groups, or other temporary groupings

Requests for creation of a sub-brand must be made on the 'Sub-brand Application Form and submitted to the DM&C with the approval of the relevant UEB member. Applications will be reviewed by the DM&C, the Brand Reference Group.

Any approved sub-brands must be developed in conjunction with M&C who will also provide final sign-off/approval for the sub-brand visual identity.

2.2	<b>Co-branding</b>	
	<p>Co-branding occurs when a University of Portsmouth mark is used in conjunction or association with the mark(s) of other companies, associations, agencies or groups in support of a new product, service or venture.</p> <p>Use of University of Portsmouth marks in co-branding arrangements must be approved by the DM&amp;C, the relevant UEB member and the Brand Reference Group.</p> <p>Applications for co-branding status must be supplied in writing to the DM&amp;C with the approval of the relevant UEB member. Formal approval will be provided by DM&amp;C and the Brand Reference Group. For any use of the co-brand outside United Kingdom, the approval of the PVC (Global Engagement) is also required.</p> <p>Corporate style applies to the use of University of Portsmouth marks in co-branding. The Brand Guidelines illustrates the prescribed ways in which University of Portsmouth marks must be represented when University of Portsmouth chooses to co-brand.</p> <p>Any approved co-brands must be developed in conjunction with M&amp;C who will also provide final sign-off/approval for the co-brand visual identity in respect of University of Portsmouth marks.</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
3.	<b>ADVERTISING</b>	
3.1	<b>Selection and/or appointment of agencies for advertising</b>	
	<p>3.1.1 All University of Portsmouth advertising must be placed through M&amp;C, unless specifically authorised by the DM&amp;C. To select and appoint approved agencies, M&amp;C will follow the University of Portsmouth procurement process.</p> <p>3.1.2 A service agreement will be established and agreed between University of Portsmouth (as the client) and the agency. M&amp;C and HR are responsible for the management of agency relationships in order to ensure the best possible service for University of Portsmouth.</p>	<ul style="list-style-type: none"> <li>• Director, Human Resources</li> <li>• Director, Marketing &amp; Communications</li> <li>• Manager, University of Portsmouth Procurement</li> </ul>
3.2	<b>Booking and approval of advertising</b>	
	<p><b>Domestic</b></p> <p>3.2.1 M&amp;C must be engaged prior to any bookings for University of Portsmouth advertising being made.</p> <p>3.2.2 M&amp;C has an established procedure for booking and approving all domestic advertising. For further details, contact M&amp;C.</p> <p>3.2.3 Only authorised University of Portsmouth staff within M&amp;C can place or book domestic media with agencies and third parties.</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> <li>• Director, Human Resources</li> <li>• Advertising Officer, Marketing Services</li> </ul>

	<p>3.2.4 Requests for domestic advertising will only be accepted from University of Portsmouth staff.</p> <p><b>International</b></p> <p>3.2.5 All recruitment advertising must be managed in conjunction with M&amp;C and HR</p> <p>3.2.6 M&amp;C must be engaged prior to any bookings for University of Portsmouth advertising being made, unless authorised by the PVC (Global Engagement). M&amp;C have an established procedure for booking and approving international advertising. For further details contact M&amp;C.</p>	
<b>3.3</b>	<b>Payment for advertising</b>	
	<p>3.3.1 All advertising outside of M&amp;C-funded corporate campaigns is funded directly by the academic/business unit requesting the advertising. The source of funds for advertising (in the form of a single cost code) must be identified prior to confirmation of booking.</p> <p>3.3.2 Once booked by M&amp;C or HR, the advertising space must be paid for by the request owner, even if the requested advertising does not run (as a result of the required advertising copy not being supplied by the request owner by the required deadline, or the creative not being approved by the request owner by the required deadline).</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> <li>• Director, Human Resources</li> <li>• Advertising Officer, Marketing Services</li> </ul>
<b>3.4</b>	<b>Use of brand and corporate visual identity</b>	
	All University of Portsmouth advertising must comply with the University of Portsmouth brand and corporate visual identity. For further details, see the Brand Guidelines.	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
<b>3.5</b>	<b>Mandatory requirements</b>	
	<p>3.5.1 In University of Portsmouth advertising, all information must be accurate and complete, at all times complying with relevant legal requirements and codes of practice in place at the time.</p> <p>3.5.2 All academic courses must be approved before they can be advertised or promoted in any way. Any exceptions must be approved by the PVC (Education &amp; Student Experience) and include the disclaimer: 'subject to final approval'.</p> <p>3.5.3 Only approved University of Portsmouth courses can be advertised or promoted</p>	<ul style="list-style-type: none"> <li>• Director, Marketing and Communications</li> <li>• Director, Human Resources</li> </ul>
<b>3.6</b>	<b>Unauthorised advertising</b>	
	<p>Unauthorised advertising will be regarded as a breach of this policy. The DM&amp;C or DHR reserves the right to have infringing material removed from circulation, and any related costs will be incurred by the internal area or external organisation responsible for the non-compliance.</p> <p>3.6.1 <b>Internal unauthorised use</b></p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> <li>• Director, Human Resources</li> </ul>

	<p>Where an unauthorised advertisement has occurred as a result of a person or group internal to University of Portsmouth not following procedures on advertising, the DM&amp;C, DHR or nominated delegate will contact that person or group directly to resolve non-compliance issues. The person or group responsible for non-compliance must take all reasonable steps to ensure procedures are in place within the academic/business unit within an agreed time period to ensure such a breach does not recur.</p> <p><b>3.6.2 External unauthorised use placement</b></p> <p>In the case of an unauthorised advertisement being placed by a third party external to University of Portsmouth, the circumstances will be investigated by the DM&amp;C, Director of Corporate Governance or nominated delegate and the appropriate action undertaken as required.</p> <p><b>3.6.3 Issue identification and resolution</b></p> <p>As M&amp;C and HR are responsible for coordinating University of Portsmouth advertising and managing the relationship with the agencies, all concerns, questions and problems need to be raised with M&amp;C or HR. M&amp;C or HR will then endeavour to resolve the issue as quickly as possible and where necessary put steps in place to ensure the problem does not re-occur.</p>	
<b>4.</b>	<b>PROMOTIONAL MATERIALS, PUBLICATIONS &amp; MERCHANDISE</b>	
<b>4.1</b>	<b>Development and approval of promotional materials and publications including merchandise</b>	
	<p><b>4.1.1</b> In consultation with relevant academic/business units, M&amp;C is responsible for and coordinates the production of a 'standard' corporate suite of University of Portsmouth course- and/or marketing-related promotional materials and publications, which meet organisational marketing and recruitment requirements. M&amp;C has established processes for developing the 'standard' corporate suite of promotional materials and publications.</p> <p><b>4.1.2</b> UPSU is responsible for the production and delivery of all branded and corporate merchandise and gifts for the University. The University has a contractual relationship with UPSU for the supply of merchandise and gifts. Any requests to use a provider other than UPSU must be made via M&amp;C in the first instance who will refer the request to the Brand Reference Group for a final decision if appropriate.</p> <p><b>4.1.3</b> As agreed by BRG University of Portsmouth Global may produce approved merchandise through in country suppliers, for use exclusively in offshore markets. This merchandise is not for resale, and is to be used purely for promotional giveaways. All such merchandise must be approved by M&amp;C.</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> <li>• Publications Manager, Marketing Services</li> </ul>

	<p>No merchandise produced outside of the UK can be imported back to the UK.</p> <p>4.1.4 M&amp;C hold accountability for oversight, approval and sign-off of the available merchandise product range and its design. This applies to all items regardless of where produced and by whom. For further details, contact M&amp;C</p> <p>4.1.5 Academic/business units wishing to produce additional course- and/or marketing-related promotional materials, publications, or merchandise outside of the 'standard' corporate suite (hereby referred to as 'non-standard' promotional materials and publications) must consult with M&amp;C to seek approval of proposals prior to production development, even if they are funding such materials and publications with their own budgets.</p> <p>4.1.6 M&amp;C has established processes for the approval and development of 'non-standard' course- and/or marketing-related promotional materials, publications, or merchandise. For further details, contact M&amp;C.</p> <p>4.1.7 Approval from M&amp;C is not required for the development of non-marketing related materials and publications, except those agreed with M&amp;C. This includes, but is not limited to, materials and publications for admissions and the teaching and delivery of courses to current students. These materials and publications, however, must comply with Brand Guidelines and any other approval processes relating to their development.</p> <p>4.1.8 M&amp;C reserves the right to reject proposals for 'non-standard' promotional materials, publications, or merchandise for reasons including but not limited to:</p> <ul style="list-style-type: none"> <li>inappropriateness</li> <li>not adhering to principles and corporate strategies</li> <li>a duplication of existing materials, publications or merchandise</li> <li>inefficient or ineffective use of resources</li> <li>sub-standard quality.</li> </ul>	
4.2	<b>Payment for promotional materials (including merchandise) and publications</b>	
	<p>4.2.1 Marketing and Communications funds the majority of items in the 'standard' corporate suite of University of Portsmouth course and/or marketing-related promotional materials and publications. All 'non-standard' University of Portsmouth promotional materials and publications approved for production by Marketing and Communications including Faculty level recruitment and promotional materials are to be funded directly by the academic/business unit requesting the materials.</p>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>



	4.2.2 All merchandise, regardless of the item or source, is to be funded directly by the academic/business unit and be ordered through the UPSU.	
<b>4.3</b>	<b>Selection and appointment of design agencies</b>	
	4.3.1 University of Portsmouth promotional materials and publications can only be designed by design agencies selected and approved by Marketing and Communications.  4.3.2 A service agreement will be established and agreed between University of Portsmouth (as the client) and the agency. M&C is responsible for the management of design agency relationships in order to ensure the best possible service for University of Portsmouth.	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
<b>4.4</b>	<b>Use of brand and corporate visual identity</b>	
	All promotional materials and publications must comply with the University of Portsmouth brand and corporate visual identity. For further details, see the Brand Guidelines	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
<b>4.5</b>	<b>Mandatory requirements</b>	
	4.5.1 All information supplied for University of Portsmouth promotional materials, publications, and merchandise must be accurate and complete, at all times complying with the relevant legal requirements and codes of practice applicable at the time.  4.5.2 All academic courses must be approved by the Academic Council before they can be advertised or promoted in any way. Any exceptions must be approved by the PVC (Academic) and include the disclaimer: 'subject to final approval by Academic Council'.	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
<b>4.6</b>	<b>Inappropriate or unauthorised production of promotional materials and publications</b>	
	Inappropriate or unauthorised production of promotional materials publications and merchandise will be regarded as a breach of this policy.  The DM&C reserves the right to have infringing material removed from circulation, and any related costs will be incurred by the internal area or external organisation responsible for the non-compliance.  4.6.1 <b>Internal inappropriate or unauthorised production</b>  Where an inappropriate or unauthorised promotional material, publication or merchandise has been produced as a result of a person or group internal to University of Portsmouth not following procedures and/or Brand Guidelines regarding promotional materials, publication and	<ul style="list-style-type: none"> <li>• Director Marketing &amp; Communications</li> </ul>

	<p>merchandise the DM&amp;C or nominated delegate will contact that person or group directly to resolve non-compliance issues. The person or group responsible for non-compliance must take all reasonable steps to ensure that procedures are in place within the academic/business unit within an agreed time period to ensure that such a breach does not recur.</p> <p><b>4.6.2 External inappropriate or unauthorised production</b></p> <p>In the case of an unauthorised promotional materials, publications or merchandise being produced by a third party external to University of Portsmouth, the circumstances will be investigated by the DM&amp;C or nominated delegate and the appropriate action undertaken as required.</p> <p><b>4.6.3 Issue identification and resolution</b></p> <p>As M&amp;C is responsible for approving course and marketing-related promotional materials and publications, all concerns, questions, problems need to be raised with M&amp;C. M&amp;C will then endeavour to resolve the issue as quickly as possible and where necessary put steps in place to ensure that the problem does not recur.</p>	
<b>5</b>	<b>SPONSORSHIP</b>	
<b>5.1</b>	<b>Requests for Sponsorship</b>	
	<p>Sponsorship requests normally take the form of requests for payment or trade in kind in return for branding and/or advertising opportunities. Requests are received by individuals and offices across the University, and in particular by the M&amp;C and the Vice-Chancellor's Office.</p> <p>Requests for sponsorship will be assessed on a case by case basis. All requests for sponsorship must be submitted to the DM&amp;C in the first instance.</p> <p>M&amp;C will review the request and provide appropriate guidance and support.</p>	<ul style="list-style-type: none"> <li>• Director Marketing &amp; Communications</li> </ul>
<b>6.</b>	<b>SOCIAL MEDIA</b>	
<b>6.1</b>	<b>Requests for social media accounts</b>	
<b>6.1</b>	<p>All requests for a new social media presences managed by staff and bearing the name of the University (including any of its organisational units or groups) and/or logo, or clearly associated with the University, must be made by the Head of the Department to M&amp;C via email at <a href="mailto:socialmedia@port.ac.uk">socialmedia@port.ac.uk</a>.</p>	<ul style="list-style-type: none"> <li>• Director Marketing &amp; Communications</li> </ul>
<b>6.2</b>	<b>Unauthorised social media accounts</b>	
	<ul style="list-style-type: none"> <li>• Unauthorised social media accounts attributed to the University of Portsmouth will be regarded as a breach of this policy.</li> <li>• Where an unauthorised social media account has been created as a result of a person or group not following</li> </ul>	<ul style="list-style-type: none"> <li>• Director Marketing &amp; Communications</li> </ul>

	<p>procedures, the DM&amp;C, or nominated delegate, will contact that person or group directly to resolve non-compliance issues within an agreed timeframe.</p> <ul style="list-style-type: none"> <li>• The person or group responsible for non-compliance must take all reasonable steps to ensure procedures are in place, within an agreed time period, to ensure such a breach does not recur</li> <li>• The DM&amp;C reserves the right to require the infringing site be removed, and any related costs will be incurred by the internal area responsible for the non-compliance.</li> <li>• All social media accounts must adhere to the Social Media policy and terms of use</li> </ul>	
<b>7.</b>	<b>BRAND GUIDELINES</b>	
<b>7.1</b>	<b>Printed materials</b>	
	For printed materials, the visual structure and layout of the item is governed by the University of Portsmouth Brand Guidelines apply to any publication that represents University of Portsmouth, whether for internal (staff/student) or external distribution.	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>
<b>7.2</b>	<b>Website</b>	
	The visual structure and layout of the website is aligned to the University of Portsmouth Brand Guidelines	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> <li>• Head of Web &amp; Digital Marketing</li> </ul>
<b>7.3</b>	<b>Signage</b>	
	For all corporate internal and external directional signage, contact Estates and Campus Services.  For all promotional signage and issues relating to corporate identity branding of signs, contact M&C and Estates and Campus Services.	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> <li>• Director, Estates &amp; Campus Services</li> </ul>
<b>7.4</b>	<b>Stationery</b>	
	All University of Portsmouth stationery (e.g. letterheads, 'with compliments' slips, business cards, envelopes) is produced by University of Portsmouth Printing Services as per approved corporate visual identity.	<ul style="list-style-type: none"> <li>• Printing &amp; Design Service Manager</li> </ul>
<b>7.5</b>	<b>Templates</b>	
	<ul style="list-style-type: none"> <li>• A number of standard University, office templates are available for use which comply with the Brand Guidelines. These include such items as letterheads and PowerPoint presentation templates.</li> <li>• New templates using any of the University branding must be approved by M&amp;C before being implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• Director, Marketing &amp; Communications</li> </ul>

## SUPPORTING DOCUMENTATION

### Forms and Records Management

Form	Retention Time	Retention Location
Logo requests specific to University of Portsmouth form		Contact Marketing & Communications
Sub and Co-brand request form (see appendix two)		Via brand@port.ac.uk

### Related Material

Name	Location	Document Type
Brand Guidelines	Marketing & Communications	PDF
Social Media Policy	Marketing & Communications	PDF

**SECTION 4 - GOVERNANCE**

**RESPONSIBILITY**

<b>Policy Owner</b>	Director, Marketing & Communications
---------------------	--------------------------------------

**VERSION CONTROL AND CHANGE HISTORY**

<b>Version Number</b>	<b>Approval Date</b>	<b>Approved by</b>	<b>Amendment</b>
1.0	June 2017	UEB	▪ N/A

**POLICY & PROCEDURE DIRECTORY REQUIREMENTS**

<b>CATEGORY</b>
Marketing, Corporate Identity and Brand Management

## Appendix one – Logo request form

### University of Portsmouth – Logo Request Form

To ensure the correct use of the new University of Portsmouth visual identity all requests for the University of Portsmouth logo must be made to the Marketing & Communications Department via email to [brand@port.ac.uk](mailto:brand@port.ac.uk). Please see the Brand Management Policy for guidance as to when the logo request form should be used.

#### Contact Details:

Name of Faculty/School/Department/Unit	
Name of requestor	
Telephone	
Date	
Email for file recipient	

#### Project Details:

Date Needed	
Is the logo to replace existing (old) University branding?	YES/NO If you answer 'NO' please also answer the following question
Intended use(s): please give a brief description of where the logo is to be used.  NOTE: all new materials/websites bearing University branding must be reviewed and signed-off by Marketing & Communications prior to print/publication	
Format (landscape, stacked, full colour, mono)	
File Type (EPS, JPEG, PNG etc)	

For any queries regarding the completion of this form and/or advice of the correct use of the University's logo please contact the Marketing & Communications Department at [brand@port.ac.uk](mailto:brand@port.ac.uk)

Please also refer to the University of Portsmouth Brand Management Policy and Brand Guidelines for guidance on the management and use of the University's brand.

## Appendix two – Sub and Co-brand request form

### University of Portsmouth – Sub-brand and Co-brand application form

#### Request to develop a unit logo / brand or co-brand

Applications to develop and use a logo, brand or other device outside of the University of Portsmouth's brand guidelines will only be considered from within academic units or professional service departments in exceptional circumstances, such as initiatives involving external partners. Applications from individuals, projects or working groups or other temporary groupings will not be considered.

Applications must be submitted, on the application form at the end of this document, to Dorothy Albrecht, Director of Marketing & Communications. The application will be initially assessed and referred to the Brand Reference Group for approval if it meets the threshold criteria. Please note that it is not necessary to submit artwork as part of the application, as the group is assessing only the principle of agreeing a sub-brand or co-brand, not the actual artwork.

#### Criteria

All applications must be able to demonstrate merit if they are to be considered. Areas under consideration when deciding on the merit of an application for a sub or co-brand are:

- The nature of the initiative or objective of the unit and the business need to have a separate external identity.
- The funding for the initiative and whether it involves external partners.  
The life-span of the project / unit / department.  
A clear business case supporting the need for an individual sub-brand identity.

Decisions will be communicated to the applicant as soon as possible following the request being submitted. A decision will normally be one of the following:

- **Not approved:** the reasons for this will be given. This decision can be appealed by the resubmission of a revised application form if new factors are thought relevant.
- **Co-Brand approval:** the initiative or unit may develop its own logo for use alongside the University logo. However the University logo must always be used in addition to the unit's own logo, and must always be at least equal to the unit's own logo in size and prominence.
- **Sub-Brand approval:** the initiative or unit may develop a separate brand identity, where the University's involvement is signalled simply through a list of partners, or through the use of the University logo alongside other logos of partner organisations.

Any logo developed for use as a sub-brand or co-brand will need to be designed in conjunction with the Marketing & Communications department who will hold final approval on behalf of the University of Portsmouth for its design.

**Sub-brand Application Form**  
**Request to develop a unit logo / brand**

Please complete this form and return it to Dorothy Albrecht, Director Marketing & Communications by email.

To ensure strategic cohesion and alignment to the brand guidelines all applications must be approved, prior to submission, by the Dean or Director. An email to confirm approval should be sent from them to the Director of Marketing & Communications at the same time as the application is submitted.

**Contact Details**

Name of unit / department:	
Application submitted by:	
Telephone number:	
Email address:	
Date:	
Dean / Director	
Please describe briefly the main business of your department or unit.	

**Business Case**

Which of the following stakeholder groups do you serve?  
Please type 'Yes' in the appropriate boxes:

University staff	
Potential applicants	
Current students	
Alumni	
Research Councils	
Other funding bodies	
Local/regional industry / business	
National industry / business	
International industry / business	



Other UK universities	
Other international universities	
The 'general public'	

Please list the main sources of funding for your unit:

Please describe the nature of your unit's relationship to the school / department within which it operates:

Please list your main partners / collaborators:

If you have any external collaborators, have they imposed any requirements on you, such as funding, recognition or display of other logos, etc? If so please list them here:

What is the expected life-span of the entity you wish to create a sub-brand for?

Please tell us why you believe you need to develop an individual sub-brand identity. Areas for consideration should include:

- What advantages would a separate logo bring to your unit's business?
- Why should your unit differ from other similar units?
- What is the nature of your marketing activity? Where would you use the logo?
- How do the advantages of having your own logo compare with the potential disadvantages of loss of identity if the link with the University is less clear?
- What special features of the market in which you operate suggest that the University brand alone is not enough?