

UNIVERSITY OF THE
FREE STATE
UNIVERSITEIT VAN DIE
VRYSTAAT
YUNIVESITHI YA
FREISTATA



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BRANDING POLICY

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1 Introduction

The University of the Free State brand is our unique promise to our stakeholders. It defines the relationship we have with them and signals a consistent image and promise, shaped by our experience and our vision to be ‘an excellent, equitable and innovative university’ that inspires and empowers through life-changing experiences. It captures our values as an honest institution that respects and harnesses the diversity of its rich heritage and present. It is what brings our institution alive in an inspiring, vibrant, welcoming and creative way. It represents our identity, our distinctiveness and our competitive advantage.

Remaining competitive and distinctive and showing substantial growth requires consistent and coherent custodianship of our most important asset, our brand, as defined in our *Brand Identity Guidelines*.

Our brand comprises all the identifying symbols, words or marks that distinguish the University of the Free State Institutional Brand and all its related services and offerings across the world.

2 Purpose

The purpose of the Branding Policy therefore is to ensure that: (i) staff, students, suppliers, agencies and contractors of the University of the Free State who use the University of the Free State brand and its various manifestations across the corporate spectrum, faculties, centres, units, subsidiaries and projects in various applications do so consistently and coherently, in order to maintain the integrity of, and build the University of the Free State brand, and (ii) the University of the Free State’s primary intellectual property is protected.

3 Scope

This policy applies to all permanent and contract staff, students, agencies, suppliers, contractors of the University of the Free State and third parties who have been granted the rights to use University of the Free State brands.

In this policy, the University shall be taken to mean the University of the Free State, unless otherwise indicated. The offices, titles or designations appearing in this policy are the offices or titles of the University of the Free State, unless otherwise indicated. The policy refers to the policy on the brand identity of the University, unless otherwise indicated.

4 Objectives

The objective of this policy is to ensure clear and consistent presentation of the University of the Free State brand by:

- 4.1 standardising presentation of communications and key messages to staff, students and stakeholders of the University of the Free State and the public;

- 4.2 aligning all resources available for brand management;
- 4.3 establishing the University of the Free State *Brand Identity Guidelines* as the authoritative information source on the University's identity;
- 4.4 formalising arrangements for control of the University's identity in all marketing, communication, publications and any other market-facing material;
- 4.5 providing a process for handling the inappropriate or unauthorised use of the University's identity; and
- 4.6 providing for regular monitoring and review of the University's identity.

5 Definitions

5.1 The University of the Free State brand

The University of the Free State brand includes, but is not limited to, the expression, reputation and related attributes of the institution.

The University of The Free State brand defines the relationship our customers have with us. It is a signal of the promise we make to our customers – and to ourselves – and is shaped by each experience customers have with us.

The University of the Free State's marketing brand is a monolithic brand. In other words, there is a singular brand, the marketing brand, that spans the set of University offerings and sub-brands identified only descriptively (i.e. no different identities) in relation to the parent University brand, and presents the central idea of an integrated University of the Free State with regard to faculties, centres and institutes.

The academic crest is the singular accreditation brand mark used primarily for official University functions, such as investitures and graduations, or to give official endorsement to the official sub-brands in formal communication, and represents the highest mark of the University.

5.2 The brand identity

The brand identity of the University of the Free State includes all identifying symbols, words or marks that distinguish the University of the Free State's corporate brand and its related products, services and programmes in the marketplace.

The University is distinguished by two primary brands – the academic brand and the marketing brand and their related sub-brands.

These include, but are not limited to: (i) the identity in black and white, (ii) the design features of the identity, (iii) the identity in colour and the colour combinations, (v) the visual language or style used in marketing communications, and (vi) the University motto and taglines, and



applications thereof across the various touch points of the University, and are distinguished by three primary brands – the academic brand, marketing brand and business school brand, their related sub-brands, e.g. signage, marketing communication, electronic communication, business forms and livery.

5.3 The *Brand Identity Guidelines*

This is a tool that visually demonstrates the brand identity across the diverse components within the University.

6 Trademarks

“Trademarks” are any sign, or combination of signs capable of distinguishing the goods and services of one undertaking from those of another undertaking. Such product or service can be represented graphically, including a picture, signature, colour, numeral, shape, configuration, pattern or any combination thereof.

The identity comprises of various registered and unregistered trademarks. The University is the proprietor of these trade marks in terms of the Trade Marks Act, 194 of 1993. Consequently, no person or entity may use any trademarks of the University or anything similar to them, without the express permission in writing from an authorised officer of the University in terms of this policy or any other applicable policy of the University.

Violation of a trademark of the University may result in legal action against the perpetrator by the University in terms of the laws of the Republic of South Africa.

7 Principles

7.1 Application of the identity

- 7.1.1 The identity shall be used on all the official University material and in all branding situations, such as identification tags, publications, advertisements, promotional materials, vehicles, letterheads, souvenir items, marketing opportunities, events and ceremonies, etc.
- 7.1.2 It is the responsibility of all internal stakeholders (staff, students, unions, associations, etc.), agencies, suppliers and contractors of the University of the Free State to abide by the *Brand Identity Guidelines*, which dictate resolution, format, colours, positioning and related legal and common law protection of the University of the Free State Brands.
- 7.1.3 Managing and protecting the University of the Free State brand constitute a specific term of engagement for all internal stakeholders (staff, students, unions, associations, etc.) of the University of the Free State and form part of their employment contract.

- 7.1.4 The University of the Free State will ensure that all internal stakeholders (staff, students, unions, associations, etc.), agencies, suppliers and contractors are aware of and understand the *Brand Identity Guidelines* and the best practices in managing the University of the Free State brand coherently and consistently.
- 7.1.5 The University of the Free State has the right to enforce compliance and institute fair, just and consistent legal or other disciplinary action against any party infringing its brand.
- 7.1.6 Should an employee or contractor of University of the Free State become aware of any actual or potential infringement of the University of the Free State's brand identity by an employee or contractor of the University of the Free State or a non-related party, such person must bring such infringement to the immediate attention of the Strategic Communication Division, the intellectual property advisor or the legal advisor of the University of the Free State.
- 7.1.7 Protection of all intellectual property, of which the brand identity is an integral part, forms a material part of all employees' terms of employment.
- 7.1.8 This policy must be read in conjunction with all related employment and termination of employment policies.

7.2 Usage of the identity by internal communities of the University of the Free State

Internal university communities, in this instance, are taken to mean staff, students, associations, unions and bodies of the University of the Free State. Internal University communities are allowed to use the identity according to the following principles:

- 7.2.1 The use of the identity must conform to the dictates of the University brand, to ensure that the University is branded appropriately, consistently and coherently.
- 7.2.2 The identity must be used to promote the general interests of the University in whatever way possible, either through studies, work and/or economic or material relations, or management or governance contribution to the overall stability of the University.
- 7.2.3 It may be used when conducting research, academic or any type of work beneficial to the University in cooperation with an external body.

7.3 Misuse/abuse of the identity

- 7.3.1 The identity may not be used to promote political, religious, ethnic, sectarian or any issues specific to any group and individuals that do not represent the position or views of the University.

- 7.3.2 The identity may not be used in a context in which the statutes, regulations, policies and procedures of the University or the laws of the country are flouted, or in situations portraying obnoxious or socially unacceptable conduct, such as denigration of political, moral, ethnic, religious, cultural or societal norms and values.
- 7.3.3 The identity may not be used to promote commercial undertakings, unless a contract has been signed in terms of which the University will derive some benefits from such use or such undertaking is for the greater good of the University.
- 7.3.4 The identity may not be used by any of the internal communities for commercial purposes to the benefit of such groups.
- 7.3.5 The identity may not be used by staff and students or internal publics for purposes other than those promoting the University.

8 Policy

The University of the Free State's brand identity is one of the primary intellectual properties of the University and its related products, services and programmes. It is generally the first point of contact for all internal and external stakeholders of the University of the Free State and identifies and distinguishes the institution as a distinct entity. It signals our clear market positioning and serves to bond all stakeholders around our shared vision.

- 8.1 An official University of the Free State *Brand Identity Guidelines* document, in print and digital formats, is the primary repository for all correct formations and usages of the University of the Free State Brand. These guidelines are subject to updates as the brand develops. In such cases, updates will be communicated to all staff through the University's communication channels.
- 8.2 The Strategic Communication Division is the custodian of the brand and the *Brand Identity Guidelines*, and is responsible for training, coordinating and advising in this regard, as well as for dealing with all new requests, clarifications or deviations in respect of the use of the brand that are not addressed in the University of the Free State's *Brand Identity Guidelines* or in respect of which further clarification is required. Such a process is important so that any request can be viewed in the context of whether and how it affects existing implications for the University of the Free State brand.
- 8.3 Requests for deviation from the *Brand Identity Guidelines* must be made in writing to the brand manager and permission will be granted in writing.
- 8.4 In using the University of the Free State brand, employees are to apply or, where an application does not exist, interpret the use of the University of the Free State brand within the University of the Free State's *Brand Identity Guidelines*.

- 8.5 In the event of such a request being approved and/or a new application being commissioned in response, such request and/or application will form an addendum to the existing *Brand Identity Guidelines*, and become an approved application of the University of the Free State brand.
- 8.6 The Strategic Communication Division provides on-going consultation, monitoring and evaluation of the use of the brand, and carries out formal annual and ad hoc touch-point audits to establish and ensure the brand usage is clear, consistent and coherent. Touch points are all the different ways in which the University of the Free State brand interacts with, manifests itself across various platforms, and makes an impression on all internal and external stakeholders during their relationship with an organisation. It is a comprehensive analysis of how the University of the Free State and its products and services are being marketed, branded and communicated.
- The purpose of the audits is to ensure and promote best practices and positive, clear, consistent, efficient and effective brand management and to ensure that internal and external stakeholders receive a positive impression of the University of the Free State brand and business too.
- 8.7 No unauthorised use of the University of the Free State brand is permitted. If such unauthorised use takes place, it should be reported to the brand manager.
- 8.8 It is the responsibility of all employees and other stakeholders to adhere to the guidelines and ensure that all University of the Free State touch points are clear, consistent and coherent to enhance and protect our brand every time they act on behalf of, or represent University of the Free State internally and/or externally.
- 8.9 Protection of all University of the Free State intellectual property, of which the brand identity is an integral part, forms a material part of all employees' terms of employment, and must also form part of the main agreement concluded between the University of the Free State and its recognised unions.
- 8.10 The University of the Free State management reserves the right and has the authority to take disciplinary action for any infringement or misuse of its intellectual property in accordance with the Disciplinary Code and Procedural Policy. Such disciplinary action may include recovery of resultant losses and/or dismissal if such infringement is deemed malicious and careless.
- 8.11 Suppliers of the University of the Free State will have to enter into an agreement with the University regarding the use of the brand. Any deviation or incorrect application can result in non-payment for the item with the misapplied brand.
- 8.12 Staff and students must adhere to the process of approval for all material on which the University brand is applied. If the brand is not applied correctly, the faculty, department, unit, etc., should take corrective measures to ensure that the brand is applied correctly.



8.13 Staff, students and other stakeholders have until 31 March 2012 to implement the brand. The former brand (crest) will cease to exist after this date and disciplinary action may be taken against those who do not comply with this.

9 Review of Policy

The University reserves the right to review and amend this policy in the light of changing national and international circumstances or experiences gained over time. Any amendments can come into effect at any time after they have been approved by the Council.

10 Acquisition of the Identity

Official copies of the Identity should be acquired from the Strategic Communication Division or from the intranet. Other variations of the identity will not be approved for use by internal or external persons or organisations.

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