

Policy on Marketing Collaterals and University Communications

Title:	Marketing Collaterals and University Communications
Policy number:	POL 053
Approval(s) required	Academic Senate <input type="checkbox"/> Board of Trustees <input checked="" type="checkbox"/> Both <input type="checkbox"/>
Date of Senate approval if required	(dd/mm/yyyy)
Date of Board approval if required	(dd/mm/yyyy)
Effective date of implementation	(dd/mm/yyyy)
Frequency of review required	2 years
Replacing or superseding information	2011-06-POL
Revision number	1
Responsible Office	Office of University Relations
Accountable Officer	Assistant Vice President, University Relations
Related legislation, regulation, policy, or policies	Policy on Media Relations, Policy on Social Media, Policy on Visual Identity and Use of UB Trademarks.
Appendix/Appendices	None

1. **Authority**

The Board of Trustees

2. **Purpose**

To outline the parameters and procedures for approved, externally disseminated University of The Bahamas (UB) publications, digital assets, and narratives which represent the official messaging or position of the institution or which bear any of the University's brand identity.

3. Scope

This policy applies to employees (staff, faculty, part-time faculty), administrators, students, vendors and affiliated organizations and covers all publications, marketing collaterals, and digital assets as well as all external communications under the University's visual identity system (including all logos, sub-brand logos, wordmarks, spirit marks and other trademarks). It also covers all communications assets used for public relations, media relations, campus signage, advertising, electronic and crisis communications.

4. Definitions

Brand: The distinctive identity and standard that differentiates University of The Bahamas in the marketplace which includes tone of voice, visual representations, logos, wordmarks, and trademarks. UB's brand helps to shape and impact public perception, and by extension, the institution's reputation.

Communications: The system of channels and communications materials used to convey official University information via marketing, public relations, advertising, social media and other digital conduits.

Channels: This is the mechanism used to communicate information and includes email, social media (Facebook, LinkedIn, Twitter, Instagram, TikTok, Threads), online channels (including websites, blogs and podcasts) broadcast (radio and television), print (newspapers, magazines, brochures, supplements, reports), and digital display boards.

Editorial Guidelines: The guidelines for written communications, to maintain a consistent standard, common vocabulary and formatting that support the University's professional image and brand presence.

Editorial Style Guide: The document produced and maintained by OUR which outlines for copywriters, editors, content creators and digital marketers specific editorial guidelines for University messaging and tone of voice.

Marketing Collaterals: These are branded media assets or communication materials including brochures, flyers, digital files and booklets that promote the university.

5. Policy Statement

5.1. **General Publication Guidelines**

5.1.1. Communications meeting the following criteria and which are externally disseminated must have the approval of the Office of University Relations, or Assistant Vice President of University Relations or designee and include those which:

5.1.1.1. bear the name or any part of the University of The Bahamas brand identity;

5.1.1.2. are to be paid for with University funds;

5.1.1.3. are intended for external (off-campus) distribution.

5.1.2. Communications in section 5.1.1 include:

5.1.2.1. Publications, including those requiring no or partial editorial or design services; reprints or revisions of previously produced publications; publications produced by means of desktop publishing; initial formats and editorial style for newsletters directed toward off-campus audiences.

5.1.2.2. Print, broadcast, online and social media advertising.

- 5.1.2.3. Photographic, video and audio productions used to represent UB to a mass audience or in any materials covered by this policy.
- 5.1.2.4. Non-commercial use of any UB symbol including seals, logo or signature on all materials, whether or not they are paid for with UB funds, must be approved unless the materials are intended for internal (on-campus) distribution only. Non-UB entities who wish to use the institution's name or symbol for commercial or non-commercial use must obtain formal approval from the Office of University Relations.

5.1.3. Communications in section 5.1.1 do not include:

- 5.1.3.1. Materials produced primarily for classroom or educational use.
- 5.1.3.2. Materials produced for scholarly publications and presentations.
- 5.1.3.3. Advertisements of positions.
- 5.1.3.4. Materials intended for internal (on-campus) distribution only.
- 5.1.3.5. Materials produced by student organizations (unless they bear UB's logo).
- 5.1.3.6. Photographic, audio or visual materials shared via approved and registered social media sites.
- 5.1.3.7. Routine forms.
- 5.1.3.8. Correspondence.

5.1.4. When offices, department, faculties, schools and other constituents elect to produce materials covered by this policy, final approval from OUR, the Assistant Vice President for University Relations or designee is required before the material can be distributed.

5.2. Use of University Stationery and Business Cards

- 5.2.1. The use of UB stationery and/or business cards for purposes other than University business is prohibited. Individuals or offices may not use UB stationery for communicating personal views, positions or findings, or to transmit professional opinions/findings that might give the impression that these reflect the views of University of The Bahamas.
- 5.2.2. Use of UB stationery, business cards, other official trademarks, documents or channels e.g. UB email and social media to further an individual's private business interests or communicate political or personal viewpoints is expressly forbidden.

5.3. Campus Signage and Advertising

- 5.3.1. The AVP University Relations or designee shall review and approve all permanent and temporary internal and external campus signage. Examples of such signage include building acronyms and other designations placed on the exterior of UB buildings, parkway and parking signs, interior directional signs, room designators, temporary signs at construction sites and other areas and signs hung or displayed in common areas as well as feather banners and pole banners.
- 5.3.2. The Vice President Operations shall provide oversight and approval for the placement of signs on UB properties. Such signs are also subject to oversight by the AVP University Relations or designee and must meet general standards of branding, acceptability and uniformity.

6. History